

ONT_ZONE4

FEED THE DREAM

Sobeys

OFFICIAL GROCER

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size or COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 13.21/kg

5.99 /lb

Scene+ MEMBER PRICING

8.77 /lb, 19.33/kg

Members SAVE \$1.22/lb

Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AA or USDA Select grade beef while supplies last

Fresh Lean Ground Beef Burger Family Size 4 pk, MAPLE LEAF or SCHNEIDER'S Wieners 375 g or JOHNSONVILLE Breakfast or Dinner Pork Sausage 250-500 g selected

Buy 2 Get 1 FREE

*of equal or lesser value

First of the Season

Scene+ MEMBER PRICING

10.99 /lb, 24.23/kg

Members SAVE \$2/lb

12.99 without Scene+ Card

Live Market Lobsters product of Atlantic Canada subject to availability

Harvested from the cold clean waters on the East Coast of Canada - our Lobsters are sweet & succulent - a great treat this May Long Weekend!

CHOOSE CANADIAN SEAFOOD

First of the Season

From Ontario

2.44 /lb

Asparagus product of Ontario no 1 grade 5.38/kg

TAYLOR FARMS Chopped Salad Kits product of USA 312-383 g or COMPLIMENTS Gala Apples product of Canada fancy grade 3 lb or 1.36 kg

+100 PTS when you buy 2

3.99

10.99

CASHMERE Bathroom Tissue 24=48 or 12=48 rolls, SPONGE TOWELS 6 pk or SCOTTIES Facial Tissue 12 pk

4.97

HEINZ Ketchup 750 mL-1 L, Picnic Pack 375 mL 3 pk, KRAFT Miracle Whip or Mayonnaise 650-890 mL

NEW

2.77

VILLAGGIO Bread 550-675 g, Buns 6-8 pk or COMPLIMENTS Grain Breads 600 g

2.75

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

5.77

CRACKER BARREL Cheese 340-400 g or Shreds 250-320 g

Scene+ SPEND & GET

SPEND \$125 OR MORE ON GROCERIES, GET **1000 PTS**

That's like \$10 toward your groceries

DON'T FORGET YOUR COUPON

7 70974 01164 6

Valid Thursday, May 16 - Sunday, May 19, 2024

Offer valid from May 16 to May 19, 2024 at all Sobeys locations in Ontario. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1000 Scene+ points allotment. Maximum 1000 Scene+ points per Scene+ card account per day. Offer excludes taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, PetSmart, 7-11, HomeSense, Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Coupon has no cash value and cannot be combined with any other offers. Limit one basket builder offer per Scene+ membership card per day. 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.

Victoria Day May 20th
Please check your local store or online for holiday hours.

Prices and offers in effect May 2024

THU	FRI	SAT	SUN	MON	TUE	WED
16	17	18	19	20	21	22

So many deals
Scan here for our full digital flyer

Hot kabob deals

Scene™

EARN POINTS ON ANY MEAT KABOBS

GET UP TO **1200 PTS**

MIX & MATCH

That's like \$12 toward your groceries

SPEND \$20-29⁹⁹, GET **500 PTS**

SPEND \$30 OR MORE, GET **1200 PTS**



READY FOR YOU

10⁹⁹
/lb

Fresh Store Made Boneless Skinless Chicken Breast or Thigh Kabobs With Vegetables 24.23/kg



READY FOR YOU

6⁹⁹
/lb

Fresh Pork Tenderloin Kabobs with Vegetables 15.41/kg

CERTIFIED TENDER
TENDRETE CERTIFIEE

14⁹⁹
/lb

STERLING SILVER Fresh Top Sirloin Beef Kabob with Vegetables 33.05/kg



4/\$5

Marinated Raw Shrimp Skewers previously frozen 45 g



2⁹⁹

COMPLIMENTS Marinades 275-350 mL

Happy Long Weekend!

Victoria Day, May 20th



Sobeys
OFFICIAL GROCER



FEED THE DREAM

Fresh picks



From Ontario

1.99

Hot House Tomatoes product of Ontario, Canada no 1 grade 4.39/kg



From Ontario

50 PTS
when you buy 1

6.99

Hiros or Assorted Cherry Tomatoes on the Vine product of Ontario 340 g



50 PTS
when you buy 1

5.79

Mini Sweet Peppers product of Canada or Mexico 454 g

Enjoy fresh hothouse produce!



From Ontario

3.49

Mini Seedless Cucumbers product of Ontario no 1 grade 6 pk



100 PTS
when you buy 2

2/\$7

GREENBELT ORGANIC Salad Greens 142 g
GOODLEAF Salad Blends 113 g or Microgreens 50 g
product of Ontario

Stock up for the long weekend

Buy 1 Get 1 FREE *of equal or lesser value

SCHNEIDER'S Individual Meat Pies, Quiche or Frozen Breakfast or Dinner Sausages or Sausage Meat 330-500 g starting at 9.99 ea

50% off

THE KEG, SHAO Meat District, JACK ASTOR'S, MONTANA'S, ST. LOUIS Bar & Grill, EARLS Kitchen + Bar, BELMONT, CARDINAL ROADHOUSE, BUTTERBALL, COMPLIMENTS Burgers & More! 454 g-2.27 kg

3.49 /lb

Pork Half Loin Bone-In Chops frozen or Fresh Pork Shoulder Blade Roasts or Steak Family Size 7.69/kg

7.99

MARINA DEL REY Wild Argentinian Raw Shrimp or TOPPITS Ecuadorian Jumbo Cooked Shrimp selected 300-340 g

Scene+ MEMBER PRICING

15 lb average!

6.99 with Scene+ Card

7.99 without Scene+ Card

Seedless Watermelon product of USA

3 PACK

From Ontario

4.99

Rainbow Peppers product of Ontario 3 pk

200 PTS when you buy 2

5.99

Cookies 260-310 g 10 pk

Buy 2 Get 1 FREE *of equal or lesser value

TRE STELLE Feta, Bocconcini or Halloumi 200 g, Crumbled Feta 150 g, Mascarpone 275 g, Ricotta 475 g or TRE STELLE Feta Dips 175 g

3.79 /100 g

PANACHE Ham, Turkey or Chicken selection varies by store

2/14

PEPSI or COCA-COLA Soft Drinks 12x355 mL

2/5

CHRISTIE Cookies selected 212-303 g

3/7.98

CHRISTIE Snacking Crackers selected 175-386 g

3/9.99

INTERNATIONAL DELIGHT 473 mL or SIGGI'S Yogurt or OIKOS Greek Yogurt 4 pk

5.99

GAY LEA Butter 454 g (excludes sticks)

3.99

TROPICANA Orange Juice selected 1.54 L

8.99

GENERAL MILLS Jumbo Size Cereal selected 790-1 kg

2.77

CLOVER LEAF Albacore Tuna 170 g

3.99

COMPLIMENTS Ice Cream 1.5 L or Ice Cream Cone Novelties 4 pk (peanut free)

17.99

FOLGERS Coffee K-Cup® Pods 30 pk, TIM HORTONS Roast and Ground Coffee 652 g bag, MELTITA Single Serve Coffee 30 pk or Traditional Roast 930 g

19.99

TIDE Laundry Detergent 3.9-4.55 L or Pods 45-61 pk or IVORY Snow Pods 45 pk

1000 PTS when you buy 6

3.99

QUAKER Instant Oatmeal 165-344 g or Quick or Old Fashioned Oats 1 kg selected

150 PTS when you buy 2

3.49

MOTT'S Clamato 1.89 L

300 PTS when you buy 3

3.49

KOOL-AID Jammers 10x180 mL

250 PTS when you buy 1

24.99

PAMPERS Super or HUGGIES Giga Pack Diapers 38-120 pk or Easy Ups or Ninjamas 34-74 pk

Scene+ GET 1000 PTS FOR EVERY \$100 SPENT IN HAPPY HER, HAPPY HIM OR HAPPY CUSTOM GIFT CARDS!

Offer valid during May 16 - 22, 2024. Sorry no rainchecks or price matching. Offer valid only on Happy Custom \$25-\$500 VL, Happy Her \$20-\$500 VL, Happy Him \$50-\$500 VL, Happy Her \$25-\$500 VL. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

Beer and cider available at selected stores.

*Pricing may be subject to change. Pricing includes taxes & refundable container deposit.

Have a wonderful and safe long weekend!

1.30 off

CORONA Extra Lager 6x330 mL bottles promo retail 15.65

\$2 off

SLEEMAN Clear 2.0 or MOLSOL Canadian Lager 6x473 mL tall cans promo retail 14.95

\$1 off

ALEXANDER KEITH'S India Pale Ale 6x473 mL tall cans promo retail 18.50

1.55 off

COORS Original Lager 6x473 mL tall cans promo retail 16.95

PROUDLY CANADIAN sobeys.com

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LOAD IT TO GET IT!

Get up to 700 PTS

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

That's like **\$7** toward your groceries



Get **300 PTS** when you buy 1

COMPLIMENTS Breaded or Battered Fish 454-700 g

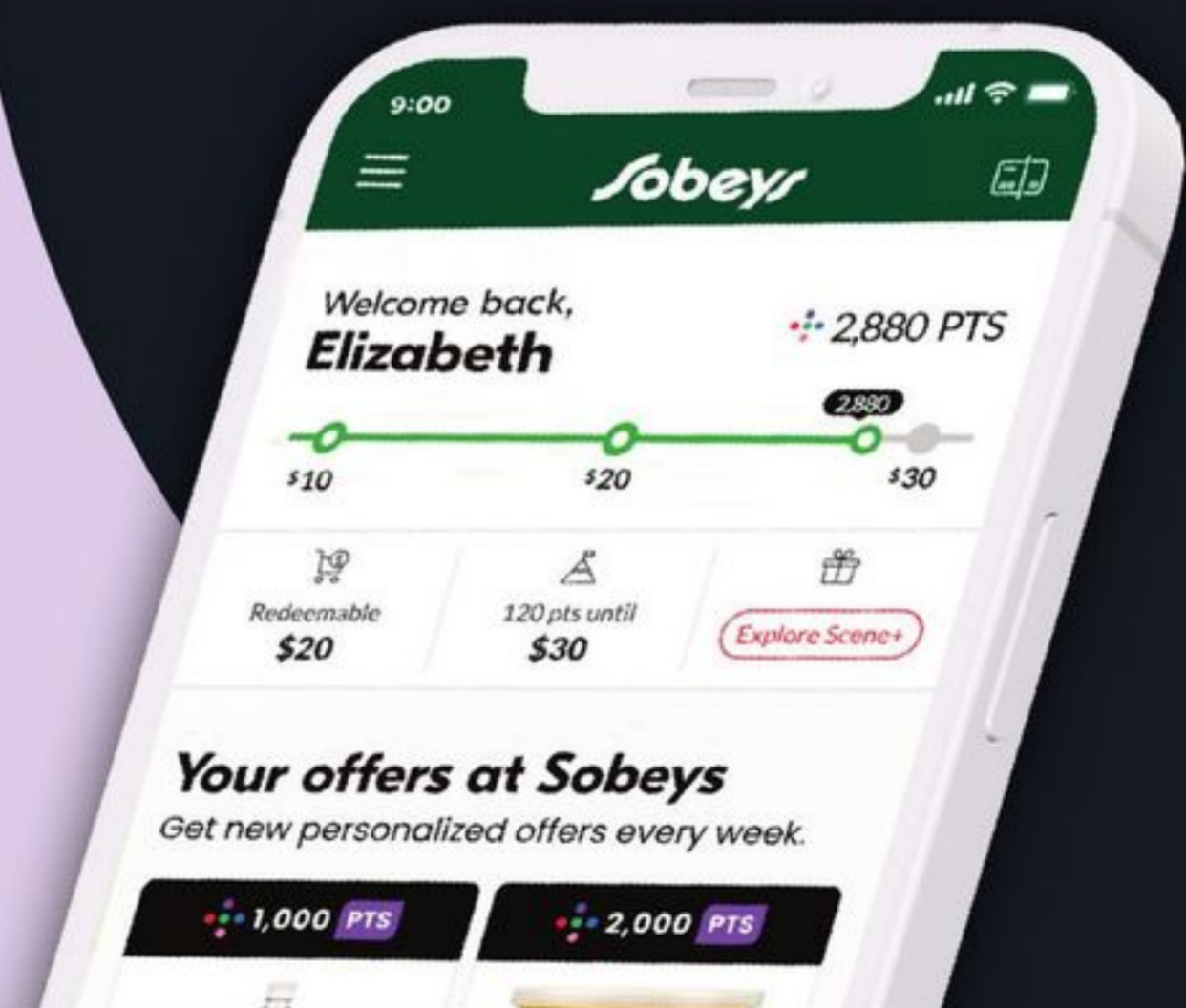
Get **400 PTS** when you buy 1

COMPLIMENTS Dipped Chocolate Chip Granola Bars 40 pk

Scene+ **DIGITAL EXCLUSIVE**

Download on the **App Store**

GET IT ON **Google Play**



Offer valid May 16th to May 22nd, 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.



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4⁹⁴
ea

NESTLÉ Premium Frozen Desserts or Real Dairy Ice Cream 1.5 L, Drumsticks, DEL MONTE or Selected Premium Novelties 4-10 pk selection may vary by location

New & Improved Nestlé Novelties!



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*New Recipe



*New Recipe

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SOBEYS_WK03_POZ_01T

So grillworthy

Happy long weekend

Veggie & fruit kebabs for the win

From Canada **5⁴⁹**
Foil Potatoes product of Canada 4 pk

Buy 1 Get 1 FREE
*of equal or lesser value.
Prepared Fresh Daily Produce Fruit and Vegetable Kabobs assorted sizes

READY FOR YOU

Fresh baked buns

YUCATAN Guacamole 6 SINGLES

YUCATAN Large Squeeze 6 pk mini or Avocado Salsa 340-454 g

75 PTS when you buy 1

BAKED IN STORE

4²⁹

50 PTS when you buy 2

Kaiser Buns 6 pk 500 g

Cakes make the celebration

NEW **200 PTS** when you buy 1

LIMITED TIME ONLY **9⁹⁹**

BRANDT Mini Smoked Farmer or Spicy Cheese Sausages 375 g

Confetti or Strawberry Lemonade Cake Full Cake 970 g-1 kg 21.99, Half Cake 485-500 g 10.99 or Slice 160-165 g 3.99

21⁹⁹ Full Cake

Aero

NESTLÉ Multipacks 164-208 g or WHITTAKER'S Chocolate Bars 200-220 g

4⁹⁹ **100 PTS** when you buy 2

Whittaker's Creamy Milk Mint Cremeux

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

1000 PTS when you buy 4

8⁹⁹ **KRAFT Singles** 825 g or **PHILADELPHIA Cream Cheese** 450 g

Bits & Bites Méli-Mélo Crisps

200 PTS when you buy 3

\$3

CHRISTIE Crisps or Bits & Bites 145 g

100 PTS when you buy 2

10⁹⁹

SWANSON Oven Easy or Family Skillet Meals 879 g-1.19 kg

4⁹⁹ **COMPLIMENTS Belgian Waffles** 268 g

Smartfood

300 PTS when you buy 4

2/\$8

SMARTFOOD Popcorn 150-220 g

ATYPIQUE

8⁹⁹

RED BULL Energy Drinks 4x250 mL or ATYPIQUE Non-Alcoholic Mocktails 4x355 mL

BUY MORE SAVE MORE

2⁴⁹ ea when you buy 2 or more

GAY LEA Sour Cream 425-500 mL 3.99 ea



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

We've got sizzling deals on the ingredients for a great long weekend!

Scene⁺
EARN POINTS ON ALL IN STORE MARINATED FRESH MEAT PRODUCTS
GET UP TO **1200 PTS**
SPEND \$20-29⁹⁹, GET **500 PTS**
SPEND \$30 OR MORE, GET **1200 PTS**

There's like \$12 toward your groceries

READY FOR YOU



5.99

ea when you buy 2 or more
MAPLE LEAF Bacon 375 g 6.99 ea



Great for salads and dips



11.99

ea IFC Coldwater Cooked Shrimp 150-250 ct 350 g

A seafood extravaganza

18.99

IFC Atlantic Canada Cooked Snow Crab Clusters or Lobster Claws & Arms 454 g or Raw Lobster Tails 2 pk 200 g or COMPLIMENTS Large Cooked Shrimp in ring with sauce 737 g

100 PTS when you buy 1



150 PTS when you buy 2
4.99
OLD EL PASO Taco Kits 250-510 g

Offer valid in-store from May 16-29, 2024
500 PTS when you buy any 4 items*
Cupcake, Twinkies, Doritos, Takis

5.99 CLUB HOUSE La Grille Assorted Spices 120-248 g
3.99 SMUCKER'S Topping 428 mL

4.99 COMPLIMENTS Napkins 100 pk

15% off COMPLIMENTS Spices or Seasonings selected 5-825 g
5.99 SCRUBBING BUBBLES Cleaners 567 g 946 mL or WINDEX 765-950 mL

250 PTS when you buy 2
OFF! Insect Repellent or Raid Insect Control

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

SOBEYS_WK03_P03_ONT

4 Days of Deals! Thursday, May 16th - Sunday, May 19th

Cheers to the long weekend



\$1 off BUDWEISER Lager 6x473 mL tall cans promo retail 15.95



\$1 off HEINEKEN Lager 6x330 mL bottles promo retail 16.00



130 off CORONA Extra Lager 6x330 mL bottles promo retail 15.65



\$1 off COORS LIGHT or BUD LIGHT Lager 6x355 mL cans promo retail 12.95



\$2 off SAPPORO Premium Lager 6x500 mL tall cans promo retail 17.95



155 off COORS Original Lager 6x473 mL tall cans promo retail 16.95



\$2 off SLEEMAN CLEAR 2.0 or MOLSON CANADIAN Lager 6x473 mL tall cans promo retail 14.95



\$1 off ALEXANDER KEITH'S India Pale Ale 6x473mL tall cans promo retail 18.50

Get out & garden

Garden centre locations now open!

Grown in Ontario

3.49
ea when you buy 2 or more

Assorted Flowering Annuals 4" 3.89 ea

4/12

Assorted Garden Vegetables or Herbs 4" 3.49 ea

Grown in Ontario

2/20

Assorted Annuals 6 pk featuring Dianthus, Petunias or Impatiens 10.99 ea

2/20

Assorted Perennials or Boxwood 1 gallon 10.99 ea

Grown in Ontario

2/26

Premium Annual Planter 8" 14.99 ea

Grown in Ontario

18.99

Strawberry Hanging Basket 10"

19.99

Boston Fern 10"

Grown in Ontario

29.99
ea when you buy 2 or more

Premium Jumbo Hanging Basket or Planter 13" 32.99 ea

3.49
ea when you buy 2 or more

COMPLIMENTS Sheep or Cow Manure 25 L 3.99 ea

2.75
ea when you buy 4 or more

COMPLIMENTS Black Earth Topsoil 25 L 2.99 ea

Fruity fresh...

Scene+ MEMBER PRICING

3.99 with Scene+ Card
4.49 without Scene+ Card

Blackberries product of Mexico or USA 170 g

LARGE

200 PTS when you buy 4

2/\$4 Large Ataulfo Mangos product of Mexico

15% off Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

LIMES

3.79 Limes product of Mexico 454 g

2.49 Royal Gala Apples product of USA fancy grade 5.49/kg

200 PTS when you buy 1

6.49 Corn Tray product of USA 5 pk

50 PTS when you buy 1

2.99 COMPLIMENTS ORGANIC Whole White Mushrooms product of Canada 227 g

2.67 /lb Green Beans product of USA 5.89/kg

2/2.50 Green Onions product of Mexico

Veggie love...

5 PACK

50 PTS when you buy 1

2.99 SUNRISE Tofu Smoked Sriracha 180 g or SOYGANIC ORGANIC Tofu Firm Medium 454 g or Extra Firm 350 g

1.99 COMPLIMENTS Baby-Cut Mini Carrots product of USA no 1 grade 340 g

3.99 COMPLIMENTS Candies selected varieties 350-450 g

ORGANIC 2.99

10.99 PLANTERS In-Shell Peanuts 2 kg

12.99 Prepared Fresh Daily In-Store Fruit or Vegetable Trays 1-1.3 kg 12.99 ea

4.99 RENEE'S Dressings assorted varieties 350-355 mL 5.49 ea

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

Smokin' hot deals

Break out the smoker!

Savoury
pork belly!

Master
classic ribs!

1000 PTS
when you buy 1 pkg

That's like
\$10
toward your
groceries

5.99 Fresh Whole
Skinless Pork Belly
cryovac 13.21/kg

8.99
/lb

Fresh Beef Back Ribs
Family Size cut by your
meat expert from
Canada AA grade
beef 19.82/kg

300 PTS
when you spend
\$15 or more

11.99 Fresh Beef Chuck Short Ribs Family Size
cut by your meat expert from Canada AA
grade beef 26.43/kg

3.99
/lb

COMPLIMENTS Fresh
Air-CHILLED Whole Chicken 8.80/kg

Fresh &
tender pork!

3.49
/lb

Fresh Pork
Shoulder
Picnic Roast
hock removed
7.69/kg

3.99
/lb

Fresh Boneless
Pork Sirloin Chops or Roasts
Family Size 8.80/kg

BUY
MORE
SAVE
MORE

5.50

go when you
buy 2 or more
COMPLIMENTS Lean
Ground Pork or Extra
Lean Ground Chicken
or Minced Turkey
450-454 g
starting at 5.99 ea

5.99

PANACHE Breakfast or
Dinner Pork Sausage
375-500 g

STARTING AT
9.99

NOBLE PREMIUM BISON Steak Cubes or
Inside Round, Top Sirloin, Ribeye or Striploin
Steaks 226 g

READY
FOR
YOU

7.99

100 PTS
when you spend
\$10+

Stuffed Portabello Mushroom Caps with Mild
Italian Pork Sausage 17.61/kg

8.99
/lb

STERLING SILVER Fresh
Boneless Sirloin Tip Oven Roast
or Family Size Marinating Steak
cut by your meat expert from Canada
AAA grade beef 19.82/kg

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

300 PTS
when you spend
\$15 or more

8.99
/lb

STERLING SILVER Fresh Boneless Sirloin Tip Roast
Royale seasoned prime rib fat added cut by your meat
expert from Canada AAA grade beef 19.82/kg

quick & easy



2.99
go when you
buy 2 or more
SCHNEIDERS Smokies 175 g,
LUNCHMATE Stackers or
GREENFIELD Kits 67-120 g
selected 3.99 ea



8.99
250 PTS
when you buy 2
PILLERS Turkey Bites, Mini
Pepperoni or Salmi Sticks
300-500 g



9.99 COMPLIMENTS
Smoked Sausages
900 g



5.99
200 PTS
when you buy 2
MAPLE LODGE FARMS Ultimate or
ZABIHA HALAL Juicy Supreme
Chicken Franks 900 g



7.99
WONG WING Frozen Entrées, Egg
Rolls, Spring Rolls or Dumplings or
BONITE Donair Kits 360-680 g



10.99
110 PTS
when you buy 1
COMPLIMENTS Beef, Chicken or
Vegetable Lasagna or Mac &
Cheese or Chili 907 g-1 kg or
PANACHE Fisherman's Pie 800 g



14.99
300 PTS
when you buy 2
MARCANGELO Pork Breakfast
Sausage Links & Patties, Chicken
or Pork Meatballs 1.2-1.4 kg



15.99
THE KEG Frozen Pork Back Ribs or
SWISS CHALET Chicken Strips
or Nuggets 700 g

Scene+

EARN REWARDS FASTER WITH UP TO
7,500 BONUS SCENE+ POINTS
with the Scotiabank® Scene+™ Visa® Card

Apply now at scotiabank.com/earnpointsfaster
10th minimum spend on everyday purchases in the first year.
Conditions apply. *See full disclaimer. Offer subject to change.
Offer effective May 1 - June 30, 2024.

SOBEYS_WKD3_POS_ONT

seafood

STARTING AT 125^{ea}
Fresh Choice Oysters
 subject to availability

600 PTS
 when you spend \$30

7⁹⁹

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

19⁹⁹

AQUA STAR Herb & Garlic Butterfly Shrimp 800 g or **COMPLIMENTS Green Wild Scallops** 340 g

11⁹⁹

NANUK Smoked Coho Salmon 140 g

4⁹⁹

Fresh Atlantic Salmon Portions 113 g product of Canada

11⁹⁹

Coho Salmon Fillets product of Chile or Wild Mahi Mahi Fillets product of Peru frozen or previously frozen 26.43/kg

12⁹⁹

HIGH LINER Signature Cuts, Pan-Sear or Breaded or Battered Premium Fish 425-540 g

14⁹⁹

COMPLIMENTS Cooked Shrimp in bag with cocktail sauce 680 g

kitchen

14" Take & Bake Pizza 715-890 g

Get 250 PTS
 When you buy 2

Get 400 PTS
 When you buy 3 or more Pizzas

150 PTS
 when you buy 2

8⁹⁹

SUMMER FRESH Salads 750-800 g

1⁹⁹

VILLAR GP Empanadas 80 g assorted varieties, available hot or chilled, ready to eat

10% off

7 Layer Mexican Small or Large or Devilled Eggs 4-12 pk

5⁴⁹

SUMMI Asian Appetizers 240-350 g

STARTING AT 7⁹⁹

OLIVIERI Pasta or Sauce 540-700 g or 600 mL

4²⁹

SUMMER FRESH Dips or Hummus 200-227 g

deli

35% off

200 PTS
 when you buy 400 g or more

OKA original or OKA Swiss-Style works out to 3.63/100 g or L'EXTRA Brie & Double Crème works out to 3.05/100 g

100 PTS
 when you buy 2

\$1 off

BALDERSON Cheddar Blocks 250-280 g

13⁹⁹

COMPLIMENTS Sliced Cheese 440 g

14⁹⁹

COMPLIMENTS Sliced Cheese 440 g

SLICED FRESH

3⁶⁹

COMPLIMENTS Hungarian, German or Peppercorn Dry-Cured Salami

17⁹⁹

200 PTS
 when you buy 1

GRAB & GO Charcuterie Boards Classic, Fruit & Cheese or Smoke & Fire 468-508 g

LIMITED TIME ONLY

\$11

SALAMI DI PRIMAVERA 200 g product of Italy

NEW

6⁹⁹

PILLER'S Charcuterie Sliced Salami 125 g selected

BAKE SHOP

STARTING AT 16⁶⁹

6" Cheesecakes 810-955 g

150 PTS
 when you buy 1

13⁹⁹

TRY OUR Lemon Shortcake, available for a Limited Time

7⁹⁹

Cinnamon Buns 8 pk 630 g

3⁹⁹

Winnipeg Style Light Rye Bread 450 g 4.29 ea

4⁷⁹

STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g

8⁹⁹

COMPLIMENTS 8" Pies peach or jumbleberry 680 g 9.99 ea

3⁴⁹

COMPLIMENTS Garlic Bread 284 g 3.79 ea

Sign up for Sobey's E-Flyer & SAVE \$5 off your next purchase of \$40 or more!
www.sobeys.com/getflyer

First of the Season

Live market lobsters!

Product of Atlantic Canada



CHOOSE
CANADIAN
SEAFOOD



Harvested from the cold clean waters on the East Coast of Canada - our lobsters are sweet & succulent.

Scene⁺
MEMBER
PRICING

10⁹⁹
/lb,
24.23/kg

with
**Scene+
Card**



12⁹⁹
/lb,
28.64/kg

without
Scene+
Card
Live Market Lobsters
subject to availability

frozen & dairy



4⁹⁹
NATREL Plus Protein or
Fine-Filtered Milk 2 L



5⁹⁹
TWO GOOD Greek Yogurt 625 g
or DANONE ACTIVIA Drinkable
Yogurt 8 pk



5⁹⁹ with
Scene+
Card
7⁹⁹ without
Scene+
Card
KELLOGG'S Eggo
Waffles 560 g



6⁴⁹ +100 PTS
when you buy 2
YOP Yogurt Drinks 200 mL 6 pk
or LIBERTE Méditerranée Yogurt
900 g



5⁴⁹ +100 PTS
when you buy 2
KRAFT Dips 340 g



6⁴⁹
MCCAIN Deep'N Delicious Cakes
510 g or Mini Cake Cups 340 g



4⁴⁹
MCCAIN Regular
Fries 1.5 kg



4⁹⁹
COMPLIMENTS
Cozy Coop Large
White Eggs 12 pk



5⁹⁹
TROPICANA Drinks or Lemonade
1.54 L or PURE LEAF Iced Tea 1.75 L



5⁹⁹ +100 PTS
when you buy 3
HEALTHY CHOICE
Zero or Power
Bowls 262-280 g



3⁴⁹
MICHELINA'S
Grande Entrées
454 g



10⁹⁹
COMPLIMENTS Shredded Cheese
620 g or ARMSTRONG Natural
Cheese Slices 500 g



7⁴⁹ BUY MORE
SAVE MORE
COMPLIMENTS
Butter Sticks
salted or
unsalted 454 g
8.29 ea



7⁹⁹ +100 PTS
when you buy 2
DR. OETKER
Giuseppe Stuffed
Crust Pizza
685-771 g



3⁷⁹
GREEN GIANT Frozen Vegetables
750 g or Valley Selections
400-500 g

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

100% GUARANTEED

50 PTS when you buy 1
4⁹⁹ COMPLIMENTS Greek Yogurt 650 g

50 PTS when you buy 2
3⁴⁹ COMPLIMENTS Cream Cheese or Spread 227-250 g

50 PTS when you buy 2
4⁴⁹ COMPLIMENTS Frozen Entrée Bowls 300 g

50 PTS when you buy 2
99¢ COMPLIMENTS Frozen Punch 283 mL

natural health



5⁹⁹
SILK Yogurt 650 g



50 PTS when you buy 1
7⁷⁹
SNO Vegan Frozen
Dessert or Novelties
3 pk



100 PTS when you buy 2
5⁴⁹
DAIYA Cheese Style
Shreds slices or
blocks 185-220 g



2²⁹
MID-DAY Squares
33 g



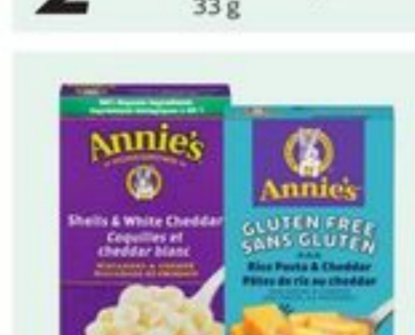
6⁴⁹
ZEVIA Sodas
355 mL 6 pk



BUY MORE
SAVE MORE
3⁹⁹
SMARTSWEETS
Low Sugar Candy
50 g
Starting at 4.69 ea



7⁹⁹
CHOSEN FOODS
Avocado Oil
Dressing 237 mL



3⁴⁹
ANNIE'S
Macaroni & Cheese
149-170 g



300 PTS when you buy 2
16⁹⁹
CENTRUM Vitamins 60-160 pk
selected (Excluding Gummies)



10⁹⁹
ATKINS Protein
Bars 5 pk



300 PTS when you buy 1
39⁹⁹
LEAN FIT
Whey Protein
832-875 g



4⁹⁹
SILK Next or Protein
Milk 1.74-1.75 L

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SOBEYS_WK03_P07_ONT



Happy Dragon Boat Festival



2²⁹

EIGHT TREASURES Rice Stick Noodles 454 g or Rice Vermicelli Noodles 400 g available in selected stores and varieties



99¢ /lb

Bok Choy product of USA 2.18/kg

Large Papaya product of Guatemala

6⁴⁹

99¢ /lb

Asian Yellow Pears product of China 2.18/kg



1¹⁹

NONGSHIM Bowl Noodles selected varieties 86 g



2/\$3

COMPLIMENTS or EIGHT TREASURES Coconut Milk 400 mL



KIM PHAT Water Chestnuts whole or sliced 227 g or DAN-D PAK ORGANIC Chestnuts 100 g available in selected stores

1⁴⁹



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Scene+™ points.¹**



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drinks & snacks

<p>7.99 with Scene+ Card 9.99 without Scene+ Card MARS Pouches 324-400 g</p>	<p>1.79 BUY MORE SAVE MORE EXCEL or WRIGLEY'S Gum Singles 2.19 ea</p>	<p>1.49 BUY MORE SAVE MORE MAYNARDS Candy Singles 44-64 g 2.49 ea</p>	<p>2/\$7 KELLOGG'S Special K or KASHI Bars selected varieties 144-200 g</p>
<p>2/\$9 200 PTS when you buy 2 CHEETOS 170-285 g</p>	<p>3.29 BUY MORE SAVE MORE QUAKER Crispy Minis 100 g or Rice Cakes 127-199 g 4.29 ea</p>	<p>2/\$3 SUNNY D 500 mL or PEACE Tea 695 mL</p>	<p>4.49 200 PTS when you buy 2 OASIS Juice 8x200 mL Tetra or SUNRYPE Slim 1.36 L</p>
<p>200 PTS when you buy 2 COMPLIMENTS Snacks 265-300 g or Pretzel Sticks 320-400 g</p>	<p>4.99 CHRISTIE Honey Maid Wafers 400 g or Fig Newtons 283 g</p>	<p>\$3 BUY MORE SAVE MORE CHRISTIE Mini Cookies 150-225 g or Ritz Mini Crackers selected 180-200 g 3.49 ea</p>	<p>2.79 BUY MORE SAVE MORE VOORTMAN Turnover Cookies 300 g 2.99 ea</p>

meal makers

<p>3.49 with Scene+ Card 4.29 without Scene+ Card DEMPSTER'S Bagels 6 pk or Signature Bagels 5 pk</p>	<p>1.69 KING'S HAWAIIAN Sweet Rolls 4 pk</p>	<p>200 PTS when you buy 2 11.99 HERSEY'S Chipits 775-925 g</p>	<p>4.99 SUN-MAID California Raisins 375 g</p>
<p>4.99 MATT & STEVE'S Extreme Beans 500 mL</p>	<p>10.99 HELLMANN'S Mayonnaise 1.42 L</p>	<p>4.99 KELLOGG'S Cereal selected varieties 210-435 g, Premium Cereal selected varieties 306-553 g or GENERAL MILLS Cheerios selected varieties pack 297-437 g</p>	<p>5.99 KELLOGG'S Family Size Cereals selected varieties 480-625 g or JIF Peanut Butter 1 kg</p>
<p>4.99 BEN'S ORIGINAL Bistro Express Family Size or Natural Selects 365-490 g</p>	<p>100 PTS when you buy 2 3.99 COMPLIMENTS Salsa 650 mL</p>	<p>5.99 KIKKOMAN Soy or Teriyaki Sauce 591 mL, available in selected varieties and stores</p>	<p>3.79 GOLDEN DRAGON Sauce 455 mL selected varieties</p>

Here for your budget and lifestyle

<p>50 PTS when you buy 1 3.99 COMPLIMENTS Soda Crackers 450 g or Honey Graham Wafers 408 g</p>	<p>200 PTS when you buy 2 3.49 COMPLIMENTS Chocolate Covered Almonds or Raisins 900 g</p>	<p>500 PTS when you buy 1 34.99 That's like \$5 toward your groceries COMPLIMENTS Coffee Pods 80 pk or BEST BUY Coffee Pods 100 pk</p>	<p>BEST BUY 2.49 COMPLIMENTS Potato Chips or Extraa! Flavour Chips 200 g</p>
<p>2.99 COMPLIMENTS Hot Dog Top Slice Buns 12 pk</p>	<p>2.99 COMPLIMENTS Flavoured Mayo 300 mL</p>	<p>50 PTS when you buy 2 1.79 COMPLIMENTS Flavoured Tuna 85 g</p>	<p>75 PTS when you buy 1 1.79 COMPLIMENTS English Muffins 6 pk</p>

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Dragon Fruit Pitahaya
product of Vietnam or Yellow
Pitahaya product of Ecuador

3⁸⁸
ea

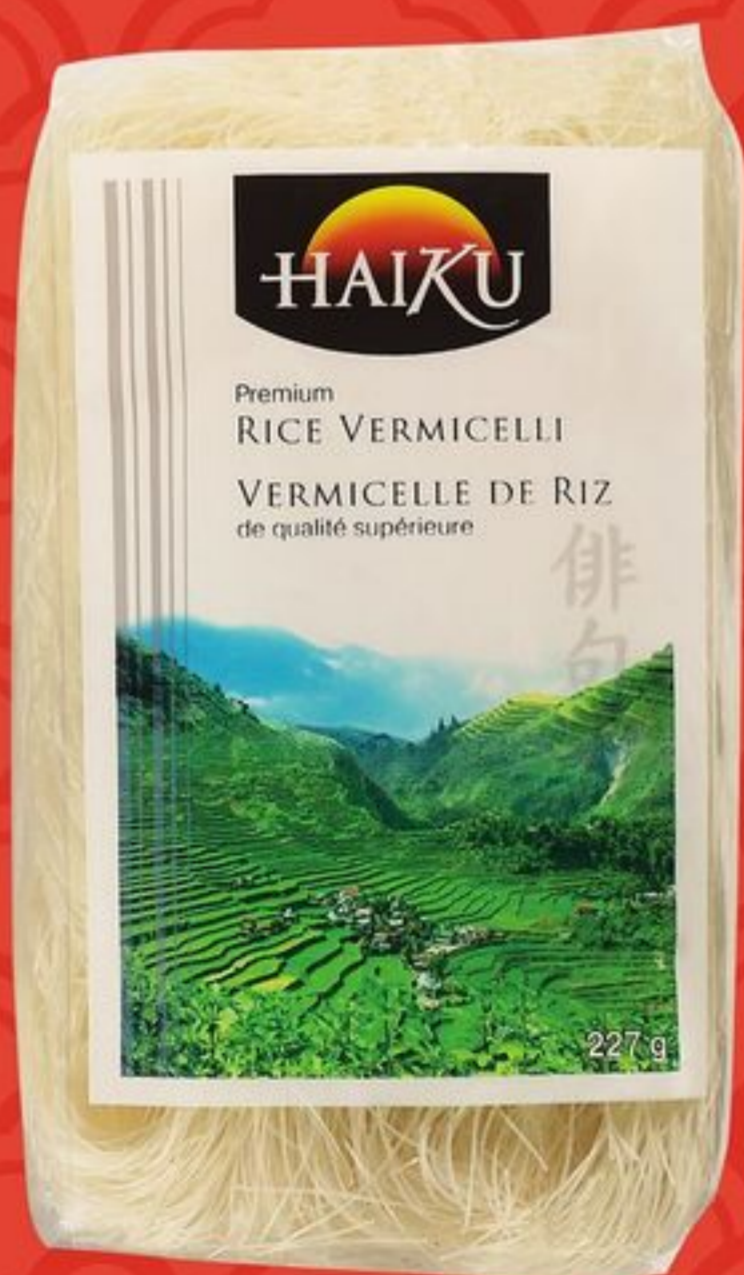
Okra product of Honduras
or India 8.80/kg

3⁹⁹
/lb



2⁹⁹

HAIKU Rice
Vermicelli
227 g



4⁹⁹

THE SPICE TAILOR
Meal Kits 285-375 mL
selected varieties



4⁹⁹

MAGGI Liquid
Seasoning 200 mL
available in
selected stores

5⁹⁹

GRACE Coconut
Water 100% Pure
1 L, available in
selected stores



1⁴⁹

GRACE Peanut
Punch 240 mL
available in
selected stores





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That's \$75 in groceries.[^]

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¹With minimum spend on everyday purchases in the first year. Other conditions apply. Offer subject to change.

^{*}Visa Int/Licensed user

[^]Scene+ points redeemed at any Participating Empire Location must be redeemed in increments of 1,000.

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²On all eligible purchases at participating grocery stores. Conditions Apply.

home & pet care

8⁹⁹ ZIPLOC Storage Bags 10-180 pk selected varieties

11⁴⁹ +300 PTS when you buy 2
GLAD Outdoor Waste Bags 20-40 pk. Blue Recycle Bags 24-40 pk or Compostable Bags 44 pk

29⁹⁹
CHARMIN Bathroom Tissue 24=96 rolls or BOUNTY Paper Towel 8 pk

6⁹⁹ with Scene+ Card
BONTERRA Bathroom Tissue 6=24 or 9=24 rolls, Facial Tissue or Paper Towel 3 pk

2⁴⁹ BUY MORE SAVE MORE
MILK-BONE 113 g or SNAUSAGES 196 g 3.19 ea

24⁹⁹
PEDIGREE Vitality Dry Dog Food 7-8 kg

23⁹⁹ +100 PTS when you buy 1
BLUE BUFFALO Tastefuls Wet Cat Food 1.8 kg

8⁴⁹ COMPLIMENTS Wild Bird Food 3.63 kg

32⁹⁹
TIDE Laundry Pods 85-112 pk or Power Pods 63 pk

6⁹⁹ +100 PTS when you buy 2
AIRWICK Plug-In or Refill 20 mL

6⁹⁹ +200 PTS when you buy 2
CLOROX Bleach 3.57 L

27⁹⁹
STARFRUT The Rock Terra Ceramic Fry Pan 30 cm while quantities last

health, beauty & baby

3⁴⁹
COLGATE Toothpaste 70-150 mL or Toothbrushes 1-3 pk

6⁹⁹
SOFTSOAP Hand Soap Refills 1.47 L

21⁹⁹ +250 PTS when you buy 1
HUGGIES Baby Wipes 560-704 pk

7⁹⁹ +300 PTS when you buy 2
OLD SPICE Body Wash 709 mL or HERBAL ESSENCES Hair Care 400 mL selected

5⁹⁹ +100 PTS when you buy 2
TRESSEME Hair Care or Styling Aids 300-828 mL or 121-311 g selected

21⁹⁹ +500 PTS when you buy 2
PAMPERS Wipes 504 pk

1⁹⁹ BUY MORE SAVE MORE
BABY GOURMET Baby Food Jars 113 g or Fruit & Veggie Based Purées 128 mL selected 2.49 ea

15% off
ORAL-B Power Toothbrushes or Refills 3-5 pk or CREST 3DWhite Whitestrips 10 pk or Whitening Emulsions 29 mL selected

15% off +100 PTS when you buy 2
CERAVE Moisturizers or Cleansers selected sizes

4⁴⁹ +100 PTS when you buy 1
Q-TIPS 400 pk

\$1 BUY MORE SAVE MORE
COMPLIMENTS ORGANIC Baby Purées 128 mL 1.79 ea

pharmacy

Only available at Pharmacy Locations
*Select products only available when a pharmacist is on duty.

15% off +600 PTS when you buy 2
That's like \$6 toward your groceries
TYLENOL Pain Relief 50-120 pk or MOTRIN 200-400 mg 45-90 pk selected*. Children's TYLENOL, MOTRIN, or BENLYN selected*, BAND-AID Premium Bandages selected or POLYSPORIN 15 g, REACTINE Allergy Relief 24-36 pk or BENADRYL Caplets 25 mg 100 pk*

REACTINE Allergy Relief, TYLENOL Extra Strength, BAND-AID Flexible Fabric, POLYSPORIN Complete

10% off +200 PTS when you buy 1
ADVIL Pain Relief 40-150 pk†

15% off +150 PTS when you buy 2
ALLEGRA Allergy Relief 30 or 36 pk+

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MORE
SAVE
MORE**

Get more for your little one

200 PTS
when you buy 3

279
ea when you
buy 2 or more

NESTLÉ Gerber Snacks
42-155 g 3.79 ea



In-store offer May 16-29, 2024

More Baby offers in store
Sobeys



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MADE LEGENDARY**

3.49
COUNTRY CROCK
Original Spread 427 g

100% SATISFACTION GUARANTEE
If you're not completely satisfied, we'll refund you the purchase price. Go to CountryCrock.ca for more information.

5.49 BECEL Dairy Free Plant Butter 454 g

1.99 IMPERIAL Margarine 212 g

SIP. SNACK. SCORE!

2 / 8.50
TOSTITOS Tortilla Chips
205-295 g excludes Simply Tostitos Tortilla Chips 240 g

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Refresh this Summer with Raspberry Lemonade
Available in Zero Sugar

2 / 14
CANADA DRY select varieties
12x355 mL

100 PTS when you buy 2
CANADA DRY select varieties
6x222 mL

50 PTS when you buy 2
CANADA DRY select varieties
500 mL

Trademark of Canada Dry Mott's Inc.

100 PTS when you buy 2
PEPSI Mini Cans
6x222 mL any flavour

50 PTS when you buy 2
PEPSI Beverages 2 L
any flavour

2 / \$6

NEW

300 PTS when you buy 2
GATORADE G Zero Powder Sticks 10 pk
any flavour

propel
ELECTROLYTE WATER BEVERAGE

300 PTS when you buy 2
PROPEL Electrolyte Water Beverage 6x500 mL
any flavour

iögo

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iögo Creamy Yogurt 2 kg
selected varieties

6.99
iögo Creamy Yogurt 16x100 g
selected varieties

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Buy 2 iögo products
Upload your receipt at iogocanada.ca

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GET GRILLIN'!

YOU COULD WIN 1 of 4 BACKYARD BBQ UPGRADES

BUY \$10 worth of participating Kraft Heinz and/or Budweiser Zero products

SWIPE Your Scene+ card at checkout to automatically enter for a chance to WIN!

4.97
HEINZ Ketchup 750 mL-1 L or KRAFT Miracle Whip Spread 650-800 mL

*No purchase is necessary to participate or win. See official rules at PourOnTheFlavour.ca

siggis
icelandic yogurt
always more protein and less sugar

NEW 3 / 9.99
SIGGI'S Skyr Yogurt 4x100 g
selected varieties

*Siggis' plain, vanilla and fruit yogurts have an average 20% less sugar and 20% more protein than leading plain, vanilla and fruit yogurts in Canada as measured by % Total in the category. Source: NutriScan, 10/21/23. ©2023 Siggis. All rights reserved.

Budweiser ZERO
FULL-FLAVOURED ZERO ALCOHOL BEER

14.99
BUDWEISER Zero Non-Alcoholic Beer 12x355 mL

Summer Refreshments

4.99 MOTT'S Mr&Mrs T Drink Mixes 1 L

4.99 ROSE'S Grenadine 739 mL

2 / 5.50 BAI Beverage 530 mL

Scene MEMBER

250 PTS when you buy 2

1.49 with Scene+ Card

1.99 without Scene+ Card

NEW

SPARKLING ICE assorted flavours 503 mL

BLACK RASPBERRY ZERO SUGAR ZERO CALORIES

ORANGE FLAVOUR ZERO SUGAR ZERO CALORIES

PEACH PEACHES ZERO SUGAR ZERO CALORIES

BLACK CHERRY ZERO SUGAR ZERO CALORIES

I ♥ Reese's DAY
MAY 18TH

4/\$5 HERSEY'S Single Bars assorted varieties 34-58 g

4.49 HERSEY'S Bagged Chocolate 160-290 g

Scene⁺ Get 250 PTS When you spend \$10 or more on participating REESE'S products

Offer available May 2 - June 18, 2024. Spend \$10 before taxes.

MAKE SUMMER SIMPLE

5.99 PAM Cooking Spray 113-170 g

3.99 V8 Sauces 341-380 mL selected varieties

4.99 P.F. CHANG'S Sauces 350 mL selected varieties

5.99 ORVILLE REDENBACHER Microwave Popcorn 6-8 pks 248-492 g or Popping Corn 850 g

8.49 GARDEIN Supreme 397-425 g

4.49 ANGIE'S Boomchickapop 136-198 g 4.99-5.49 ea Buy 2 or more

BUY MORE SAVE MORE BOOM CHICKA POP

EASY SNACKS, MEALS AND ENTERTAINING

Breyers SAVOUR THE SWEETNESS OF SUMMER'S START
HAPPY VICTORIA DAY!

4.99 BREYERS Creamery Style Ice Cream 1.66 L selected varieties

POPSICLE IT'S ALWAYS SUMMER WITH POPSICLE

4.99 POPSICLE Frozen Novelties 12 pk selected varieties

5 MINS Cavendish Farms

Quick CRISP POTATO TOTS BOUCHÉES DE POMMES DE TERRE

100 PTS when you buy 2

4.49 CAVENDISH FARMS Quick Crisp Fries or Tots 650 g

5 MINS Cavendish Farms

Quick CRISP SLIM STEAK CUT COUPE BIFTECK MINCE

YOU COULD WIN 1 of 4 BACHARD BBQ GRAND SLAM UPGRADES

GET GRILLIN'

4.97 HEINZ Ketchup 750 mL-1 L, KRAFT Miracle Whip Spread 650-890 mL or HEINZ Picnic Pack 3x375 mL

200 PTS when you buy 2

3.69 when you buy 3 or more

NEW LOOK

DIANA Sauces 500 mL, Marinades 375 mL, or BULL'S-EYE BBQ Sauce 425 mL, KRAFT Salad Dressings 425 mL, 4.49 ea

GRILL YOUR WAY TO A \$10,000 GETAWAY

HELLMANN'S EST. 1913

BUY ANY HELLMANN'S PRODUCT

SNAP A PICTURE OF YOUR RECEIPT

UPLOAD YOUR RECEIPT FOR A CHANCE TO WIN

100 PTS when you buy 2

7.49 HELLMANN'S Burger Sauce or Spicy Chipotle Frites Dipping Sauce 325 mL

HELLMANN'S Mayonnaise 710-890 mL

*No purchase necessary. Terms & conditions apply. Visit <https://www.unileverprizes.ca/hellmanns-contest-EN/> for full rules and entry details. Trademarks owned or used under license by Unilever Canada, Toronto, Ontario M4W 3J2

BBQ SEASON
IT'S TIME TO GRILL!

4.79 NANDO'S Peri-Peri Sauce 450 mL

3.29 TABASCO Pepper Sauce 57 mL

7.99 MAILLE Gherkins 375 mL

4.79 MAILLE Mustard 200 mL

6.99 CATTLEBOYZ BBQ Sauce 490 mL

NEW NEW NEW

2.49 FRENCH'S Classic Yellow Mustard 400 mL

5.99 CLUB HOUSE La Grille Max the Meat Guy Seasonings 65-168 g

5.99 CLUB HOUSE La Grille Honey Hickory Rub Seasoning 180 g

4.79 FRANK'S RedHot Hot Sauces 354 mL

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& summer
essentials

Rachelle Béry

wellness boutique

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GUMMY SUPPLEMENTS
60 PK OR 240 G



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20% off
WHOLISTIC OR AOR
SUPPLEMENTS
30-120 CAPS



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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

19⁹⁹

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keto-certified
MCT oil to
supercharge
homemade
nut butters.



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Clean, natural
and cruelty-free.

15% off

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



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proven
cruelty-free
skincare.

15% off

ACURE FACIAL CARE
30-118 ML



Sustainably
handcrafted without
water or plastic.

NEW
15% off

BE BARE LIFE BODY CARE 90-110 G



15% off

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

All-natural
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safe way to
target stains.

NEW

15% off

SPA DENT TOOTHPASTE
190 G OR MOUTHWASH
600 ML



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