

1000+

ITEMS ARE
PRICE LOCKED
OR AT NEW LOWERED PRICES

Look for these symbols in store



Sobeys

Buy 1 Get 1 FREE*

RedHots
ALL PORK
TOUR PORK

NATURAL Top Dogs
ORIGINAL

MAPLE LEAF or SCHNEIDERS Wieners selected 375 g 6.49 ea

*of equal or lesser value

Scene+ MEMBER PRICING

4.49 /lb, 9.90/kg

with Scene+ Card

Members SAVE \$1/lb

5.49 without Scene+ Card

Extra Lean Ground Beef Family Size 12.10/kg

3.99 /lb

Fresh Pork Tenderloin Family Size cryovac 8.80/kg

Scene+ MEMBER PRICING

9.99

with Scene+ Card

Members SAVE \$3

12.99 without Scene+ Card

Prepared Fresh Daily In Store Fruit or Vegetable Trays 1-1.3 kg

3 PACK

2.99

From Ontario

Rainbow Peppers product of Ontario 3 pk

CHOOSE CANADIAN SEAFOOD

4 Day salmon sale! THUR 25 FRI 26 SAT 27 SUN 28

Scene+ MEMBER PRICING

10.99 /lb, 24.23/kg

with Scene+ Card

Members SAVE \$3/lb

13.99 without Scene+ Card and Rest of Week

Fresh Atlantic Salmon Fillets Family Size product of Canada subject to availability

HOT PRICE

3.97

QUAKER Harvest Crunch Cereal or Selected Varieties 350-600 g, KELLOGG'S Premium Cereal selected 306-553 g or KELLOGG'S Cereal selected 210-435 g

HOT PRICE

2.49

ASTRO Yogurt 650-750 g, KRAFT Dip 227 g or INTERNATIONAL DELIGHT 473 mL

HOT PRICE

2/13

COCA-COLA or PEPSI Soft Drinks 12x355 mL

200 PTS when you buy 2

HOT PRICE

2.49

VILLAGGIO Bread 510-675 g or Buns 6-8 pk

HOT PRICE

3/6.99

CHRISTIE Ritz Crackers selected 180-200 g, Wheat Thins 175-200 g, Toppables 386 g or Triscuits 185-200 g

HOT PRICE

\$2

MCCAIN Regular Fries 800 g



Donate in store April 25th - May 5th to support athletes with intellectual disabilities in our community. And we will match your donation.*



Brooklyn Belcher
Caledon, ON

*100% of the money raised will be donated to Special Olympics Canada with no administration fees retained by Empire Company Limited. No tax receipts will be issued for the donations made during this time. Empire Company Limited will match donations made in-store to a maximum of \$500,000 from April 25-May 5, 2024. For more information, please visit: www.specialolympics.ca

Prices and offers in effect April-May 2024

THU 25 FRI 26 SAT 27 SUN 28 MON 29 TUE 30 WED 1



So many deals
Scan here for our full digital flyer

SOBEYS_WKS2_POL_ONT

Scene

PLUS UP

POINTS

ALL WEEK LONG!

74,000+ PTS

available in store April 25-May 1

That's like **\$740** toward your groceries

That's like
\$5
toward your
groceries

500 PTS
when you buy \$

4.99

JOHNSONVILLE
Breakfast, Dinner or
Smoked Pork Sausages
250-500 g selected



600 PTS
when you spend
\$30 or more

7.99
ea

That's like
\$6
toward your
groceries

CHOOSE
CANADIAN
SEAFOOD

Atlantic Canada 3-4 oz
Lobster Tail previously frozen
or frozen 85 g or 4 pk for \$31.96

That's like
\$5
toward your
groceries

500 PTS
when you buy \$

2.49

QUAKER Crispy
Minis 100 g or Rice
Cakes 127-199 g



HUGGIES
little movers.

OUR PERFECT
FITTING DIAPER

350 PTS
when you buy \$

24.99

PAMPERS Super or
HUGGIES Giga Pack
Diapers 38-120 pk

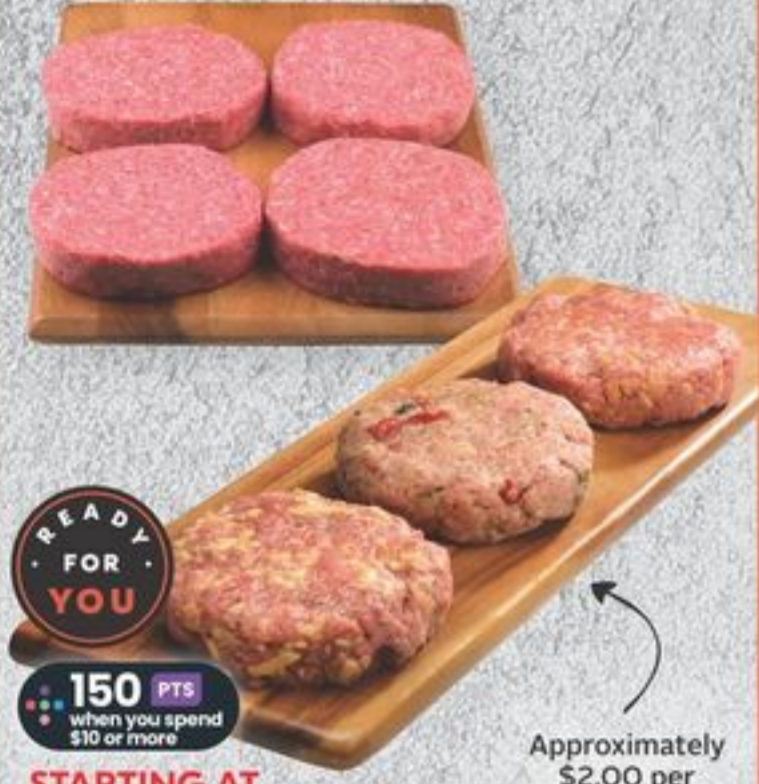


See pages 2 & 3 for more offers!



**Buy 1 Get 1
FREE**
*of equal or lesser value

COMPLIMENTS ORGANIC
Whole White Mushrooms
product of Canada 227 g
3.69 ea



150 PTS
when you spend
\$10 or more

**STARTING AT
6.49**
/lb

Lean Ground Beef Burgers, Bacon & Cheddar, Jalapeño & Cheddar or Onion & Swiss or Medium Ground Beef Chuck Inclusion Burger starting at 14.31/kg

Approximately
\$2.00 per
patty

**It's time to
get grillin'**



**BUY 1 GET 1
50% off**

THE KEG, MONTANA'S, ST. LOUIS BAR & GRILL, EARL'S KITCHEN + BAR, BELMONT, CARDINAL ROADHOUSE, BUTTERBALL or COMPLIMENTS Burgers & More! 678 g - 2.27 kg



**STARTING AT
5.99**
/lb

STERLING SILVER Fresh Top Sirloin Beef Kabob with Assorted Vegetables or Boneless Skinless Chicken Breast or Thigh Kabobs or Pork Tenderloin Kabob starting at 13.21/kg



15% off

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

30% off

Fresh Boneless Striploin Grilling Steaks or Premium Oven Roast Family Size cut from Canada AA or USDA Select grade beef

7.99 /lb

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size 17.61/kg

250 PTS when you buy 1

12.99

COMPLIMENTS Frozen Pork Back Ribs or Chicken Wings, Fillets or Chunks 680-800 g

COMPLIMENTS Pacific White Shrimp Crêvettes Blanches du Pacifique RAW CRUES Large Shrimp 340 g

COMPLIMENTS Cooked or Raw Shrimp 31-40 ct per lb 340 g or ANCHOR BAY Cooked Shrimp in Ring with Sauce 340 g

Scene+ MEMBER PRICING

Members **SAVE \$1** From Ontario

5.99 with Scene+ Card

6.99 without Scene+ Card

COMPLIMENTS Honeycrisp Apples product of Ontario fancy grade 1.36 kg bag

80 PTS when you buy 2

3.99 Hot Dog or Hamburger Buns 8 pk

6.49 MAPLE LEAF Natural Selections Sliced Meats 125-175 g selected

3.99 Cauliflower product of USA or Mexico no 1 grade

4.99 COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected

3.99 KRAFT Singles 410 g

2/\$7 OLD DUTCH Potato Chips 235 g

3/3.99 HEINZ Beans or Pasta 398 mL

2.99 DIANA Sauces 500 mL or Marinades 375 mL or BULL'S-EYE BBQ Sauce 425 mL

2/\$3 CATELLI Garden Select Pasta Sauce 640 mL

4.49 DR. OETKER Ristorante or Casa Di Mama Pizza 320-410 g

5.44 NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumsticks, DEL MONTE or Selected Premium Novelties 4-12 pk

6.99 IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

2.99 NATREL Fine Filtered 5-10% Cream 1 L or SEALTEST 5-10% Cream 1 L or Whip Cream 473 mL

2.99 EARTH'S OWN Oat Beverage 1.75 L

8.99 VAN HOUTTE K-Cup® Pods 10-12 pk, MAXWELL HOUSE Robust and Ground Coffee 631-925 g, FOLGERS Ground Coffee 544-865 g

2/\$6 DARE Bear Paws Cookies 168-240 g, Viva Puffs, Wagon Wheels, Ultimate 290-360 g or LECLERC Celebration Cookies 240-350 g

200 PTS when you buy 2

3.99 CREST Toothpaste 63-120 mL or ORAL-B Toothbrushes or Floss 1 pk selected

14.99 TIDE Laundry Detergent 2.48-2.72 L, Pods 25-42 pk, DOWNY or GAIN Beads 515 g or Fabric Softener 1.43-3.29 L

6.99 CASHMERE Bathroom Tissue 12-24 rolls or 8-24 rolls, SPONGE TOWELS 3-6 pk or SCOTTIES Facial Tissue 6 pk

Scene+ GET 500 PTS FOR EVERY \$25 SPENT IN GAP INC. BRANDS, KOBLO, WAYSFA OR JOEY RESTAURANTS GIFT CARDS!

Offer valid during April 25 - May 1, 2024. Sorry no rainchecks or price matching. Offer valid only on Cash Customers \$25, Shop Customers \$50, Shop \$50, Baby \$25, Cash Customers \$25-\$500, V.I., Jojo's \$50, Jojo's \$25-\$500, V.I., Jojo's Restaurants \$25-\$500, Woyipo \$50, Woyipo \$25-\$500, V.I., Kobo \$25, Kobo \$45, Kobo \$50, Kobo \$10-\$250, V.I. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

LOAD IT TO GET IT!

Get up to **1550** **PTS**

Load offers in the **Sobeys app** or at **MyGroceryOffers.ca**

That's like over **\$15** toward your groceries



Get **1000** **PTS** when you spend **\$30**

Marinated or Glazed Beef, Chicken or Pork from the service case

Get **200** **PTS** when you buy **2**

WERTHER'S ORIGINAL Candy 230-245 g

Get **150** **PTS** when you buy **2**

MERCI Chocolate 100 g



Get **200** **PTS** when you buy **2**

LOOP Kefir Water 355 mL

Scene+ DIGITAL EXCLUSIVE

Download on the **App Store**

GET IT ON **Google Play**

Offer valid April 25th to May 1st, 2024 at all Sobeys locations in Ontario. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

Serving
up
value



Recipe of the Week:
**Warm Tuna
and Broccoli
Pasta Salad**

only
\$5 * per
serving
or
less

[Get recipe](#)

BARILLA
Farfalle Pasta
410 g



Hirros Cherry
Tomatoes product of
Canada or Mexico 255 g



Broccoli Crowns
product of USA or Mexico



Bulk Red Peppers
product of Canada or Mexico



**PRICE
LOCK**

CLOVER LEAF
Skipjack Tuna 170 g

*You can make this recipe for \$5 or less per portion, based on pricing in-store and in the April 25th to May 1st, 2024 weekly flyer. Stated cost does not include basic household pantry items. Stated cost is based on amount of each ingredient required in recipe.

LOOK
FOR **1000+**

ITEMS THAT ARE **PRICE LOCKED**
AND AT NEW LOWER PRICES
THROUGHOUT THE STORE

1000+

ITEMS ARE **PRICE LOCKED**
OR AT NEW LOWERED PRICES

new
LOWER
PRICE

BUY
MORE
SAVE
MORE

2.49

ea when you
buy 3 or more
COMPLIMENTS Herbs 20-28 g
assorted varieties 2.79 ea



new
LOWER
PRICE

3.49

From Canada
COMPLIMENTS ORGANIC Sliced
Mushrooms product of Canada
227 g



new
LOWER
PRICE

75 PTS
when you buy 2

3.99

COMPLIMENTS Salads 426-454 g
regular potato, creamy coleslaw,
macaroni or other selected varieties



new
LOWER
PRICE

5.99

/lb
PANACHE Flattened
Chicken Lemon Greek,
Jerk or Portuguese
13.21/kg



new
LOWER
PRICE

3.49

COMPLIMENTS Cookies
selected 300-350 g



new
LOWER
PRICE

4.99

HUNGRY-MAN Frozen Dinners
360-455 g



new
LOWER
PRICE

3.79

CAVENDISH FARMS Restaurant
Style Fries 540-750 g



BUDGET PLEASERS!

Look for
these
symbols
while you
shop

special
OFFER

Extended
offer for
4+ weeks

BUY
MORE
SAVE
MORE

Save when
you stock up
on more

WEEKLY
SPECIAL

Spotlight on
weekly
specials

SAVE
this
week

Amazing
limited-time
price

Scene⁺

1000 = 10
in FREE
groceries

Scene⁺
MEMBER
PRICING

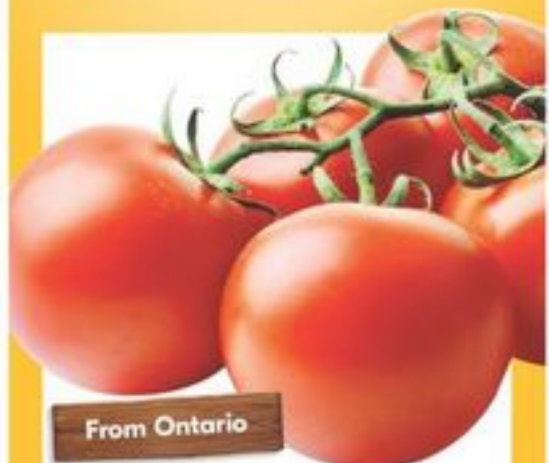
Reduced
pricing
for Scene⁺
members

compliments

Love it
or
it's free*

*For details see
Compliments.ca

Fresh picks



From Ontario

2²⁹ /lb
Tomatoes on the Vine product of Ontario no 1 grade 5.05/kg



From Ontario

3⁴⁹
Mini Seedless Cucumbers product of Ontario, Canada no 1 grade 6 pk



From Canada

2⁴⁹
Boston Lettuce product of Canada

Enjoy fresh hothouse produce!



3⁴⁹
Grape Tomatoes product of Canada or Mexico



5⁴⁹
Sweet Mini Peppers product of Mexico 454 g

Scene PLUS UP POINTS

ALL WEEK LONG!



100 PTS when you buy 2

2/\$6

COMPLIMENTS Garden Salad 340 g or Cole Slaw 397 g product of USA



50 PTS when you buy 1

4⁹⁹
French Green Beans product of Mexico or Guatemala 400 g



5⁴⁹

100 PTS when you buy 1
SUMMI Asian Appetizers 240-350 g



9⁹⁹

300 PTS when you buy 2
PROMISE Gluten-Free Loaves 400-480 g



200 PTS when you buy 1

13⁹⁹
Mediterranean Chicken

BAKED IN STORE

100 PTS when you buy 2

5⁹⁹

Chocolate Chip, Oatmeal Raisin or Monster Cookies 310 g



200 PTS when you buy 2

2⁹⁹
SCHNEIDERS Meat Pies 275 g



100 PTS when you buy 2

3⁹⁹
CAVENDISH FARMS Flavour Crisp Fries 454-750 g



BUY MORE SAVE MORE

150 PTS when you buy 9

\$7 ea when you buy 9 or more
DANONE Go! 190 mL 1.79 ea



100 PTS when you buy 2

4⁹⁹
ARMSTRONG Cheese Sticks 210 g or Combos 180 g



100 PTS when you buy 2

4²⁹
MARS Multi-Packs 200-208 g



150 PTS when you buy 2

2/\$6
PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g



That's like \$4 toward your groceries

400 PTS when you buy 4

LAY'S Potato Chips 220-235 g, Poppables 130 g or Baked 177 g



That's like \$5 toward your groceries

500 PTS when you buy 2

19⁹⁹

MELITTA Whole Bean Coffee 907 g

BUDGET PLEASERS!

Look for these symbols while you shop

WEEKLY SPECIAL: Spotlight on weekly specials

BUY MORE SAVE MORE: Save when you stock up on more

SAVE this week: Amazing limited-time price

SPECIAL OFFER: Extended offer for 4+ weeks

74,000+ PTS

available in store April 25-May 1, 2024

That's \$740 of free groceries*

That's like \$4 toward your groceries

400 PTS when you buy 2

10⁹⁹

JANES Pubstyle Breaded Chicken or Turkey Strips, Nuggets, Burgers, Chicken Fries, Popcorn Chicken or Chicken Wings 600-700 g



STARTING AT 4⁹⁹ 250 PTS when you buy 2

MAPLE LODGE FARMS Ultimate Chicken Franks, Chicken Bacon or ZABINA Halal Breakfast Chicken Strips selected 375-900 g

value size

1000 PTS when you buy 1 pkg

3⁹⁹

That's like \$10 toward your groceries

Pork Half Loin Bone-In Chops frozen 8.80/kg



500 PTS when you spend \$30 or more

11⁹⁹ /lb

CERTIFIED TENDER TENDRETÉ CERTIFIÉE



STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Grilling Steak Family Size cut from Canada AAA grade beef 26.43/kg

That's like \$5 toward your groceries

100 PTS when you buy 1

8⁹⁹

COMPLIMENTS NATURALLY SIMPLE Black Tiger Raw Shrimp 340 g or TOPPITS Ecuadorian Jumbo Cooked Shrimp 340 g



value size

200 PTS when you buy 1

16⁹⁹

COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon or Cod 908 g



6⁹⁹ STEFANO Pasta Sauce 405-648 mL

300 PTS when you buy 2

That's like \$10 toward your groceries

1000 PTS when you buy 4

5⁹⁹

RIO MARE Tuna Salad 160 g



12⁴⁹ COMPLIMENTS Steak Spice or Chicken Seasoning 675-825 g

value size

50 PTS when you buy 1

That's like \$4 toward your groceries

400 PTS when you buy 8

2/250

JELLO Jelly Powders 10-85 g



7⁹⁹ SWIFFER Wet Jet 1.25 L Cloth 10-16 pk or Duster Kit selected

300 PTS when you buy 2

200 PTS when you buy 2

7⁴⁹

GLAD Kitchen Bags 26-52 pk or Compostable 10 pk



24⁹⁹ FRISKIES Canned Cat Food 24 pk 3.74 kg or BENEFUL Dry Dog Food 7 kg

300 PTS when you buy 1

1000+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES



*Certified by the Canadian Beef Grading Agency / Certifié par l'Agence Canadienne de Classement du Bœuf

2⁴⁹ /lb
Eggplant or Zucchini
Squash product of Mexico 5.49/kg

5⁹⁹ From Ontario
SWEET SNAPS Pepper Medley
product of Ontario 340 g

From Canada
50 PTS
when you buy 2
3⁴⁹
THE LITTLE POTATO COMPANY
Potatoes Garlic Herb or Savoury Herb
Kits product of Canada 454 g

5⁹⁹ From Canada
COMPLIMENTS ORGANIC
Portabella Caps product of
Canada 170 g

4⁹⁹ ORGANIC
ANDY BOY
Romaine Hearts
product of USA or Mexico
3 pk

4⁹⁹ **50 PTS**
when you buy 1
Large
Pineapples or
Fresh Cored
Pineapples
product of
Costa Rica

2²⁹ /lb
Bulk Vidalia Onions
product of USA 5.05/kg

6⁹⁹ **25 PTS**
when you buy 2
BIG MOUNTAIN Veggie Links or Bites 300 g,
Cauli Crumble Veggie Grounds 340 g or
Veggie Burger 400 g

2⁹⁹ **50 PTS**
when you buy 1
SUNRISE Tofu extra
firm 350 g

Fresh for the grill!
Our cored pineapples save prep time at no extra cost!

Fruity fresh...

Or try local!
From Ontario
Greenhouse Grown Strawberries
product of Ontario 340 g
4⁹⁹
Strawberries product of USA or Mexico 454 g

5⁹⁹ **100 PTS**
when you buy 1
Clementines product of Israel 907 g

5⁹⁹ HAPPY PLANET
Clean Protein 900 mL
Made with 10 grams of plant protein, these delicious shakes help keep you going throughout your day!

3⁹⁹ **50 PTS**
when you buy 1
Green Kale
product of USA or Mexico

2⁹⁹ ORGANIC
3⁴⁹
Celery product of USA or Mexico

1⁹⁹ ORGANIC
2⁹⁹
COMPLIMENTS Baby-Cut Mini Carrots
product of USA no 1 grade 340 g

5⁹⁹ ORGANIC
6⁹⁹
COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

25% off **READY FOR YOU**
Prepared Fresh Daily Yogurt Parfaits assorted sizes

15% off **READY FOR YOU**
Prepared Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes

15% off **READY FOR YOU**
COMPLIMENTS Tubs 250-500g selected varieties

floral

2⁷⁵ **BUY MORE SAVE MORE**
COMPLIMENTS Black Earth 25 L 2.99 ea

3⁴⁹ **BUY MORE SAVE MORE**
Premium Assorted Annuals 4" 3.89 ea

12⁹⁹ **BUY MORE SAVE MORE**
Premium Annuals 8" Decor Pot 14.99 ea

7⁹⁹ **BUY MORE SAVE MORE**
Ornithogalum "Star of Bethlehem" 4"

Grown in Ontario

BUDGET PLEASERS! Look for these symbols while you shop

Scene 1000 pts = 10 in FREE groceries

Scene MEMBER Reduced pricing for Scene+ members

COMPLIMENTS

25
Sterling Silver

Celebrate 25 Years with Sterling Silver®

So-tender
HAND-SELECTED AAA BEEF

Well-marbled • Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys

8.99 /lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Marinating Steaks Family Size cut from Canada AAA grade beef 19.82/kg

17.99 /lb, 39.66/kg when you buy 2 pigs or more

CERTIFIED TENDER
TENDRETE CERTIFIEE

BUY MORE SAVE MORE

STERLING SILVER Fresh T-Bone Grilling Steak cut from Canada AAA grade beef 19.99/lb, 44.07/kg

200 PTS when you buy 1

3.99 /lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken 8.80/kg

So-local
From Ontario

Buy 2 Get 1 FREE
*of equal or lesser value

HAYTER'S FARM Turkey Products starting at 4.99/lb, 11.00/kg

MIX & MATCH

200 PTS when you spend \$20 or more

3.99 /lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size 8.80/kg

READY FOR YOU

4.99 /lb

Fresh Honey Garlic or Maple Chipotle Marinated Pork Tenderloin 11.00/kg

5.50 /lb when you buy 2 or more

JOHNSONVILLE Ground Sausage 375 g, NOBLE PREMIUM BISON Lean Ground Bison 225 g or FONTAINE Lean Ground Veal 454 g starting at 6.99 ea

7.99 /lb

100 PTS when you spend \$20

Store-Made Sausage Stuffed Portabella Mushroom Caps 17.61/kg

16.99 /lb

Fresh Canadian Lamb Loin Chops 37.46/kg

10% off

THOMAS FARMS Frozen Australian Lamb

Love it. Or it's free. 100% Satisfaction Guarantee

value size

5.99 COMPLIMENTS Regular Wieners 1 kg

4.99 COMPLIMENTS Marinated Boneless Pork Chops 300 g or Pork Sirloin Kabobs 250 g 5.99 ea

120 PTS when you buy 2

5.99 COMPLIMENTS Asian Inspired Entrées 400-500 g or Stuffed Chicken Outlets 284 g

150 PTS when you buy 1

14.99 COMPLIMENTS Breaded Chicken 1.47-1.5 kg

value size

Big format Big value

That's like **\$10** toward your groceries

1000 PTS when you buy 1

6.99 /lb

STERLING SILVER Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 15.41/kg

2 KG BOX

24.99 Seasoned Split Chicken Wings frozen \$24.99 per 2 kg box

Check for this symbol in store!

quick & easy

300 PTS when you buy 2

STARTING AT **8.99**

SCHNEIDERS Peppercettes or Bologna 300-500 g or MAPLE LEAF Natural Shredded Chicken 250 g selected

6.99 /lb when you buy 2 or more

MAPLE LEAF Natural Bacon, Ready Crisp or Fully Cooked Breakfast Sausages 65-375 g selected 7.99 ea

STARTING AT **11.99**

JACK DANIEL'S BBQ Entrées 425-454 g

250 PTS when you buy 2

3.99 /lb

COMPLIMENTS Peameal Bacon Chub 8.80/kg

90 PTS when you buy 1

8.99

MARCANGELO Sausages Mild or Hot Italian or Bacon Wrapped 500-675 g

11.99

ST-HUBERT, SWISS CHALET or MONTANA'S Frozen Pot Pies or Mozzarella Sticks frozen 510-800 g

120 PTS when you buy 1

11.99

COMPLIMENTS Beef Cabbage Rolls or 5 Cheese Cannelloni 907 g-1 kg

150 PTS when you buy 1

14.99

SWISS CHALET Chicken Strips or Nuggets 700 g

1000+ ITEMS ARE PRICE LOCKED OR AT NEW LOWERED PRICES

Look for these symbols while you shop

new LOWER PRICE

PRICE LOCK



Celebrate 25 Years
with Sterling Silver®

So tender

HAND-SELECTED
AAA BEEF

Well-marbled • Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys

*Certified by the Canadian Beef
Grading Agency

13⁹⁹
/lb

STERLING SILVER Fresh
Boneless Top Sirloin
Grilling Medallions cut
from Canada AAA grade
beef 30.84/kg

TRY WITH

our in-store
BBQ Whiskey
Marinade or
Three Pepper
Glaze!



Minimum
21 Day Aged

PORC • PORK
Nagano

Remarkably
tender cuts!



NEW

STARTING AT
7⁹⁹
/lb

NAGANO Premium Fresh Pork Loin
Hotel Cut Chop, Tenderloin, Back Ribs
or Pork Shank Hammer Style
starting at 17.61/kg

MIX &
MATCH

Get 500 PTS

When you spend \$20 or more

OR

Get 800 PTS

When you spend \$30 or more

OR

Get 2000 PTS

When you spend \$50
or more on Sterling Silver
Top Medallions or Fresh
Nagano Pork.

That's like
\$5
toward your
groceries

That's like
\$8
toward your
groceries

That's like
\$20
toward your
groceries

MAKE IT A NAGANO NIGHT.

RICH FLAVOUR. REMARKABLY TENDER.

100% CANADIAN PORK.

So easy

What a catch!

READY FOR YOU

Ready for you seafood

Our marinated Atlantic Salmon fillets boast beautifully marbled orange flesh that's ideal for grilling, pan searing or roasting. A delicious dinner for any night - just cook and serve!



THUR 25 | FRI 26 | SAT 27 | SUN 28

Scene+ MEMBER PRICING

4 Day sale!

11.99 /lb 26.43/kg

with Scene+ Card

14.99 /lb 33.05/kg

without Scene+ Card and Rest of Week
Marinated Fresh Atlantic Salmon Fillets subject to availability

5.99

Prepared In-store Cooked or Raw Garlic Shrimp Grillers previously frozen 280 g or Imitation Crab Platter with Cocktail Sauce 450 g



Prepared in store by our seafood experts, our Salmon roasts are easy enough for a weeknight meal idea or fancy enough to serve for company!

13.99 /lb

Fresh Atlantic Salmon Roasts with Imitation Crab and Seafood Stuffing 30.84/kg



Look for Ready For You products in our Meat, Seafood, Kitchen, Produce, and Deli departments.

seafood



2.99
COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



6.99
CEDAR BAY Planked Atlantic Salmon applewood orange or hickory maple 141 g or sugar and spice 544 g



7.99
HIGH LINER Breaded or Battered Pollock 500-700 g or Signature Cuts Breaded or Battered Haddock 350 g



18.99
COMPLIMENTS NATURALLY SIMPLE Raw Black Tiger Shrimp 8-12 ct per lb 454 g or Wild Scallops 340 g

So easy

Ready for you seafood

Prepared in store by our seafood experts our salmon roasts are easy enough for a weeknight meal idea or fancy enough to serve for company!

1.25 /lb
Marinated Raw Shrimp Skewers 45 g previously frozen

13.99 /lb
Fresh Atlantic Salmon Roasts with Imitation Crab & Seafood Stuffing 30.84/kg

5.99 /lb
Prepared In-store Cooked or Raw Garlic Shrimp Grillers previously frozen 280 g or Imitation Crab Platter with Cocktail Sauce 450 g

8.99 /lb
Stuffed Mushroom Caps with Imitation Crab and Seafood Stuffing or Imitation Crab and Seafood Salad 19.82/kg

kitchen



100 PTS when you buy 2
4.29
SUMMER FRESH Dips or Hummus 200-227 g



2.19 /100 g
Greek Style Pasta with Feta Salad or Seven Grain Salad available in our service case

5.49
OLIVIERI Regular and Skillet Gnocchi 280-350 g

So easy

Feed a family of 3 for \$6 ea.

Flatbread meal deal

BUY 3 Flatbreads selected varieties 230-305 g
for \$18

200 PTS when you buy 1 Flatbread meal deal

1.49 ea. PLUS add one 1-litre Coca-Cola product

deli



100 PTS when you buy 400 g or more
30% off
COMPLIMENTS Double Cream Brie works out to 2.79/100 g



200 PTS when you buy 2
14.49
COMPLIMENTS Sliced Cheese 440 g



200 PTS when you buy 2
7.99
ROUSSAS Authentic Greek Feta 100% Sheep's Milk or Barrel Aged 200 g



200 PTS when you buy 1
STARTING AT 10.99
AGROPUR Grand Cheddar 400 g, Jarlsberg 250 g or LEXTRA Triple Cream Brie 300 g



SLICED FRESH
STARTING AT 2.79 /100 g
COMPLIMENTS Cooked Ham



SLICED FRESH
STARTING AT 3.99 /100 g
MAPLE LEAF Natural Selections Turkey or Ham



200 PTS when you buy 1
STARTING AT 6.99
COMPLIMENTS Pizza Trio or Italian Sub Variety Packs 250-375 g



9.99
MASTRO Charcuterie Trio 150-250 g selected

BAKE SHOP

40 PTS when you buy 2
2.69
White or 100% Whole Wheat Bread 450 g

4.49
Artisan Breads 375 g

4.99 /ea when you buy 2 or more
STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g 5.29 ea

Try our Lemon Shortcake, available for a limited time

200 PTS when you buy 1
13.99
Real Cream Layered Cakes 610-725 g

STARTING AT 3.99
Mini Croissants plain or cheese 8 pk 250-260 g

120 PTS when you buy 2
5.99
100% Butter Pastries chocolate, raisin or cherry Greek yogurt 320-400 g

11.49 with Scene+ Card
12.99 without Scene+ Card
PANACHE Cheesecakes frozen 600 g

BUDGET PLEASERS!

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So easy

READY FOR YOU

Grab & Go charcuterie boards



STARTING AT
17⁹⁹

200 PTS
when you buy 1

Grab & Go Charcuterie Board classic, smoke & fire or fruit & cheese
468-508 g

READY FOR YOU

Family meal deal



CHOOSE CHICKEN OR RIBS

250 PTS
when you buy 1 Family meal deal

Hot Roast Chicken
OR
Full Rack of Back Ribs

Any 2 Sides
Large Potato Wedges or
COMPLIMENTS Salad
426-454 g

4 Butter Topped Buns



149 ea.

PLUS add one 1-litre Coca-Cola product

4 Can Dine for **\$19⁹⁹**

Look for Ready For You products in our Meat, Seafood, Kitchen, Produce, and Deli departments.

frozen & dairy



6.99
DR. OETKER Tradizionale, The Good Baker or Giuseppe Easy Pizzi 300-600 g



2/\$7 COMPLIMENTS Cream Cheese or Spread 227-250 g



5.49 with Scene+ Card
5.99 without Scene+ Card
COMPLIMENTS Cottage Cheese 750 g



4.99 CRAVE or KRAFT Frozen Dinner Entrées 200-340 g



2.29 MINUTE MAID Frozen Orange Juice 295 mL



3.99 COMPLIMENTS Cheddar Flavour Slices 400 g



3.99 OIKOS Greek Yogurt 4 pk 4.99 ea (buy 3 or more)



3.49 PILLSBURY Pizza Pops 4 pk



5.49 BEN & JERRY'S Ice Cream 473 mL



4.99 KOZY SHACK Pudding 6 pk



9.99 IÖGO Yogurt 2 kg

drinks & snacks



10.99 WELCH'S Fruit Snacks 616 g



2/\$8 TOSTITOS Tortilla Chips 205-300 g



2/8.50 CHEETOS 170-285 g or RUFFLES Potato Chips 180-200 g



3.99 ROLD GOLD Pretzels 189-370 g (with Scene+ Card)



3.49 VOORTMAN No Sugar Added Cookies or Wafers 142-320 g



1.49 MAYNARDS Candy Singles 44-64 g 2.49 ea (buy 2 or more)



1.89 HERSHEY'S King Size Bars 62-85 g



3.49 TWIZZLERS Licorice Candy 311-454 g (with Scene+ Card)



3.99 KELLOGG'S Cheez-It Crackers, Snap'd or Town House 213-391 g 4.49 ea (buy 2 or more)



10.49 TETLEY Orange Pekoe Tea 144 pk or Green Tea 80 pk



3.79 ALLEN'S Juice 8x200 mL tetra



3.99 SUNNY D or NESTEA Iced Tea 1.89 L, PURE LIFE Splash Water 6x500 mL or ESKA Natural Spring Water 12x500 mL

Here for your budget and lifestyle



6.49 COMPLIMENTS Flatbread Pizza 310 g



50 PTS COMPLIMENTS Aerosol Whipped Cream 225 g



6.49 COMPLIMENTS Omega-3 Free Run Large White Eggs 12 pk



150 PTS COMPLIMENTS Frozen Vegetables 500-750 g



200 PTS PANACHE Cookies 300 g



100 PTS COMPLIMENTS S'Mores Kit 500 g while supplies last



300 PTS COMPLIMENTS Iced Tea 1 kg



100 PTS COMPLIMENTS Snacks 265-300 g, Kettle-Cooked Peanuts 275 g, Pretzel Sticks 320-400 g or Ready To Eat Popcorn 190-250 g

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3⁹⁹

Dragon Fruit product of Vietnam or Yellow Pitahaya product of Ecuador



99¢ /lb

Bok Choy or Nappa Cabbage product of USA 2.18/kg



5⁴⁹

SIWIN Dumplings or Potstickers 454-500 g selected varieties and stores



3⁴⁹

PATAK'S Ready-to-Heat Meals selected varieties 285 g



2/7⁵⁰

LAY'S Potato Chips Asian flavours 165 g available in selected stores



STARTING AT 3⁹⁹

AL' FEZ Meal Kits 150-200 g, Marinades 156-157 mL or Sauces 400 mL selected varieties



5⁹⁹

CHALO Basmati Rice 1.81 kg available in selected stores



3⁹⁹

KIKKOMAN Rice Vinegar selected varieties 296 mL

meal makers



199 with Scene+ Card
249 without Scene+ Card
 COMPLIMENTS English Muffins 6 pk



2/\$7
 VACHON Snacks 248-336 g



2/650
 DEMPSTER'S Tortillas 240-340 g



299
 OLD EL PASO Taco Shells 125 g, Flour Tortillas large 334 g or Tangy Chipotle Seasoning 110 g



499
 BICK'S Pickles 500 mL



429 **25 PTS** when you buy 1
 CATELLI Pasta 900 g



499
 MARIO'S Cooked Ham or Corned Beef 340 g



849
 KRAFT Pizza Kit 850 g



449 **150 PTS** when you buy 3
 BETTY CROCKER Cake, Cookie, Brownie or Bisquick Mix selected 337 g-1.13 kg



449
 HERSHEY'S Chipits 180-270 g



379
 COMPLIMENTS Assorted Chocolate Chips 225-300 g



479
 CROSBY'S Molasses 675 g



599
 KELLOGG'S Family Size Cereals selected varieties 480-650 g



450 **BUY MORE SAVE MORE**
 PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL 4.99 ea



699
 HEINZ Picnic Pack 375 mL



1099 **STARTING AT**
 DAINTY Jasmine or Basmati Rice 1.6 kg

Love it. Or it's free.* *For details see COMPLIMENTS.ca

399 COMPLIMENTS Whipped Dressing 890 mL or Rubs 275 mL

20% off COMPLIMENTS Baking Nuts 400 g (excludes pine nuts 400 g)

50 PTS when you buy 1 **399** COMPLIMENTS Raisin Bread 600 g

300 PTS when you buy 2 **\$5** COMPLIMENTS Bagged Jumbo Cereal 400-794 g

natural health



399 **50 PTS** when you buy 1
 RISE Kombucha or Botanicals Beverage 414 mL



749
 ELMHURST Oat Creamer 473 mL or Unsweetened Almond or Oat Milk 946 mL



849
 GARDEIN Plant-Based Meat Alternatives 397-425 g



529 **STARTING AT**
 OLYMPIC ORGANIC Yogurt 650 g



399 **40 PTS** when you buy 1
 MADE GOOD Bars, Mini or Rice Crisps 120-150 g



1099
 FLOURISH Pancake Mix 430 g



429 **200 PTS** when you buy 3
 MUIR GLEN Crushed Tomatoes 796 mL



399
 COMPLIMENTS GLUTEN-FREE Brown Rice Pasta 340 g



30% off **300 PTS** when you buy 2
 WEBBER Vitamins assorted



349
 GRENADE or DIESEL Protein Bars 50-60 g



199
 KIND Bars 40 g Caddy at 21.99



999
 COMPLIMENTS ORGANIC Roast and Ground Coffee 275-300 g

BUDGET PLEASERS!

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 Spotlight on weekly specials

BUY MORE SAVE MORE
 Save when you stock up on more

SAVE this week
 Amazing limited-time price

SPECIAL OFFER
 Extended offer for 4+ weeks

home & pet care



200 PTS when you buy 2
4.79 CLOROX Bleach 1.27 L or Cleaners 887-946 mL



100 PTS when you buy 2
6.99 ARM & HAMMER Laundry Detergent 1.42-1.63 L



That's like **\$6** toward your groceries
600 PTS when you buy 2
22.99 CASCADE Dishwasher Tabs 51-67 pk



Scene **MEMBER** **6.49** with Scene+ Card
7.99 without Scene+ Card
 BEST BUY Bathroom Tissue 12=24 pk



100 PTS when you buy 2
7.99 GLAD Cling Wrap 152 m or Press 'N' Seal 140 ft



2.79 COMPLIMENTS Parchment Paper 35 ft or Foil Wrap 25 ft



20.99 CHARMIN Bathroom Tissue 12=48 pk or BOUNTY Paper Towels 4-6 pk



8.99 COMPLIMENTS Paper Towel or Facial Tissue 6 pk



3.49 FORTHGLADE Grain Free Wet Dog Food 395 g



15% off NATURE'S MIRACLE Litter or Litter Box Cleaner 496 g



15.49 WHISKAS Perfect Portions Wet Cat Food 75 g 12 pk or PURINA Cat Chow 3.2-4 kg



15% off CUISINART Oceanware Kitchen Tools selected varieties

health, beauty & baby



100 PTS when you buy 2
6.49 SENSODYNE or Pronamel 110-135 mL selected



STARTING AT 3.99 AXE Hair Care 473 mL or DEGREE Deodorant 48-85 g selected



200 PTS when you buy 2
9.99 HEAD & SHOULDERS Shampoo or Conditioner 100-613 mL selected



400 PTS when you buy 2
10% off TAMPAX Tampons 22-36 pk selected



STARTING AT 7.99 OGX Hair Care or Styling 100-385 mL, 172 g or Body Wash 577 mL selected



10% off **250 PTS** when you buy 2
 GARNIER Whole Blends 250-370 mL, L'OREAL Hair Expertise 150-385 mL Hair Care selected



100 PTS when you buy 1
4.49 SPEED STICK Deodorant 45-85 g selected



100 PTS when you buy 2
20% off GARNIER Micellar Water 400 mL or Wipes 25 pk



15% off THE HONEST CO. Baby Toiletries 118-355 mL



100 PTS when you buy 2
6.49 JOHNSON'S Baby Care 400-600 mL or 623 g



BUY MORE SAVE MORE
5.29 80 when you buy 2 or more
 BABY GOURMET Cereal or Fruit Squoosh Snacks 5.99 ea

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 COVER Cover with BAND-AID adhesive bandage.

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250 PTS when you buy 1
15% off VOLTAREN Emulgel 100-150 g†

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15% off TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle & Body 40 pk selected†

200 PTS when you buy 1
15% off REACTINE Allergy Relief 24-36 pk or BENADRYL Caplets 25 mg 100 pk†

200 PTS when you buy 2
15% off ZARBEE'S Baby or Children's Cough Syrup 59 mL or 118 mL

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3.19

ea when you buy 2 or more
HOT-KID Baby Mum-Mum 50-60 g 3.49 ea



BUY MORE SAVE MORE

200 PTS when you buy 3 or more

3.39

ea when you buy 2 or more
LITTLE GOURMET ORGANIC Snack Bars and Bites 23-42 g 4.49 ea



BUY MORE SAVE MORE

1.99

ea when you buy 3 or more
BABY GOURMET Fruit or Veggie Based Purées 113-128 mL selected 2.49 ea



21.99

HUGGIES Wipes 560-704 pk



That's like \$5 toward your groceries

500 PTS when you buy 1

39.99

PAMPERS Super Econo Plus Huge Diapers 66-160 pk

Scene

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when you spend \$15-24.99 in baby department

Get **300 PTS**

when you spend \$25-49.99 in baby department

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More big offers

on baby essentials!



350 PTS when you buy 1

24⁹⁹

PAMPERS Super Pack Diapers 42-120 pk or HUGGIES Giga Diapers 38-120 pk



BUY MORE SAVE MORE

3²⁵

ea when you buy 2 or more
NESTLÉ Gerber Snacks 42-155 g 3.79 ea



BUY MORE SAVE MORE

7⁹⁹

ea when you buy 4 or more
NESTLÉ Gerber ORGANIC Pouches 99-128 mL 2.49 ea

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Buy More, Get More!

Get **150 PTS** when you spend \$15-24⁹⁹

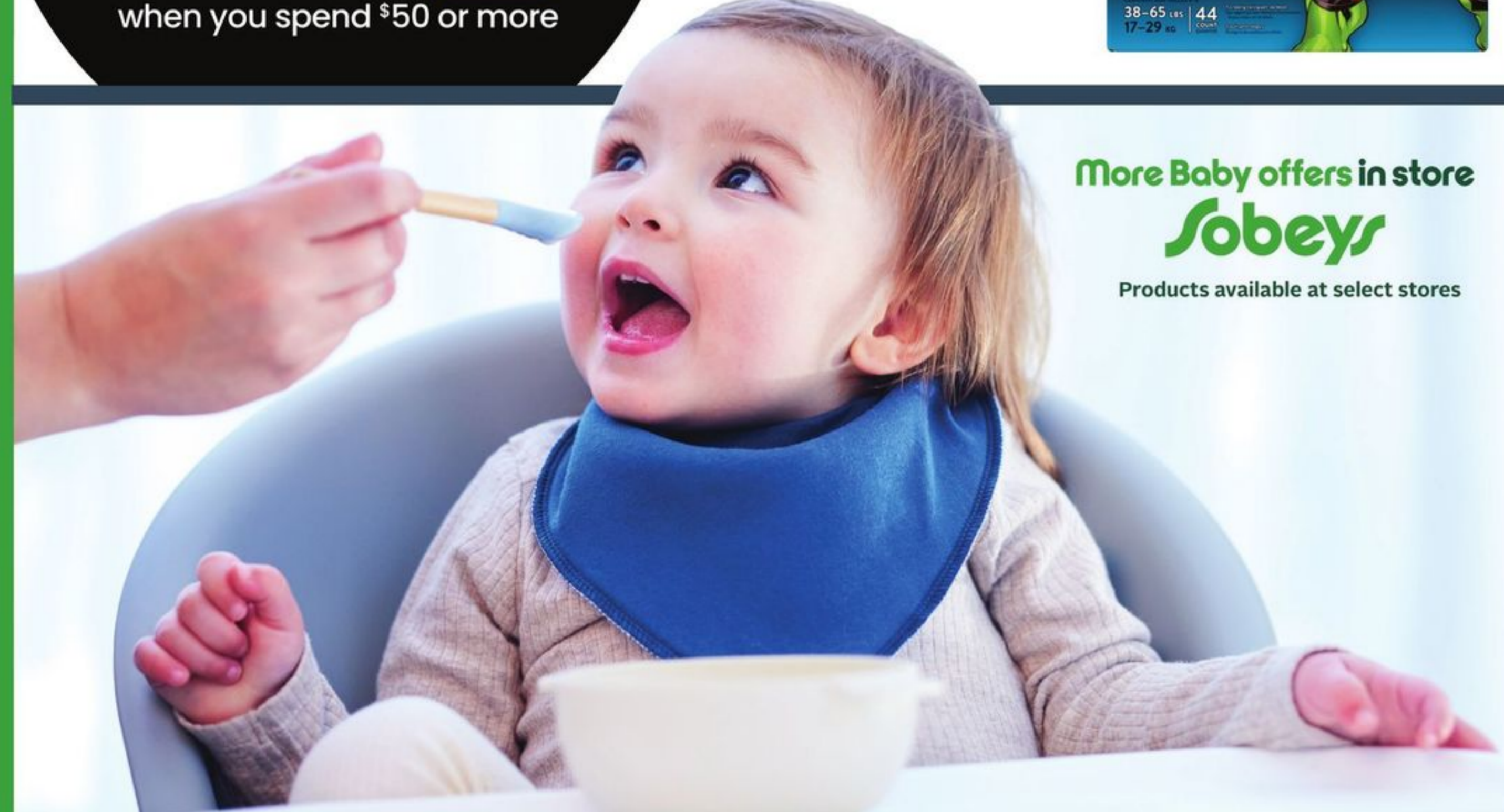
Get **300 PTS** when you spend \$25-49⁹⁹

Get **1000 PTS** when you spend \$50 or more



28⁹⁹

HUGGIES Giga Pack Pull-Ups or Goodnites 28-74 pk



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CLEAN ENERGY
PLANT BASED ENERGY & ZERO SUGAR

100 PTS
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REIGN Storm Energy Drinks 473 mL

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799 NESTLÉ King Size Bars 63-86 g or Pops 70 g

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when you buy 4

125 NESTLÉ Single Bars 38-60 g

449 NESTLÉ Sharing Bags 135-203 g

229 NESTLÉ Juniors 9 pk 67-112 g

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MARIE CALLENDER'S Bowls 312-349 g

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HEALTHY CHOICE Gourmet Steamers 269-306 g or Simply Steamers 255-283 g

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799 BLACK DIAMOND Cheestrings 252-336 g

499 CRACKER BARREL Cheese Slices 200-240 g

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McCAFÉ K-Cup® Pods 12 pk

250 PTS when you buy 1

McCAFÉ K-Cup® Pods 48 pk

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Enjoy eating in! Spaghetti Lasagna

499 COMPLIMENTS Shredded Cheese 226-320 g

649 GARDEIN Meat Alternatives 190-390 g

249 HUNT'S Thick & Rich Pasta or Tomato Sauce 680 mL 2.79-2.99 ea

50 PTS when you buy 1

COMPLIMENTS Pasta 900 g

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KNORR Dry Sauces or Gravies 26-32 g selected varieties 2.29-2.69 ea

Get the Recipe at Knorr.com/ca

499 HELLMANN'S Mayo/Dressing 340-445 mL

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when you buy 2

PEPSI Mini Cans
6x222 mL

2/\$5 GATORLYTE 500 mL,
GATORADE G Fit 828 mL
or GATORADE 710 mL

100 PTS
when you buy 2

2/13 MONTELLIER
10x355 mL

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2/13 PEPSI Soft Drinks
or BRISK Iced Tea
12x355 mL

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44% LESS SODIUM.*

4⁴⁹ MOTT'S Clamato,
Original Light or Selected
Varieties 1.89 L

*Compared to 250 mL serving of Mott's Clamato The Original.
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Cinco de Mayo

100 PTS
when you buy 2

4⁹⁹ OLD EL PASO Mexican Kits
250-510 g or Salsa 650 mL

8⁷⁹ OLD EL PASO Value
Size Seasoning Mix
Canister 177 g

3⁹⁹ OLD EL PASO Taco
Squeeze Sauce 243 mL

4⁹⁹ OLD EL PASO
Tacos for Two Kits
155-194 g

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SUNSETS
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0.0% 12x355 mL

12⁹⁹ CORONA Sunbrew
0.0% 6x330 mL

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