

MAY

**HIT
OF THE
MONTH**



**Cheez-It Baked
Snack Crackers**
191-200g, selected varieties
Limit: 6, over limit retail \$2.50



**New Treasure
Long Grain White Rice**
2kg, Limit: 4, over limit retail \$4.50

WHILE QUANTITIES LAST



**Planters Deluxe Whole Cashews,
Salted or Unsalted**
200g, Limit: 6, over limit retail \$4.50

**LOWEST PRICES
BEST DEALS**

As compared to other major grocery retailers within your local trade areas. *Must be a registered PC Optimum™ member to get this offer. Valid from May 1st - 31st, 2024.



Always



Set low prices on select items.



ALWAYS

\$3

NO NAME® FROZEN FRUIT
selected varieties
300/400 g
Fruits surgelés
21543097, EA



ALWAYS

\$6

NO NAME® CHICKEN NUGGETS, BURGERS or STRIPS
frozen, 908 g
pépites ou burgers ou lanieres de poulet
21178744, EA



ALWAYS

\$10

BREADED CHICKEN, MEATBALLS, LEAN GROUND BEEF or HOR D'OEUVRES
selected varieties, frozen
994 g 1.81 kg
poulet pané ou boulettes ou bœuf haché maigre ou hors-d'œuvre
21372892, EA



CLUB SIZE

ALWAYS

\$10

BUTCHER'S CHOICE® SAUSAGE
selected varieties
1.2 kg
saucisses
21560790, EA

CANADA'S MOST TRUSTED GROCERY STORE FOR LOW PRICES:



*Rated by Canadian shoppers based on the 2024 BrandSpark® Canadian Trust Study.



FLYER PRICES EFFECTIVE THURSDAY, MAY 2 TO WEDNESDAY, MAY 8, 2024.



APP EXCLUSIVE OFFER
 Optimum
1,000 ^{PTS}

\$1
 value

10⁹⁹

PC®, BLUE MENU®, THICK & JUICY® or FREE FROM® BURGERS
 selected varieties, frozen
 568 g - 1.36 kg
 burgers
 20941232 EA



WOW!

2⁴⁹
 LB

PORK HALF LOIN
 fresh, boneless
 5.49/kg
 demi-forte de porc
 20554871 KG
 WHILE QUANTITIES LAST



SAVE 22%
3⁸⁸

4 LB BAG
 FARMER'S MARKET® MCINTOSH or ROYAL GALA APPLES
 product of Atlantic, Canada fancy grade
 pommes
 20712311001 EA/2076799801 EA



SAVE 35%
6⁴⁹

9 LB AVERAGE
 WHOLE SEEDLESS WATERMELON
 product of Mexico or U.S.A.
 melon d'eau sans pépins
 2006733001 EA
 WHILE QUANTITIES LAST



SAVE UP TO 27%
\$4

FARMER'S MARKET® BUTTER CROISSANTS or LOAF CAKES 250-400 g or LA BAGUETTERIE MICHE SLICED 400-800 g
 selected varieties
 croissants ou beurre ou gâteaux quatre-quarts
 20975943 EA/21104112 EA



SAVE UP TO 46%
4⁴⁴

ARMSTRONG or PC® SHREDDED CHEESE BAR 250-320 g or ARMSTRONG CHEESE BAR 400 g
 selected varieties
 fromage râpé ou barres de fromage
 21284340 EA/21346749 EA



SAVE UP TO 30%
1²⁵

UNICO BEANS 540 mL or TOMATOES 796 mL
 selected varieties
 légumineuses ou tomates
 20213447001 EA
 20214629001 EA



110 LOADS
 100 LOADS
 SAVE UP TO 50%
8⁹⁹

SUNLIGHT 4 L or PUREX 4.08-4.43 L LIQUID LAUNDRY DETERGENT, FLEECY FABRIC SOFTENER 3.5 L or DRYER SHEETS 200's
 selected varieties
 détergent ou assouplissant
 2008232001 EA/21427942 EA



WOW!
11⁴⁹

COCA-COLA or PEPSI SOFT DRINKS
 selected varieties
 24x355 mL
 boissons gazeuses
 20306467002 EA/203006197001 EA

Deals from the past on select items. ‡



SAVE 28%
1⁷⁷

DARE CRACKERS
 selected varieties
 100-225 g
 croquette
 20973370 EA/2152066 EA




199
EA/LB

1 LB CLAMSHELL

3 LB BAG

499

BROCCOLI CROWNS each, product of U.S.A. or Mexico or **TOMATOES ON THE VINE** 4.39/kg, product of Canada or Mexico
couronnes de brocoli ou tomates sur vigne 21121540001 EA/20026700001 KG

BLUEBERRIES product of Mexico, no. 1 grade, **FARMER'S MARKET™ NAVEL ORANGES** product of Spain, Morocco, Turkey or Egypt or **STRAWBERRIES** product of U.S.A., no. 1 grade
bleuets ou oranges navel ou fraises 20080127001 EA/20142945001 EA




399
LB

680 G BAG

454 G

399

GREEN SEEDLESS GRAPES product of Chile or India, no. 1 grade or **RED SEEDLESS GRAPES** product of Chile, no. 1 grade
raisins sans pépins 8.80/kg 20423773001 KG/20191196001 KG

PC™ LITTLE GEMS™ RED, YELLOW or MIXED MINI POTATOES product of Canada, Canada no. 1 grade or **WHOLE WHITE or CREMINI MUSHROOMS** product of Canada
mini-pommes de terre ou champignons blancs ou cremini 20741372 EA/20738571 EA

GROWN IN CANADA

FRESH GUARANTEE

If your produce isn't fresh, we'll replace AND refund it.*





149

499

599

15 LB BAG

ENGLISH CUCUMBERS product of Atlantic Provinces, Canada no. 1 grade
concombres anglais 20079120001 EA

FARMER'S MARKET™ SWEET PEPPERS product of Mexico or **MINI CUCUMBERS** product of Canada, Canada no. 1 grade
poivrons des mini-concombres 01171030001 EA/2094462001 EA

NO NAME™ NATURALLY IMPERFECT™ POTATOES product of Atlantic Provinces, Canada no. 2 grade
pommes de terre 20172340001 EA/2094462001 EA






199
LB

199

349

499

BARTLETT PEARS product of Argentina, extra fancy grade
poires 4.25/kg 2002670001 EA

KALE product of U.S.A.
chou frisé 2002670001 EA

FARMER'S MARKET™ CARROTS product of U.S.A., no. 1 grade or **YELLOW ONIONS** product of Canada, Canada no. 1 grade
carottes ou oignons jaunes 2002670001 EA/2002670001 EA

EAT SMART™ Sweet Kale Chow frisé doux or **TAYLOR FARMS™ CHOPPED SALAD KITS** selected varieties, product of U.S.A.
salades 21022221 EA





399
LB

\$10

1099

CLUB SIZE

LEAN GROUND PORK fresh
porc haché maigre 8.80/kg 203283001 KG

PC™ BONE-IN CHICKEN THIGHS, DRUMSTICKS or BREAST FILLETS up to 870 g
huits de cuisson de poulet ou pilons ou filets de poitrine 21341042 EA

SWISS CHALET™ PORK BACK RIBS selected varieties
côtes de dos de porc 21022221 EA






399

299

\$5

877
LB

MINI BABYBEL™ 100-120 g or **THE LAUGHING COW™ CHEESE** 133-140 g
selected varieties
fromage 2002670001 EA

WONDER BREAD 300-475 g or **BUNS** 7 g, selected varieties
pain ou petits pains 2002670001 EA

FARMER'S MARKET™ COOKIES selected varieties
biscuits 2002670001 EA

STEELHEAD TROUT FILLET frozen
filet de truite steelhead 21331554 2002670001 EA

* Fresh Guarantee: Applicable to eligible fresh produce items purchased at No Frills store locations or online at nofrills.ca. If you are not completely satisfied with your eligible fresh produce item, we will replace it with an identical item, or in our discretion, a comparable item and provide you with a refund of the purchase price upon presentation of the item and your original receipt within 7 days of purchase at the No Frills store where purchase originated. The guarantee does not apply to produce items with a stated "best before" date (e.g. bagged salad kit, packaged bean sprouts) and may not be combined with any other offer. We reserve the right to cancel or change the terms of this guarantee at any time without notice.



SAVE 36%
12⁹⁹

POGO
frozen
20's
savoies sur bâtonnet
30045224002 EA



SAVE UP TO 41%
3⁴⁹

CHAPMAN'S LOLLY NOVELTIES
selected varieties, frozen
28's
friandises glacées
30348105 EA/20950734 EA



SAVE 30%
2⁹⁹

CRAVE ENTRÉES 200-340 g, **KRAFT DELUXE MAC & CHEESE** 340 g or **SMART ONES ENTRÉES** 241-283 g
selected varieties, frozen
plats cuisinés ou macaroni au fromage
21081515 EA/21558969 EA



KRAFT SINGLES 410 g or **CHEEZ WHIZ** 450 g
selected varieties
produit de fromage fondu
206940001 EA/21188654 EA
SAVE 33%
3⁹⁹



3⁴⁹
SCOTSBURN COTTAGE CHEESE
selected varieties
300 g
fromage cottage
20977634 EA



3⁴⁹
SCOTSBURN SOUR CREAM
selected varieties
300 ml
crème sure
21031199 EA/21381963 EA



3⁷⁹
CLOVER LEAF TUNA BOWLS
selected varieties
140 g
boîtes de thon
21067078 EA/21381979 EA



2⁹⁹
NATURE VALLEY GRANOLA BARS, MOTT'S or BETTY CROCKER FRUIT SNACKS
selected varieties
120-230 g
barres granola ou collations aux fruits
2011520002 EA/20116474001 EA



2⁹⁹
KELLOGG'S RICE KRISPIES 176/198 g, **POP TARTS** 284 g, **SPECIAL K** 125 g or **NUTRI-GRAIN BARS**
selected varieties
barres
20126347001 EA/2012994001 EA



8⁹⁹
GENERAL MILLS JUMBO CEREAL
selected varieties
825 g-1.3 kg
céréales
20472100 EA



3⁴⁹
PC® LEMONADE or TEA
selected varieties, refrigerated
1.54 L
Limonade ou thé
21420547 EA/21350471 EA



3⁹⁹
COCA-COLA or PEPSI SOFT DRINKS
selected varieties
6x222 ml
boissons gazeuses
20234289002 C0A/20437340004 C0A



\$7
PC® BATHROOM TISSUE
selected varieties
12x24 rolls
papier hygiénique
21400714 EA



3⁹⁹
LYSOL MULTI SURFACE CLEANER SPRAYS 650/950 ml
selected varieties
nettoyant
2029673002 EA/20211647901 EA



5⁴⁹
LISTERINE CLASSIC MOUTHWASH
selected varieties
1 L
rinçage-bouche
2034830001 EA/21091218 EA



9⁹⁹
STAR GRILL LUMP CHARCOAL
4 kg
charbon de bois
20773849 EA

PRICE DROP

Lowered price for a longer time.



SIMPLY JUICE or BEVERAGES or GOLD PEAK ICED TEA
selected varieties, refrigerated
1.5L/1.75 L
boissons ou thé glacé
2106068 SA/21170792 SA

PRICE DROP
4.99



PRICE DROP
6.99

GIUSEPPE STUFFED CRUST PIZZA
selected varieties, frozen
685-771 g
pizza
21235499 SA



PRICE DROP
6.99

PILLER'S PEPPERONI STICKS or TURKEY BITES
selected varieties
300-500 g
bâtonnets de pepperoni ou bouchées de dinde
21099266 SA/21109291 SA



PRICE DROP
2.29

QUAKER CRISPY MINIS or RICE CAKES
selected varieties
90-190 g
petites de riz
24127960 SA/
20232991 SA



PRICE DROP
3.50

PC ORGANICS APPLE TREAT SAUCE JUMBO RAISIN PACK
176 g or CHOCOLATE BAR 100 g
selected varieties
gâteaux aux pommes ou purée de pommes au chocolat
2117024 SA



PRICE DROP
5.49

KELLOGG'S FAMILY SIZE CEREAL
selected varieties
600-650 g
céréales
2142878 SA/2142878 SA



PRICE DROP
5.99

PC COFFEE PODS NESQUIK SYRUP or POWDER
110-700 mL or 140 g
selected varieties
capsules de café au lait ou sirop au chocolat ou poudre
20232991 SA/
20232991 SA



PRICE DROP
1.29

NO NAME VEGETABLES
selected varieties
24127960 SA/
20232991 SA



PRICE DROP
1.99

UNICO TOMATO PASTE
369 ML
pâte de tomates
20232991 SA



PRICE DROP
2.49

PC READY TO SERVE SOUP
selected varieties
340 mL
soupe
21240622 SA



PRICE DROP
5.99

PC WHITE RICE
1.4 kg
riz
21240622 SA



PRICE DROP
1.50

GRACE COCONUT MILK or WATER
400 mL or 100 mL
selected varieties
lait de noix de coco
2047713 SA/
2047713 SA



PRICE DROP
4.49

PC MINI HUMMUS
selected varieties
220 g
hummus
20232991 SA/20232991 SA



PRICE DROP
4.49

LEA & PERRINS WORCESTERSHIRE SAUCE or MATT & STEVE'S THE EXTREME BEAN
284 mL or 300 mL
selected varieties
sauce au fenouil aromatisé
20232991 SA/20232991 SA



PRICE DROP
\$13

BUTCHER'S CHOICE BEEF BURGERS
selected varieties, frozen
1.13 kg
burgers
20232991 SA



PRICE DROP
\$2

PALMOLIVE DISHWASHING LIQUID
selected varieties
391/728 mL
liquide à vaisselle
20232991 SA/20232991 SA



PRICE DROP
7.99

NIVEA BODY LOTION
selected varieties
473-625 mL
lotion pour le corps
20232991 SA/20232991 SA



PRICE DROP
5.99

TRESEMME HAIR CARE
selected varieties
190-311 g/236-628 mL
soins capillaires
20232991 SA/
21170792 SA



PRICE DROP
10.99

ROYALE FACIAL TISSUE
12x100 sheets
serviettes
20232991 SA

ASTRO YOGURT
selected varieties
625-750 g
yogurt
2016223001 SA/
20170533001 SA



WOW!
2.69



MICHELINA'S DINNER ENTRÉES
selected varieties, frozen
156-284 g
plats cuisinés
2130814 EA

SAVE UP TO 40%
1.49



SAVE 26%
2.79

CHEEMO PEROGIES
selected varieties, frozen
907 g
perogies
20527139 EA



NESTLÉ DRUMSTICKS or NOVELTIES
selected varieties, frozen
4-10"
bonbonnes glacées
2022238002 EA/21142960 EA



SAVE 21%
5.49

APP EXCLUSIVE OFFER*
Optimum
1,000 pts

PC® THE DECADENT® COOKIE
selected varieties
280/300 g
biscuits
20612257 EA

3.49



\$1 Value

POST FAMILY SIZE CEREAL
selected varieties
368-725 g
céréales
20940327 EA/21575329 EA

4.49



NO NAME® EVAPORATED MILK
selected varieties
354 mL
lait évaporé
21040510 EA/21040543 EA

1.49

FRUITOPIA, NESTEA or PEACE TEA BEVERAGES
selected varieties, refrigerated
1.75 L
boissons
2034744001 EA/
20348331004 EA

2.29



SCOTSBURN, BAXTER or FARMERS CREAM
selected varieties, brand availability varies by region
1 L
crème
20050614 EA/
20184742002 EA

3.29



UNICO TUNA
198 g
thon
20113748 EA

1.69

CAMPBELL'S CONDENSED SOUP
selected varieties
284 mL
soupe
2029734002 EA

1.99



BARILLA PASTA
selected varieties
340/410 g
pâtes
21404904 EA

1.99



LAY'S POTATO CHIPS POPPABLES 130 g or **CHEETOS** 180-285 g
selected varieties
croustilles ou grignolines
21041032 EA/21370148 EA

3.49



TETLEY or LIPTON YELLOW LABEL TEA
selected varieties
80-144"
thé
20078830 EA/21192337 EA

5.99



JAMIESON VITAMIN C or D
selected varieties
75-240"
vitamines C ou D
20299993 EA/20303216001 EA

6.99

Quantities and/or selection (flavour, colour, patterns, style) of items may be limited and not be available in all stores. No rainchecks or substitutions on clearance items or when quantities are advertised as limited. We reserve the right to limit purchase quantities per customer to reasonable family requirements. See in-store for details. We are not obligated to sell items based on errors or misprints in typography or photography. All savings claims (i.e. "Save", "Was", "1/2 Price", etc.) are in comparison to our own regular prices. Regular pricing and savings on items shown may vary by store location. Applicable taxes, fees, deposits, recycling or environmental surcharges are extra. Coupons must be presented and redeemed at time of purchase. *PC Optimum™: Scan your PC Optimum™ app or swipe your card to get Members Pricing or points. See in-store for details.



BETTER AS A MEMBER

* Scan your PC Optimum™ app or swipe your card to get PC Optimum™ Members pricing.

May 2-8, 2024

Get*

10,000 pts

\$10
value

for every \$100* spent on Happy Active, Happy Her, and Happy Teen gift cards.



* Offer valid in-store only. Subject to availability; selection may vary by store. We reserve the right to limit quantities. See gift card for details, terms & conditions. Offer applies to every \$100 spent on any combination of Happy Active, Happy Her, and Happy Teen cards in a single transaction. Cannot be combined with any other gift card offers. Not valid on prior purchases. PC Optimum points cannot be redeemed toward the purchase of gift cards.



optimum™



Experience entertainment and more from Apple.

Enjoy up to 3 months of Apple TV+, Apple Music, Apple Fitness+, Apple Arcade and Apple News+ on us* when you're a PC Optimum™ member.

*New and qualified returning Apple subscribers only. Conditions apply.



Open the app for these offers.



financial®

Fast forward to FREE groceries.

Get **\$100** in welcome points*



APPLY NOW

*Offer available until May 13, 2024; conditions apply.

†Raincheck + PC Optimum Points: Applies to out of stock items advertised in the current weekly flyer ("Promotion Period"). Raincheck can be used towards purchase of the unavailable item (subject to reasonable customer/requirements) at the advertised flyer price plus 10% back in PC Optimum points when the item is back in stock or within 14 days of raincheck issue date. 10% back in PC Optimum points is calculated per item on the advertised flyer price. Raincheck requests must be made in-store during the unavailable item's Promotion Period. Raincheck must be redeemed in-store at the issuing store location. Raincheck + Pts does not apply to flyer items marked "while quantities last", gift cards, liquor, tobacco, seasonal and products which are provincially-regulated, or as we determine from time to time. Customers who are not PC Optimum program members will not be eligible to receive PC Optimum points. To become a member, visit www.pcoptimum.ca. We reserve the right to cancel or change the terms of this offer at any time without notice.

‡Throwback Prices: Program applies to one item weekly, as advertised in-store/online at norrills.ca.

ONLINE NF MKT