

Sobeys



2⁹⁹
/lb

Fresh Boneless Pork Sirloin Chops or Roasts Family Size 6.59/kg



Buy 1 Get 1
FREE

MIX & MATCH

COMPLIMENTS
Fresh AIR-CHILLED
Whole Chicken,
Drumsticks or
Bone-In Thighs
Family Size
starting at
4.99/lb, 11.00/kg

*of equal or lesser value



11⁹⁹

value size

Fresh Florida

66¢

Bulk Corn product of USA



4/\$5

Large Ataulfo Mangoes product of Mexico



Buy 1 Get 1
FREE

*of equal or lesser value

COMPLIMENTS Cooked or Raw Shrimp 31-40 ct per lb 340 g or Bay Scallops 80-120 ct per lb 340 g



HOT PRICE
3⁹⁹

CHAPMAN'S Super Premium Plus Ice Cream 500 mL or YUKON Novelties 5-8 pk



HOT PRICE
5⁴⁷

KELLOGG'S Family Size Cereals selected 480-625 g



HOT PRICE
7⁹⁹

KRAFT Salad Dressing 425-475 mL



HOT PRICE
5⁹⁹

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



HOT PRICE
5⁹⁷

300 PTS
when you buy 3
YOPLAIT Source 16 pk or LIBERTÉ Greek Yogurt 650-750 g



KICKING HORSE
Whole Bean Coffee
454 g

HOT PRICE
11⁹⁹



Prices and offers in effect May 2024

THU 2 | FRI 3 | SAT 4 | SUN 5 | MON 6 | TUE 7 | WED 8



More deals!
Scan here for our full flyer

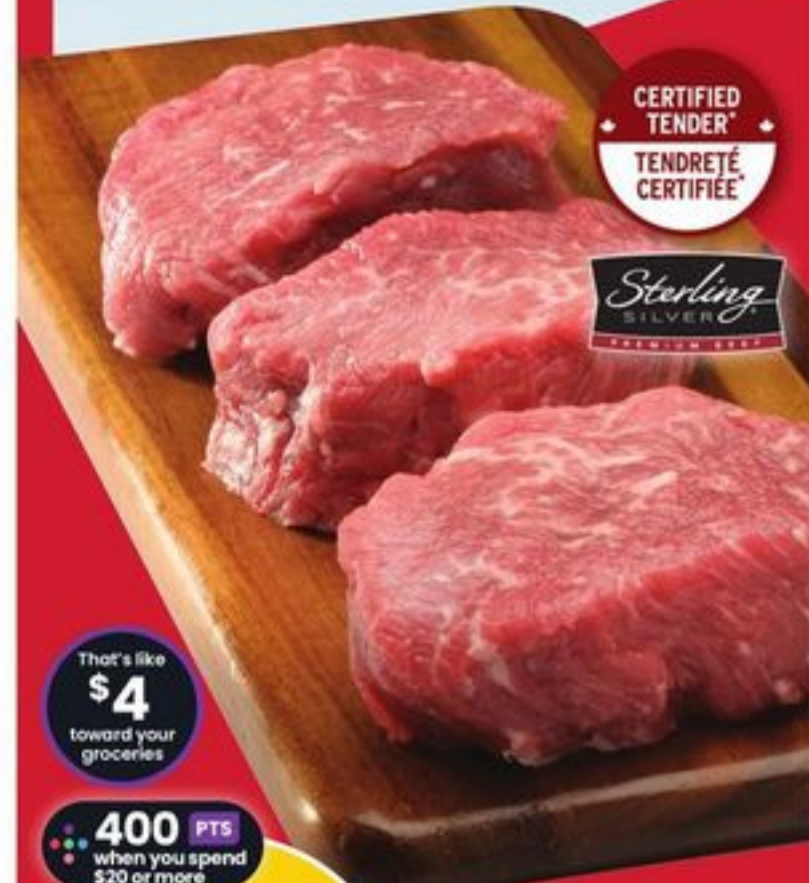


AB_MB_SK

These deals are on

FIRE

with custom cut,
marinated or prepared
summer faves!



CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

Sterling SILVER
FRESH STEAK

That's like
\$4
toward your
groceries

400 PTS
when you spend
\$20 or more

11⁹⁹

/lb

STERLING SILVER Fresh Boneless Bottom Sirloin Tri Tip Grilling Steak Family Size or Premium Oven Roast cut by your local meat expert from Canada AAA grade beef 26.43/kg

COMPLIMENTS Smoked Sausages 900 g or Pork Back Ribs frozen 680 g

8⁹⁹

compliments
compliments
compliments



4⁹⁹

Mmmm... top your dog with bacon!

SCHNEIDERS Bacon, Juicy Jumbos or Stadium Size Footlong Wieners 375-450 g or MAPLE LEAF Ready Crisp Bacon 65-85 g selected



8⁹⁹

BUTCHER'S SELECTION Pork Back Ribs or MAPLE LEAF Prime Raised Without Antibiotics Chicken Wings frozen 680-695 g



FEED THE DREAM

SAFEWAY, SAFEWAY, WIKO, FLO, WIS, ALL, MB, SK
Certified by the Canadian Beef Grading Agency /
Certifié par l'Agence Canadienne de Classement du Bœuf

Large Avocados product of Mexico

3/4⁹⁸

4/\$3

Limes product of Mexico

Cinco de Mayo deals!



150 PTS when you buy 2

4⁹⁹

OLD EL PASO Taco Kits 250-510 g or Salsa Thick N' Chunky 650 mL

Fiesta all week long!



CRACKER BARREL Cheese 400 g Shreds 250-320 g or BLACK DIAMOND Cheestrings 16 pk 336 g

6⁹⁹



CRACKER BARREL

MARBLE • MARBRE

These deals are ON FIRE

6.99
/lb

Fresh Boneless Cross Rib Pot Roast or Simmering Steak Family Size cut by your meat expert from Canada AA grade beef while supplies last 15.41/kg



5.50
ea when you buy 2 or more

COMPLIMENTS Lean Ground Pork, Extra Lean Ground Chicken or Turkey, LAMB TONIGHT Lean Ground Lamb, JOHNSONVILLE Sausage Meat selected or NOBLE PREMIUM BISON Lean Ground Bison 226-454 g starting at 5.99 ea



Buy 2 Get 1 FREE
*of equal or lesser value

COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls or Spring Rolls 252-800 g starting at 5.99 ea



7.99
/lb

AQUA STAR Basa Fillets or Wild Pacific Salmon Fillets 567-908 g or HIGH LINER Wild Pacific Salmon Fillets 400 g



1.49
/lb

Large Navel Oranges product of USA 3.28/kg



1.99
/lb

Gala or Envy Apples product of USA fancy grade or Red Prince Apples product of Canada fancy grade 4.39/kg



3.99
ea when you buy 2 or more

Mountain Grain or Good Haven Bread 450 g 4.29 ea



4.99
when you buy 1

Mini BABYBEL 6 pk 102-120 g, THE LAUGHING COW 8 pk 133 g, Dippers 140 g or KIRI Portions 144 g



2/13.50
COCA-COLA or PEPSI Soft Drinks 12x355 mL



2/\$7
HUMPTY DUMPTY Party Mix 250 g or Snacks 265-290 g



6.99
RUSTICA Stuffed, Rising Crust or Oven-Fired Pizza 538-866 g



3.49
ea when you buy 2 or more

DEMPSTER'S Whole Grain Bread 600 g or Bagels 6 pk 3.99 ea



4.49
MCCAIN Superfries 454-800 g



4.99
NATREL Lactose Free or Plus Protein Milk 2 L



2/\$7
KELLOGG'S Rice Krispies Treats, Pop-Tarts or Nutri-Grain Bars



3.99
OCEAN SPRAY 100% Cranberry Juice 1.77 L or Cranberry Cocktails 1.89 L



3/\$5
KRAFT Dinner 156-200 g or Cups 58 g



4.99
COMPLIMENTS Salted Butter 454 g



13.99
COMPLIMENTS Frozen Fruit 1.5 kg



1.99
PALMOLIVE Dish Detergent 591-828 mL



14.99
GOOD HOST Iced Tea 2.35 kg, NESCAFE Instant Value Pack 475 g or TASTER'S CHOICE Classic 250 g



10.97
NUTELLA Hazelnut Spread 1 kg or KRAFT Peanut Butter 2 kg

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

*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.soc.specialolympics.ca

Scene GET 1000 PTS FOR EVERY \$100 SPENT IN SKIP THE DISHES GIFT CARDS! Offer valid during May 2 - 8, 2024. Sorry no rainchecks or price matching. Offer valid only on SkipTheDishes \$15-\$500 VL. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

PROUDLY CANADIAN safeway.ca | sobey.com

We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, May 2, 2024 to Wednesday, May 8, 2024. Advertised prices do not include taxes, deposits and environmental fees. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On delivery, some restrictions may apply. On BUY ONE GET ONE FREE (BOGO) items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental fees on the purchased and free items. Manufacturers coupons apply to purchased items only - not free items. Limit one coupon per purchased item. The Scene Loyalty Program is available at all participating Safeway or Safeway locations within Western Canada. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, full payments, service fees, rental fees, event tickets, gift cards, fuel/dairy products in Western Canada regions, pre-paid cards, postal products and services, Western Union, McCallum/Tim Hortons/Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, battery photo-finishing, deposits, environmental charges, fuel and other goods and services, which are non-deductible or excluded by law. Rewards 1000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <http://www.sceneplus.ca>. Terms and conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. SOBAYS_SAFEWAY_WK01_OBC_WST_AR_M8_24

LOAD IT TO GET IT!

Get up to 5000 PTS

Load offers in the **Sobeys** or **Safeway** app or at [MyGroceryOffers.ca](https://www.MyGroceryOffers.ca)

That's like
\$5
toward your groceries



Get **200 PTS**
when you buy 1

COMPLIMENTS BBQ Sauce 425 mL



Get **300 PTS**
when you buy 1

COMPLIMENTS Pickles 2 L

Scene+
DIGITAL EXCLUSIVE



Download on the
App Store



GET IT ON
Google Play

Offer valid May 2nd to May 8th, 2024 at all Sobeys and Safeway locations in Western Canada. 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.

21⁹⁹
Premium Ecuadorian
Roses one dozen

MIX & MATCH
3/21
or 8.99 each

Mix and Match choose from a selection of cut-flower bunches

Flowers for Moms

We have their favourites here!

STARTING AT
29⁹⁹

Mother's Day Indoor Gardens selection may vary by store

Grown in British Columbia

19⁹⁹

Multi-Bloom Hydrangea 6"

STARTING AT
7⁹⁹

Mother's Day Flowering Potted Upgrades assorted selection may vary by store

carton cards | PAPHYRUS

April 11 - May 8, 2024

SAVE \$2*

when you buy 2 Carlton Cards

*details in participating stores

Celebrate Cinco de Mayo, enjoy more!

5 PACK
4⁴⁹
Corn 5 pk or 3 pk 2.69 ea product of USA

2/\$4
Large Red Mangoes product of Mexico

7⁹⁹
Large Papayas product of Mexico

4⁴⁹ /lb
Jalapeño Peppers product of USA or Mexico 9.90/kg

2⁴⁹ /lb
Bulk Red Onions product of Canada or USA 5.49/kg

3/4⁹⁸
Large Avocados product of Mexico

5⁹⁹ **50 PTS** when you buy 1
Large Pineapples or Fresh Cored Pineapples product of Costa Rica

20% off **BUY 1 GET 2ND**
Prepared Fresh Daily In-Store Mango or Pineapple Salsa or Guacamole Dip assorted sizes

Party idea: Guacamole dip and mango salsa

Our cored pineapples save prep time at no extra cost!

Fruity fresh...

5⁹⁹ **100 PTS** when you buy 1
Blueberries product of USA or Mexico no 1 grade 340 g

1⁷⁹ /lb
Asian Yellow Pears product of China 3.95/kg

6⁹⁹ **50 PTS** when you buy 1
Mini Seedless Watermelons product of USA or Mexico

3²⁹
SUNRISE Tofu Smoked Sriracha 180 g, SOYGANIC Tofu Extra Firm 350 g or Medium Firm 454 g

4⁹⁹ **BUY MORE SAVE MORE**
RENEE'S Dressings 350-355 mL 5.49 ea

15% off **READY FOR YOU**
Prepared Fresh Daily In-Store Cantaloupe, Honeydew, Pineapple or Watermelons Chunks assorted sizes

15% off **READY FOR YOU**
Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

Veggie love...

2²⁹ /lb
Hot House Tomatoes product of Western Canada, Canada no 1 grade 5.05/kg

3⁹⁹ /lb
Red, Yellow or Orange Peppers product of Western Canada 8.80/kg

1⁷⁷ /lb
Bulk White, Red or Yellow Potatoes product of USA 3.90/kg

2⁹⁹
Iceberg Lettuce product of USA

2/\$9 **100 PTS** when you buy 2
COMPLIMENTS Caesar Salad Kit product of USA 280 g

4⁹⁹
COMPLIMENTS Baby-Cut Carrots product of USA no 1 grade 2 lb or 907 g

7⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Roasted Salted or Unsalted Cashews 275 g

4⁹⁹
H&H Dried Fruit selected 180 g

floral

Grown in Western Canada

19⁹⁹ **BUY MORE SAVE MORE**
Premium Annuals Hanging Basket 11" 22.99 ea

Grown in Western Canada

4/20
Premium Annual Garden Starters assorted varieties 4.3" pot

Grown in Western Canada

3⁴⁹ **BUY MORE SAVE MORE**
Premium Vegetable, Herb or Tomato Plants assorted varieties 4" pot 3.88 ea

Grown in Western Canada

2/\$9
Premium Annuals assorted varieties 6 pk

GREAT GIFT IDEA! Our Gift Cards can be any amount.

Party idea: Juicy green chili Chorizo burger

776 /lb
Fresh Boneless Pork Loin Centre Stir-Fry Strips 17.11/kg

599 /lb
Regular Ground Beef Family Size 13.21/kg

Party idea: Stir-fry strips make pork & chicken tacos look easy

899 /lb
Fresh Boneless Skinless Chicken Breast Stir-Fry Strips 19.82/kg

Party idea: Flavourful Carne Asado street style tacos

200 PTS when you spend \$15 or more

1199 /lb
Fresh Boneless Beef Hip Stir-Fry Strips cut from Canada AA grade beef 26.43/kg

A fiesta of offers!

Enjoy a taste of Mexico on May 5

400 PTS when you spend \$20 or more

999 /lb
STERLING SILVER Fresh Boneless Blade Pot Roast or Simmering Steaks Family Size cut from Canada AAA grade beef 22.02/kg

25th Anniversary

Celebrate 25 Years with Sterling Silver

HAND-SELECTED AAA BEEF

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

2199 /lb
STERLING SILVER Fresh Boneless Striploin Premium Oven Roast or Grilling Steaks Family Size cut from Canada AAA grade beef 48.48/kg

CERTIFIED TENDER TENDRETE CERTIFIEE

<p>699 /lb Fresh Bacon & Cheddar, Jalapeño & Cheddar, Onion & Swiss or Italian Style Lean Ground Beef Meatballs or Meatloaf 15.41/kg</p> <p>100 PTS when you spend \$10+</p>	<p>449 /lb Fresh Boneless Pork Loin Centre and Rib Combo Chops Family Size 9.90/kg</p> <p>250 PTS when you spend \$25 or more</p>	<p>649 /lb COMPLIMENTS Fresh AIR-CHILLED Chicken Breast Back Attached Family Size 14.31/kg</p> <p>100 PTS when you buy 1 pkg</p>	<p>699 /lb COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 15.41/kg</p> <p>200 PTS when you buy 1 pkg</p>
<p>799 /lb MARCANGELO Sausages Mild Italian, Hot Italian or Bacon Wrapped 500-675 g or MEATMAN'S South African Boerewors, Maple & Pork or Pork & Apple Sausages frozen 400 g</p> <p>80 PTS when you buy 1</p>	<p>549 /lb OLYMEL Breakfast or Dinner Pork Sausages 375-450 g</p>	<p>1249 /lb SUNGOLD Lamb Tonight 284-375 g</p>	<p>599 /lb MAPLE LODGE FARMS Ultimate Chicken Sausage 375-500 g</p> <p>300 PTS when you buy 2</p>

quick & easy

<p>100 PTS when you buy 2</p> <p>699 STARTING AT FREYBE European Wieners, Frankfurters, Ham Stick, Pepperoni Sticks or Menonite Farmer Sausage 300-600 g</p>	<p>300 PTS when you buy 2</p> <p>999 STARTING AT COMPLIMENTS Marinated Pork Belly, Loin Fillet or Flattened Tenderloin 450-800 g</p>	<p>BUY MORE SAVE MORE</p> <p>333 80 when you buy 3 or more SCHNEIDERS Lunchmate Stackers or GREENFIELD Kits 67-120 g selected 3.99 ea</p>	<p>150 PTS when you buy 2</p> <p>499 COMPLIMENTS Smoked Sausages or Boneless Ham Slices 375 g</p>
<p>120 PTS when you buy 2</p> <p>599 COMPLIMENTS Stuffed Chicken Cutlets or Asian Inspired Entrées 284-500 g</p>	<p>1099 SWISS CHALET or MONTANA'S Meat Pies frozen 650-655 g</p>	<p>200 PTS when you buy 1</p> <p>1999 COMPLIMENTS Beef Lasagna or Macaroni & Cheese 2-2.27 kg</p>	

seafood

value size

100 PTS when you buy 1

9.99 COMPLIMENTS Crab-Flavoured Seafood flake style 907 g

4 Wild Sockeye Salmon Burger spinach & feta or tomato & basil frozen or previously frozen 113 g or 2 pk for \$8

2.99 Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam /100 g

200 PTS when you buy 2

STARTING AT 4.99 COMPLIMENTS NATURALLY SIMPLE Pink Salmon, Haddock, Cod, Sole, Basa or Pollock Fillets 400 g

3.59 Fresh Steelhead Trout Fillets Family Size product of Saskatchewan /100 g

3.99 Fresh Wild Pickerel Fillets product of Western Canada /100 g

10.99 COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g. PANACHE Fisherman's Pie 800 g

10.99 AQUA STAR Sockeye Salmon Portions 454 g or CLEARWATER Wild Patagonian Scallops Natural or Garlic Cream Sauce 340 g

8.99 JANES Breaded or Battered Fish selected 450-510 g

200 PTS when you buy 2

STARTING AT \$6 BEST BUY Shrimp cooked or raw 300 g

8.99 PREMIER SEAFOODS Smoked Pink Salmon Nuggets maple, honey garlic or tequila lime & pepper previously frozen 150 g or SEA LEGS Imitation Crab frozen 454 g

19.99 COMPLIMENTS NATURALLY SIMPLE Wild Scallops 340 g or AQUA STAR Atlantic Canada Snow Crab Meat 200 g

deli

Scene MEMBER

4.49 with Scene+ Card

5.49 without Scene+ Card

COMPLIMENTS Goat Cheese 113 g

300 PTS when you buy 2

STARTING AT 6.99 MIX & MATCH

OKA 190 g, L'EXTRA Brie or Camembert 170 g or ILE DE FRANCE Petit Brie 125 g or KERRYGOLD Irish Cheeses 200 g

Perfect for your Cinco de Mayo celebration!

100 PTS when you buy 300 g or more

3.49 COMPLIMENTS Provolone /100 g

300 PTS when you buy 2

STARTING AT 5.99 COMPLIMENTS Feta 200 g, Ricotta 475 g, Asiago 250 g, Brie or Camembert 350 g

8.99 SABANA Queso Fresco or Cotija 200 g

300 PTS when you spend \$10 or more

SLICED FRESH

COMPLIMENTS Black Forest Ham or Honey Ham selection may vary by store

250 PTS when you spend \$12 or more

SLICED FRESH

STARTING AT 4.69 PILLER'S Salami selection varies by store

23.99 HORMEL Party Trays 822 g-1.07 kg

7.99 PILLER'S Pepperoni Toppings selected 175-250 g

2/11 SNACK FACTORY Pretzel Chips selected 200 g or 5.99 ea

300 PTS when you buy 1

LIMITED TIME ONLY

6.99 BRANDT Queso Kolbassa 250 g

Sign up for our E-Flyer &

SAVE \$5

off your next purchase of \$40 or more!
www.sobeys.com/getflyer or www.safeway.ca/getflyer

kitchen



Perfect sides for any meal!

219 /100 g
Greek Style Pasta with Feta Salad, Seven Grain Salad or Other Select Varieties from the service case



899
HAPPY PLANET ORGANIC Soups 500-650 mL



599
GARDEN FRESH Salsa or Chips 473 mL or 397 g



649
HERDEZ Traditional Guacamole mild or spicy 227 g

READY FOR YOU Family meal deals! Feed a family of 3 for \$5 ea.

200 PTS when you buy 1 Pizza meal deal

BUY 1 14" Take & Bake Pizza 800-890 g selected (excludes cauliflower crust) **for only \$15**

+1 COMPLIMENTS Salad 426-454 g regular potato, creamy coleslaw, macaroni or other select varieties

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

READY FOR YOU CHOOSE CHICKEN OR RIBS

4 Can Dine for \$19.99

Hot Roast Chicken OR Full Rack of Back Ribs

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

250 PTS when you buy 1 4 can dine meal deal

4 Butter Topped Buns

BAKE SHOP

STARTING AT 699 Cupcakes 6 pk 335-505 g

100 PTS when you buy 1 **879** Brownie Cakes 310-390 g

50 PTS when you buy 1 **479** Mini Cakes 195-245 g

449 Garlic Bread 540 g

699 value size Croissants 12 pk 756 g

179 Baguettes white or multigrain 234 g

120 PTS when you buy 2 **649** 100% Butter Danish 4 pk 420 g

669 Gourmet Cookies 410-475 g

That's like **\$4** toward your groceries **400 PTS** when you buy 2 **699** Dessert Bars 6 pk 342-354 g

Scene+ MEMBER PRICING

2299 with Scene+ Card **2499** without Scene+ Card
Dessert Cakes selected 935 g-1.37 kg

BUY MORE SAVE MORE **399** 40 when you buy 2 or more
COMPLIMENTS Brioche Burger Buns 4 pk 200 g 4.29 ea

Scene+ GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE. Visit mygroceryoffers.ca or the Sobeys or Safeway app.

Summer Fresh®

8⁹⁹

SUMMER FRESH Salads 750-800 g



3⁹⁹

SUMMER FRESH Hummus or Dips 200-227 g

LIFE IS BETTER
with brunch
FIND THE RECIPE AT SUMMERFRESH.COM

READY
FOR
YOU

We do the prep
so you have the time.

That's like
\$10
toward your
groceries

Get **1000 PTS**
When you spend \$100

OR

Get **2500 PTS**
When you spend
\$200 or more

That's like
\$25
toward your
groceries

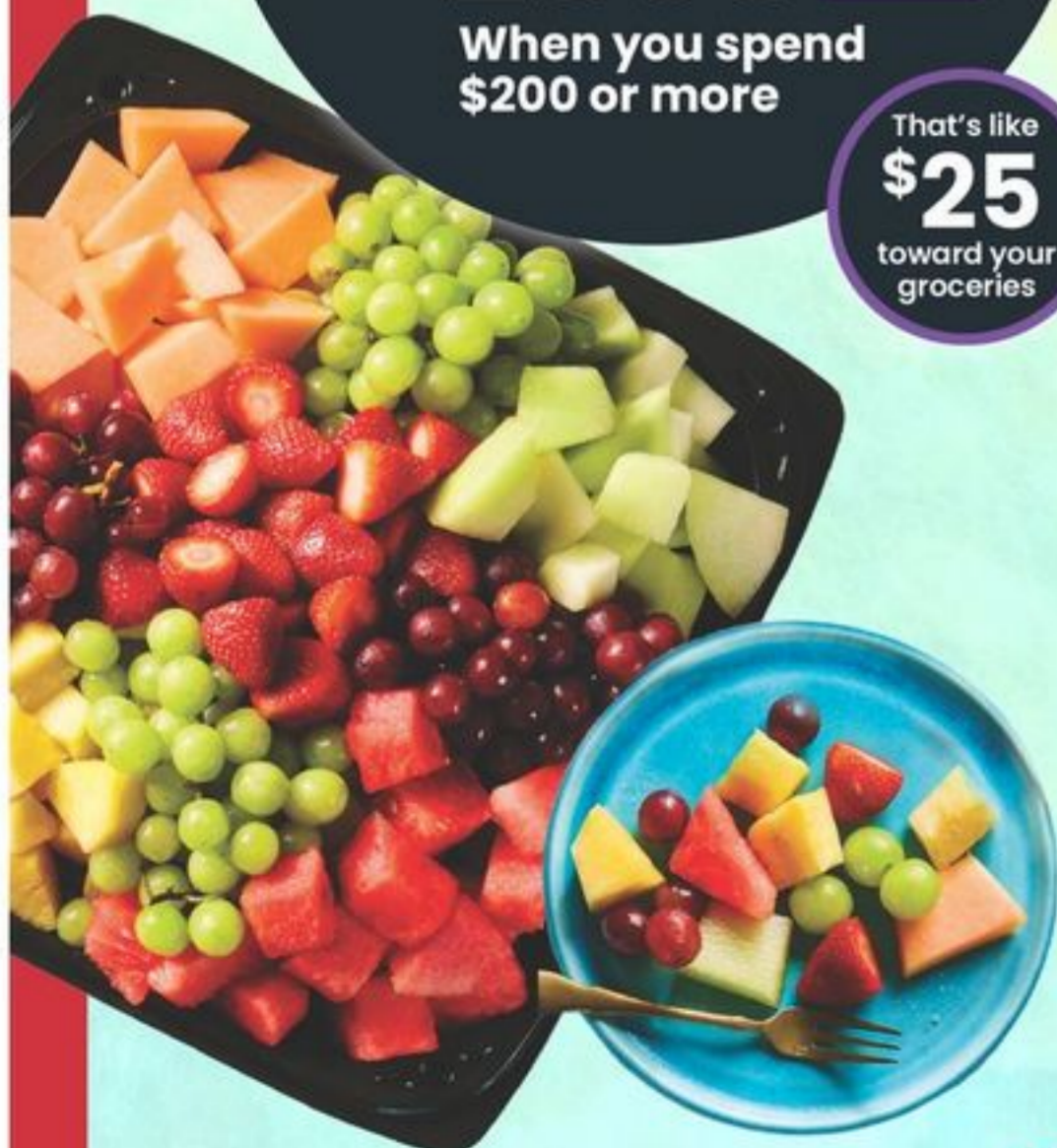
Celebrate
Mom!

Shop our
selection of
60+
made-to-order
trays

Order in-store or online today!

Visit www.sobeys.com/entertaining or
safeway.ca/entertaining for tray selections and ordering tips

Learn more



Rachelle Béry

Get glowing!
Shop spring
& summer
essentials

Rachelle Béry

wellness boutique

Fuel more outdoor activity

NEW
20% off
FEED THAT BRAIN
COLLAGEN + MCTS OR
GUMMY SUPPLEMENTS
60 PK OR 240 G



NEW
20% off
WHOLISTIC OR AOR
SUPPLEMENTS
30-120 CAPS



Filler-free
therapeutic-grade
formulas.

25% off

PROGRESSIVE MULTIVITAMINS, PROBIOTICS OR
OMEGAS 30-120 CAPS OR 200-500 ML OR 45-500 G



NUTIVA MCT OIL 473 ML

19.99

Use carb-free
keto-certified
MCT oil to
supercharge
homemade
nut butters.



Stay fresh in warmer weather

Clean, natural
and cruelty-free.

15% off

SAAVY SOAPS, BODY CREAMS OR
SCRUBS 140-297 G OR 250 ML



Clinically
proven
cruelty-free
skincare.

15% off

ACURE FACIAL CARE
30-118 ML



15% off

GREEN BEAVER TOOTHPASTES OR
FLOSS 75 ML OR 100 G OR SHAMPOO
OR BODY WASH 370 ML



All-natural
and enamel
safe way to
target stains.

NEW

15% off

SPA DENT TOOTHPASTE
190 G OR MOUTHWASH
600 ML



Sustainably
handcrafted without
water or plastic.

NEW

15% off

BE BARE LIFE BODY CARE 90-110 G



A selection of organic and natural products
made to enrich your life



Browse a Rachelle Béry boutique at your
local Sobeys or Safeway store

frozen & dairy



2/\$5 without Scene+ Card
GREEN GIANT SIMPLY Steam Vegetables 198-250 g



7.99 THE KEG Ice Cream 500 mL



1.33 BUY MORE SAVE MORE
NEILSON Milkshakes or MILK 2 GO 310 mL 1.99 ea



5.99 COFFEEMATE Coffee Creamers 946 mL



5.99 NESTLÉ Drumstick Ice Cream or DEL MONTE Gelato or Sorbet 946 mL



4.49 MCCAIN Breakfast Potatoes 600-650 g



5.99 SIGGI'S Yogurt 650-750 g



9.99 IÖGO Yogurt 2 kg
+100 PTS when you buy 1



4.49 TENDERFLAKE Pie or Tart Shells or Puff Pastry 255-397 g



3.99 BEST BUY Ice Milk 1.5 L or COMPLIMENTS Rolly's Ice Pops 12 pk



6.99 HELUVA GOOD! Dip 680 g



3.99 GAY LEA Aerosol Real Whipped Cream 225 g



6.99 PILLSBURY Pizza Pops 8 pk or Pizza Bites 50 pk



3.99 SMART ONES Frozen Entrées 241-283 g



3.99 KOZY SHACK Pudding 4 pk or 624 g



4.99 COMPLIMENTS Cozy Coop Large White Eggs 12 pk



13.99 COMPLIMENTS Frozen Fruit 1.5 kg
+200 PTS when you buy 2



6.99 P.F. CHANG'S Chicken Lo Mein 312 g
+100 PTS when you buy 2



5.49 COMPLIMENTS Orange or Apple Juice 1.54 L
+100 PTS when you buy 2



4.49 COMPLIMENTS Egg Whites 500 g



6.99 STEFANO Pizza 392-404 g



7.99 MARIE CALLENDER'S Frozen Meals 680-879 g



7.99 BECEL Margarine 637-850 g



9.99 COMPLIMENTS Cheese Slices 460-480 g

Here for your budget and lifestyle

compliments BEST BUY



2.99 COMPLIMENTS Perogies 907 g



3.49 COMPLIMENTS Mini Pizza Bagel Snacks 198 g
+50 PTS when you buy 2



2.99 COMPLIMENTS ZAZ Liquid Water Enhancer 48 mL
+100 PTS when you buy 3



3.49 COMPLIMENTS Mini Cookies 150-210 g
+50 PTS when you buy 1



3.99 COMPLIMENTS Frozen Vegetables selected 500 g
+100 PTS when you buy 2



1.99 COMPLIMENTS Frozen Entrées selected 227-284 g
+100 PTS when you buy 4



2.99 COMPLIMENTS Lemon Juice 946 mL or Lime Juice 440 mL
+100 PTS when you buy 2



BEST BUY Crème Filled Cookies 600 g
+100 PTS when you buy 1

SPEND \$50 IN HUDSON'S BAY GIFT CARDS

AND GET A BONUS \$5

SOBEYS OR SAFEWAY GIFT CARD

Offer valid during May 2 - 8, 2024. Sorry no rainchecks or price matching. Offer valid only on HBC \$25, HBC \$50, HBC \$100, HBC \$25-\$500 VL. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

Celebrate Cinco de Mayo, enjoy more!

Enjoy a fiesta of offers for May 5



Cilantro or Parsley
Bunch product of
USA or Mexico

2/\$3

2⁴⁹
/lb

Bulk Red Onions
product of Canada or USA
5.49/kg



CHOLULA
Hot Sauce
150 mL

5⁴⁹



2⁴⁹
/lb

Roma Tomatoes
product of USA or
Mexico 5.49/kg

Easy Huevos Rancheros

Get recipe



5⁴⁹

TAJIN Chili Powder
142 g



3⁷⁹

CASA BONITA
Corn Tortillas
450 g



3⁴⁹

PAN White Corn Flour
pre-cooked 1 kg
available in selected stores

drinks & snacks

 5.49 BOULLANGERIE GRISSOL Melba Toast 350-400 g	 3.99 CHRISTIE Ritz Chips or Crispers Family Size 240 g	 4.49 CHRISTIE Good Thins Crackers 100 g	 4.99 with Scene+ Card without Scene+ Card PANACHE Classic Assorted Crackers 250 g
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 19.99 VAN HOUTTE Roast & Ground Coffee 908 g, Coffee Pods 30 pk or MCCAFFEE Keurig Compatible Single Serve Pods 30 pk	 2/8.50 TOSTITOS Tortilla Chips 205-300 g	 2/\$9 RUFFLES Potato Chips 180-200 g
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 4.49 TETLEY Specialty Tea Canisters 20-24 pk or CELESTIAL Natural Tea 16-20 pk	 3.49 FIJI Natural Artesian Water 1.5 L or GLACEAU Smartwater 1 L	 2/\$8 SMARTFOOD Popcorn 150-220 g	 2.99 PRINGLES 130-156 g 3.99 ea
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 4.99 V8 Vegetable Cocktail 1.89 L or 6x156 mL	 9.99 SUNRYPE Juice 3.78 L	 3.29 QUAKER Crispy Minis 100 g or Rice Cakes 127-199 g 3.99 ea	 5.49 FRITO LAY Value Size Snacks 275-480 g
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 1.79 EXCEL or WRIGLEY'S Gum Singles 2.19 ea	 9.79 NESTLÉ Aero S'Mores Kit 515 g while supplies last	 1.00 when you buy 2 PEPSI Soft Drinks 6x222 mL	 2.49 COMPLIMENTS Potato Chips or Extraa! Flavour Chips 200 g
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 3.49 LINDT Excellence Bars 50-100 g or HERSHEY'S Vegan Chocolate Bars 90 g 3.99 ea	 4.79 MAYNARDS Large Bag Candy 315-355 g 5.49 ea	 9.99 WELCH'S Fruit Snacks 616 g	 3.49 DOLE Fru-Gel 4 pk
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compliments

Love it. Or it's free.*

*For details see COMPLIMENTS.ca



100% HONEY BACK GUARANTEE

 1.00 when you buy 2 COMPLIMENTS Tortilla Chips 250-280 g	 2.00 when you buy 2 COMPLIMENTS Bacon Bits 75-85 g	 3.99 COMPLIMENTS Dip Queso Plant-Based 300 mL	
 10.99 COMPLIMENTS Shredded Cheese 620 g	 4.99 when you buy 2 or more COMPLIMENTS Sour Cream 500 mL	 2.99 COMPLIMENTS Sour Cream 500 mL	 2.99 COMPLIMENTS Kalamata Olives 375 mL

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SOBEYS_SAFEWAY_WK01_P07_WST_AB_M8_SK

We all deserve
compliments



No calories.
No sweetener.
Big, refreshing flavour!



5⁴⁹
each

150 PTS
when you buy 2

Sparkling Water 12x355 mL

Try our
pineapple
coconut
flavour

4/\$5

Fizzy or Sparkling Water 503 mL-1 L



Scene+ offer(s) and prices valid from May 2-8, 2024, at Sobeys and Safeway locations, except Atlantic Canada.

meal makers

4.50
BUY MORE SAVE MORE
PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL or 4.99 ea

4.79
MUTTI Passata 680 mL

6.99
STEFANO Pasta Sauce 405-648 mL

2.19
BUSH'S Baked Beans 398 mL

4.99
KELLOGG'S Premium Cereal selected varieties 306-553 g

\$2
ROTEL Tomatoes 284 mL

4.99
JIF or ADAMS Peanut Butter 500 g

4.99
POST Cereal selected varieties 311-525 g

2/\$5
CLOVER LEAF Sardine Fillets 106 g

3.99
DEMPSTER'S Signature Hamburger or Sausage Buns 6-8 pk

4.99
DEMPSTER'S Cinnamon Raisin Bread 680 g

2/\$8
VACHON Snacks 248-336 g

4.49
HERSHEY'S Chipits selected 200-270 g
50 PTS when you buy 2

2.79
CARNATION Evaporated Milk 354 mL
100 PTS when you buy 4

4.49
CRISCO All Vegetable or Golden Shortening 454 g

7.49
MINUTE RICE 1.2-1.4 kg or TILDA Basmati Rice 907 g

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

3.99 COMPLIMENTS Rubs 275 mL

20% off COMPLIMENTS Baking Nuts 100 g (Excludes Pine Nuts)

2.99 BUY MORE SAVE MORE COMPLIMENTS Tortillas 272-340 g 4.29 ea

1.49 with Scene+ Card
2.49 without Scene+ Card
COMPLIMENTS Prepared Mustard 400 mL

natural health

5.99
200 PTS when you buy 2
KASHI GoLean Cereals 345-400 g or ORGANIC Cereal 340-460 g

5.99
AMY'S Chili 398 mL, IMAGINE ORGANIC Soups 1 L or Bone Broth 946 mL

Scene+ MEMBER PRICING

6.99 with Scene+ Card
8.79 without Scene+ Card
REMEDY Kombucha 330 mL 4 pk

15% off
300 PTS when you buy 2
COMPLIMENTS Vitamins or Supplements

4/\$7
100 PTS when you buy 6
LARABAR 45-48 g

12.99
BIOVERT Laundry Detergent 4.43 L

2/\$9
FRITO-LAY Simply ORGANICS 156-240 g

19.99
AMY'S Family Size Assorted Frozen Entrées 765-920 g

7.99
EARTH BALANCE Spreads or Sticks 368-454 g

6.79
GARDEIN Meat Alternatives 190-390 g or Bowls 241 g

4.49 BUY MORE SAVE MORE
SILK Beverages 1.75-1.89 L 5.49 ea

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NATURAL PET FOOD FROM DEVON



NEW

grain free adult 1 yr+
Forthglade[®]
DOG'S DINNERS FROM DEVON
75%
made with natural ingredients
chicken
with butternut squash & vegetables
complete meal

grain free sans grain adult 1 yr+ adulte 1 an+
Forthglade[®]
NATURAL DOG FOOD SINCE 1971
75%
natural ingredients ingrédients naturels
turkey dinner with sweet potato & vegetables
repas de dinde aux patates douces & légumes
complete meal / repas complet
395g e

grain free sans grain adult 1 yr+ adulte 1 an+
Forthglade[®]
NATURAL DOG FOOD SINCE 1971
75%
natural ingredients ingrédients naturels
salmon dinner with potato & vegetables
repas de saumon aux pommes de terre & légumes
complete meal / repas complet

SNACK INTO Summer

BUY MORE SAVE MORE
2⁹⁹
 90¢ when you buy 2 or more

PEPPERIDGE FARM Goldfish Crackers selected varieties 156-227 g 3.49 ea

BUY MORE SAVE MORE
2/\$7

SNYDER'S OF HANOVER Pretzels selected varieties 240 g

BUY MORE SAVE MORE
2⁹⁹
 90¢ when you buy 2 or more

KETTLE BRAND Kettle Chips selected varieties 156-198 g 3.49 ea

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INTRODUCING POWERADE SOUR

LIMITED TIME FLAVOURS
 Available May 6, 2024

100 PTS when you buy 2
 COCA-COLA or CANADA DRY Beverages 8x300 mL

100 PTS when you buy 2
 COCA-COLA or CANADA DRY Beverages 6x222 mL

9⁹⁹
 MONSTER Energy Beverages* 4x473 mL

2/\$4
 POWERADE 710 mL

*Plus applicable taxes, levies, deposits and fees. Valid at participating locations from May 2nd to May 8th, 2024. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price. *This product may not be suitable for everyone. Please read the label for instructions. The trademarks that appear are the property of their respective trademark owners.

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QUALITY SINCE 1954

SUMMERTIME SAVINGS WITH OLD DUTCH!

BUY MORE SAVE MORE
\$4
 60¢ when you buy 2 or more

OLD DUTCH Restaurante Tortilla Chips assorted varieties 275-295 g 5.29 ea

OLD DUTCH Dutch Crunch Kettle Cooked Potato Chips assorted varieties 200 g 4.99 ea

YOUR PERFECT CUP, YOUR STYLE

10⁹⁹
 MAXWELL HOUSE Roast & Ground Coffee 631-925 g

400 PTS when you buy 2
16⁹⁹
 MAXWELL HOUSE or NABOB Single Serve Pods 30 pk

200 PTS when you buy 2
5⁹⁹

CLOROX Bleach 2.4 L or PINE-SOL Cleaners 1.4 L

NO Preservatives | NO Artificial Flavours | NO Artificial Colours

Pure Simple ingredients. Just like homemade.

300 PTS when you buy 2

PURE J.L. KRAFT Dressings or Marinades 355 mL

AVAILABLE IN 12 EXCLUSIVE FLAVOURS

INSTANT SAVINGS OF \$10

WHEN YOU BUY 5 OR MORE KRAFT HEINZ PARTICIPATING PRODUCTS

Kraft Heinz

Participating Products: Philadelphia Cream Cheese 227-280 g, Kraft Peanut Butter 750 g-1 kg, Kraft Singles Process Cheese Product 410 g, Heitz Ketchup 750 mL-1 L, Miracle Whip Spread 650-800 mL, Kraft Whipped Mayo or Mayonnaise 650-800 mL, Pure J.L. Kraft Dressings & Marinades 355 mL, Classico Pasta Sauce 218-650 mL, Kraft Shred Macaroni & Cheese 500 g, Kraft Dinner Macaroni & Cheese Dinner Cook 458 g, Maxwell House Roast & Ground Coffee 925 g, Nabob Roast & Ground Coffee 340-930 g, TASSIMO Maxwell House & Nabob T DISCS 8-16 pack, Maxwell House & Nabob Single Serve Pods 30 pack, Maxwell House Instant Coffee 150 g, Beech's Gourmet Dressing and Dip 325 mL, OXO Popper Extracts 2000-340 g, Kraft Dinner Deluxe Frozen Meals 340 g, Cheez White Cheese Spread 900 g, Cool Whip Whipped Topping 1 L

8⁹⁹

RED BULL Energy Drinks 4x250 mL

200 PTS when you buy 2
10⁹⁹

GUINNESS 4x440 mL, KRONENBOURG Blanc Non-Alcoholic Beers 6x330 mL or VIN ZERO Non-Alcoholic Wine 750 mL

7⁹⁹

LIBRA Non-Alcoholic Beer 4x355 mL

8⁴⁹

SAN PELLEGRINO Naturali Sparkling Fruit Beverage 6x330 mL

BUY MORE SAVE MORE
7⁹⁹
 60¢ when you buy 2 or more

PARTAKE Non-Alcoholic Beer 4x355 mL 8.99 ea

2/\$5

PRIME Hydration 500 mL

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