

FEED THE DREAM

Sobeys

OFFICIAL GROCER

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

5.99
/lb



Scene+
MEMBER PRICING

10.88
/lb, 23.99/kg
with Scene+ Card

Members SAVE \$11/lb

11.99 without Scene+ Card
/lb, 26.43/kg
Fresh Capless Prime Rib Premium Oven Roast or Family Size Grilling Steak 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, LARSEN or MAPLE LEAF Wieners 375 g or JOHNSONVILLE Breakfast or Dinner Pork Sausage 250-500 g selected

Buy 2 Get 1 FREE
*of equal or lesser value



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

7.99



5.99
Potatoes product of Atlantic Canada 15 lb

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

3.99
+100 PTS when you buy 2



10.99
HOT PRICE



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



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

4.97
HOT PRICE



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

2.99
HOT PRICE

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

2/\$6
HOT PRICE



5.77
HOT PRICE

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

0 61925 86722 2

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

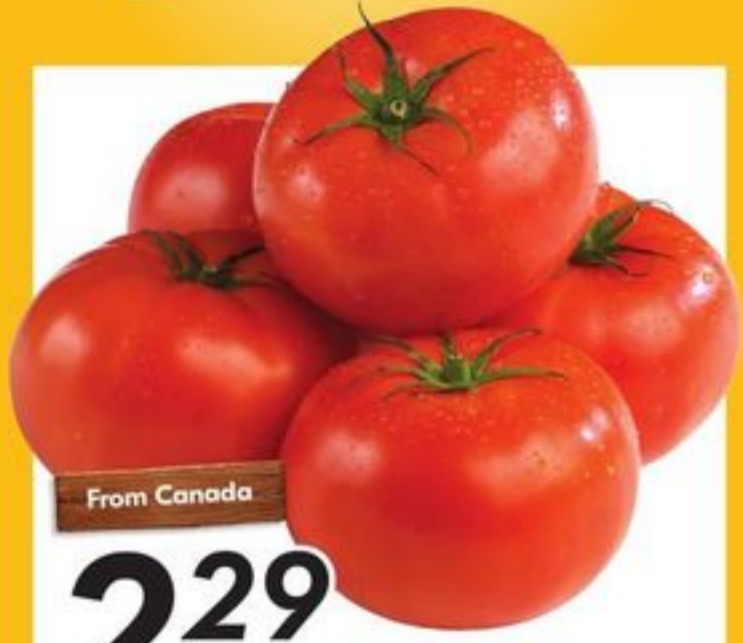
Offer valid from May 16 to May 19, 2024 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards 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, McAfee, Tim Hortons, 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 THU FRI SAT SUN MON TUE WED
effect May 2024 16 17 18 19 20 21 22
Nova Scotia

So many deals
Scan here for our full digital flyer

Fresh picks



From Canada

2.29

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



From Canada

50 PTS
when you buy 1

6.99

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



50 PTS
when you buy 1

5.99

Mini Sweet Peppers product of Canada or Mexico 454 g

Enjoy fresh hothouse produce!



From Canada

3.49

Mini Seedless Cucumbers product of Canada no 1 grade 6 pk



100 PTS
when you buy 2

From Canada

2/\$8

GOODLEAF Salad Blends 113 g or Microgreens 50 g product of Canada

Stock up for the long weekend

Buy 1 Get 1 FREE
*of equal or lesser value

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

BUY 1 GET 2ND 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

10.99 /lb

Live Market Lobsters product of Atlantic Canada subject to availability 24.23/kg

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

Scene+ MEMBER PRICING

11 lb average!

7.99 with Scene+ Card
8.99 without Scene+ Card

Seedless Watermelon product of USA or Mexico

3 PACK

4.99

Rainbow Peppers product of Canada 3 pk

200 PTS when you buy 2

5.99

BAKED IN STORE

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 OWKOS Greek Yogurt 4 pk

5.99

DAIRY ISLE Butter 454 g

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, MELITTA Single Serve Coffee 30 pk or Traditional Roast 930 g

19.99

TIDE Laundry Detergent 3.9-4.55 L or Pods 45-81 pk or IVORY Snow Pods 45 pk

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

1000 PTS when you buy 6

3.99

QUAKER Instant Oatmeal 168-344 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 18 - 22, 2024. Sorry no hunchbacks or price matching. Offer valid only on Happy Custom \$25-\$500, Happy Her \$25-\$500, Happy Him \$50-\$500, Happy Her \$25-\$500. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text provided for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. All 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Nova Scotia. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude 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, McAfee, Tim Hortons, 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. Redeem 1,000 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 <https://www.sobeyplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus® Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based ink. Nova Scotia. Supplement to The Telegraph Journal, The Daily Gleaner & The Chronicle Herald.

Sobeys_WK03_OBC_ATL_NS

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



Scene+ DIGITAL EXCLUSIVE

Download on the App Store

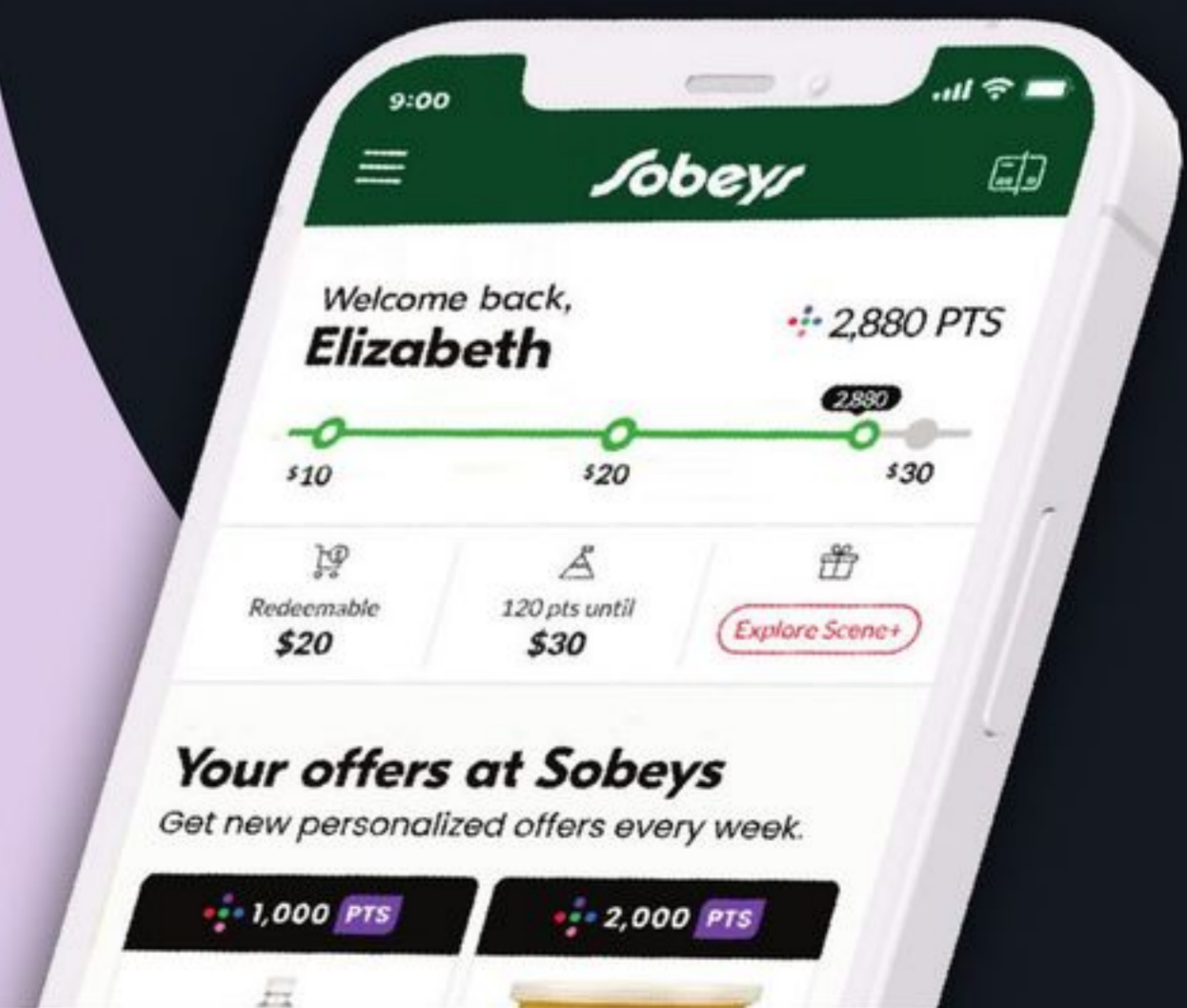
GET IT ON Google Play

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



Offer valid May 16th to May 22nd, 2024 at all Sobeys locations in Atlantic 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.

Nestlé

DRUMSTICK Original Caramel
DRUMSTICK Caramel Caramel

Real Dairy
NO ARTIFICIAL FLAVORS
NO ARTIFICIAL COLORS

Real Dairy
NO ARTIFICIAL FLAVORS
NO ARTIFICIAL COLORS

NESTLÉ TRADEMARKS ARE OWNED BY SOCIÉTÉ DES PRODUITS NESTLÉ S.A., VEVEY, SWITZERLAND AND USED UNDER LICENSE. ©2014 NESTLÉ. DEL MONTE TRADEMARKS ARE USED UNDER LICENSE FROM DEL MONTE FOODS, INC.

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!

Nestlé KitKat

NEW KitKat MINIS

KitKat Crunch

KitKat Double Crunch

*New Recipe

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Nestlé COFFEE CRISP

COFFEE CRISP double crunch!

*New Recipe

COFFEE CRISP double crunch!

*New Recipe

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So grillworthy

Happy long weekend

Veggie & fruit kebabs for the win

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

From Atlantic Canada
3⁹⁹
Foil Potatoes product of Atlantic Canada 4 pk

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
4⁴⁹
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

21⁹⁹
Full Cake
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

4⁹⁹ **100 PTS** when you buy 2
NESTLÉ Multipacks 164-208 g or WHITTAKER'S Chocolate Bars 200-220 g

That's like \$10 toward your groceries
1000 PTS when you buy 4
8⁹⁹ KRAFT Singles 825 g or PHILADELPHIA Cream Cheese 450 g

200 PTS when you buy 3
\$3 CHRISTIE Crispers 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

300 PTS when you buy 4
2/\$8 SMARTFOOD Popcorn 150-220 g

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*†

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_PD3_ATL_NS_NB_PELNFLD

Get out & garden

available at most stores

Garden centre locations now open!

Grown in New Brunswick

Grown in New Brunswick

4.49
ea when you buy 2 or more

Assorted Flowering Annuals 4" 4.79 ea

3.49
ea when you buy 2 or more

SWEET VALLEY Vegetables or Herbs 3.5" 3.79 ea

BUY MORE SAVE MORE

8.99
ea when you buy 2 or more

Assorted Annuals 6 pk featuring Dianthus, Petunias or Impatiens 9.99 ea

2/22

Assorted Perennials or Boxwood 1 gallon 12.99 ea

Grown in New Brunswick

Grown in New Brunswick

100 PTS
when you buy 1

14.99

Premium Annual Planter 8"

500 PTS
when you buy 2

34.99

Premium Jumbo Hanging Basket or Planter 13" 44.99 ea

That's like **\$5** toward your groceries

2/46

Boston Fern 10" 24.99 ea

BUY MORE SAVE MORE

14.99
ea when you buy 2 or more

Assorted Fruit Bushes 1 gallon pot blueberry, strawberry or raspberry 16.99 ea

BUY MORE SAVE MORE

3.49
ea when you buy 2 or more

COMPLIMENTS Sheep or Cow Manure 25 L 3.99 ea

BUY MORE SAVE MORE

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

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

3.99

Limes product of Mexico 454 g

2.49

Royal Gala Apples product of Atlantic Canada fancy grade 5.49/kg

Veggie love...

50 PTS when you buy 1

6.99

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

2.99 /lb

Zucchini or Eggplant product of USA or Mexico 6.59/kg

2/2.50

Green Onions product of Mexico

1.99

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

50 PTS when you buy 1

3.99

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

12

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

4.99

RENÉE'S Dressings assorted varieties 350-355 mL 5.49 ea

10.99

PLANTERS In-Shell Peanuts 2 kg

4.49

COMPLIMENTS Candies selected varieties 350-450 g

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 /lb
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 /lb

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

4.49 /lb

200 PTS
when you buy 1

Fresh AIR-CHILLED
Whole Chicken 9.90/kg

Fresh &
tender pork!

3.49 /lb

Fresh Pork
Shoulder
Picnic Roast
locks 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

7.99 /lb

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 Inside
Round Oven Roast or Family Size Marinating
Steak cut by your meat expert from Canada AAA
grade beef 19.82/kg

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

19.99 /lb

Fresh Boneless Rib or Rib Eye Grilling Steak Family
Size or Premium Oven Roast cut by your meat expert
from Canada AA grade beef 44.07/kg while supplies last

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 Salami Sticks
300-500 g



9.99
COMPLIMENTS
Smoked Sausages
900 g



5.99
200 PTS
when you buy 2
MAPLE LODGE FARMS Ultimate
Chicken Franks 900 g



7.99
WONG WING Frozen Entrées, Egg
Rolls, Spring Rolls or Dumplings or
BONTE 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

EARN REWARDS FASTER WITH UP TO 7,500 BONUS SCENE+ POINTS with the Scotiabank® Scene+™ Visa® Card. Apply now at scotiabank.com/earnpointsfaster. 100% 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_WK03_POS_ATL_N5_N6

seafood

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

19⁹⁹
STAR OF THE SEA Cooked Lobster Meat, Broken Tails, Claws or Knuckles 200 g

14⁹⁹
COMEAU Bacon Wrapped Sea Scallops 340 g or PHILIPS Crab Meat or Claw 227 g

8⁹⁹
WILLY KRAUCH'S Cold Smoked Atlantic Salmon or COMEAU Hot Smoked Atlantic Salmon Strips previously frozen selected 150 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

8⁹⁹ SUMMER FRESH Salads 750-800 g

1⁹⁹ with Scene+ Card
249 without Scene+ Card
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

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 BALDERSON Cheddar Blocks 250-280 g

13⁹⁹ with Scene+ Card
14⁹⁹ without Scene+ Card
COMPLIMENTS Sliced Cheese 440 g

3⁴⁹ /100 g
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

11 SALAMI DI PRIMAVERA 200 g product of Italy

BAKE SHOP

16⁶⁹
6" Cheesecakes 810-955 g

13⁹⁹ Real Cream Layered Cakes 610-725 g

TRY OUR Lemon Shortcake, available for a Limited Time

3⁹⁹ Mini Croissants filled with lemon, caramel or raspberry apple 6 pk 275 g

Winnipeg Style Light Rye Bread 450 g 4.29 ea

4⁷⁹ with Scene+ Card
5²⁹ without Scene+ Card
STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g

8⁹⁹ when you buy 2 or more
COMPLIMENTS 8" Pies peach or jumbleberry 680 g 9.99 ea

3⁴⁹ when you buy 2 or more
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

Get hooked on a backyard seafood boil!

Turn up the flavour with fresh seafood



CHOOSE
CANADIAN
SEAFOOD



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

10⁹⁹
/lb

Live or Fresh Cooked Market Lobsters
24.23/kg subject to availability

[Click here for the Lobster Seafood Boil Recipe](#)

frozen & dairy



4.99
NATREL Fine Filtered or Plus Protein Milk 2 L



5.99
TWO GOOD Greek Yogurt 625 g or DANONE ACTIVIA Drinkable Yogurt 8 pk



Scene+ MEMBER PRICING

5.99 with Scene+ Card
7.99 without Scene+ Card
KELLOGG'S Eggo Waffles 560 g



6.49 +100 PTS when you buy 2
YOP Yogurt Drinks 200 mL 6 pk or LIBERTE Méditerranée Yogurt 900 g



5.49 +100 PTS when you buy 2
KRAFT Dips 340 g



6.49
MCCAIN Deep'N Delicious Cakes 510 g or Mini Cake Cups 340 g



4.49
MCCAIN Regular Fries 1.5 kg



4.99
COMPLIMENTS Cozy Coop Large White Eggs 12 pk



5.99
TROPICANA Drinks or Lemonade 1.54 L or PURE LEAF Iced Tea 1.75 L



5.99 +100 PTS when you buy 3
HEALTHY CHOICE Zero or Power Bowls 262-280 g



3.49
MICHELINA'S Grande Entrées 454 g



10.99
COMPLIMENTS Shredded Cheese 620 g or ARMSTRONG Natural Cheese Slices 500 g



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



7.99 +100 PTS when you buy 2
DR. OETKER Giuseppe Stuffed Crust Pizza 685-771 g



3.79
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

4.99 +50 PTS when you buy 1
COMPLIMENTS Greek Yogurt 650 g

3.49 +50 PTS when you buy 2
COMPLIMENTS Cream Cheese or Spread 227-250 g

4.49
COMPLIMENTS Frozen Entrée Bowls 300 g

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

natural health



5.99
SILK Yogurt 650 g



7.79 +50 PTS when you buy 1
SNO Vegan Frozen Dessert or Novelties 3 pk



5.49 +100 PTS when you buy 2
DAIYA Cheese Style Shreds slices or blocks 185-220 g



2.29
MID-DAY Squares 33 g



6.49
ZEVIA Sodas 355 mL 6 pk



3.99 BUY MORE SAVE MORE
SMARTSWEETS Low Sugar Candy 50 g Starting at 4.49 ea



7.99 Gluten Free
CHOSEN FOODS Avocado Oil Dressing 237 mL



3.49
ANNIE'S Macaroni & Cheese 149-170 g



16.99 +300 PTS when you buy 2
CENTRUM Vitamins 60-160 pk selected (Excluding Gummies)



10.99
ATKINS Protein Bars 5 pk



39.99 +300 PTS when you buy 1
LEAN FIT Whey Protein Bars 832-875 g



4.99
SILK Next or Protein Milk 1.74-1.75 L

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S0BEYS_WK01_P07_ATL_AS_N0



端午節快樂
Happy Dragon Boat Festival



1.49
/lb

Asian Yellow Pears
product of
China 3.28/kg



2.29

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



Large Papaya
product of
Guatemala

5.49



1.19

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

1.49



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>3.99 with Scene+ Card 4.49 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>4.49 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 3.99 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>2.49 COMPLIMENTS Potato Chips or Extraa! Flavour Chips 200 g</p>
<p>2.99 BUY MORE SAVE MORE COMPLIMENTS Hot Dog or Hamburger Buns 8 pk 3.49 ea</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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3⁹⁹
Okra product of Honduras 340 g

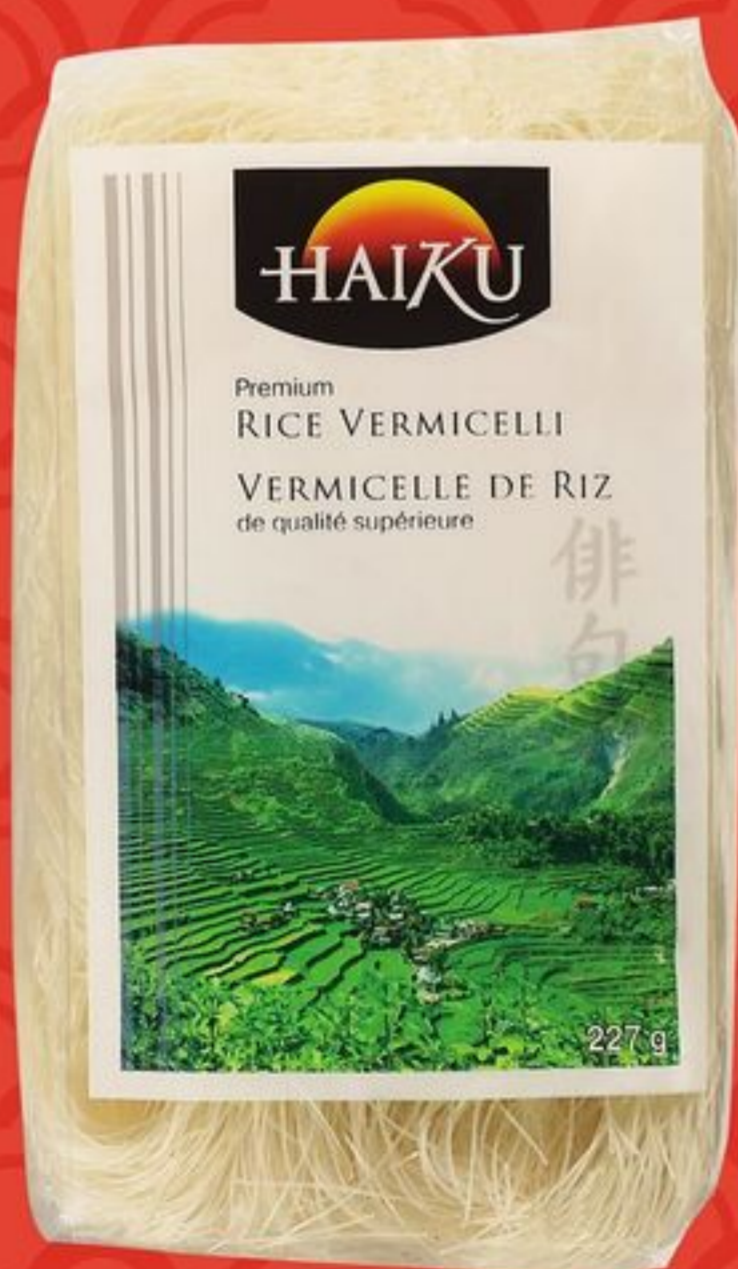


Dragon Fruit Pitahaya
product of Ecuador

4⁴⁸
ea

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

5⁴⁹

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



1⁷⁹

GRACE Peanut Punch 240 mL available in selected stores



home & pet care



8.99 ZIPLOC Storage Bags 10-180 pk selected varieties



11.49 +300 PTS when you buy 2
GLAD Outdoor Waste Bags 20-40 pk. Blue Recycle Bags 24-40 pk or Compostable Bags 44 pk



29.99
CHARMIN Bathroom Tissue 24=96 rolls or BOUNTY Paper Towel 8 pk



7.99 without Scene+ Card
BONTERRA Bathroom Tissue 6=24 or 9=24 rolls, Facial Tissue or Paper Towel 3 pk



2.49 BUY MORE SAVE MORE
MILK-BONE 113 g or SNAKSAGES 196 g 3.19 ea



24.99
PEDIGREE Vitality Dry Dog Food 7-8 kg



23.99 +100 PTS when you buy 1
BLUE BUFFALO Tastefuls Wet Cat Food 1.8 kg



8.49 COMPLIMENTS Wild Bird Food 3.63 kg



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



6.99 +100 PTS when you buy 2
AIRWICK Plug-In or Refill 20 mL



6.99 +200 PTS when you buy 2
CLOROX Bleach 3.57 L



27.99
STARFRUT The Rock Terra Ceramic Fry Pan 30 cm while quantities last

health, beauty & baby



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



6.99 SOFTSOAP Hand Soap Refills 1.47 L



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HUGGIES Baby Wipes 560-704 pk



7.99 +300 PTS when you buy 2
OLD SPICE Body Wash 532-709 mL or HERBAL ESSENCES Hair Care 400 mL selected



5.99 +100 PTS when you buy 2
TRÉSEMME Hair Care or Styling Aids 255-828 mL or 121-311 g selected



56.99 +200 PTS when you buy 1
ENFAMIL A+ Powder Refills 992 g



21.99 +500 PTS when you buy 2
PAMPERS Wipes 504 pk



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



4.49 +100 PTS when you buy 1
Q-TIPS 400 pk



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

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ea when you
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2 / 850

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205-295 g excludes Simply Tostitos Tortilla Chips 240 g

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2 / 14

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50 PTS when you buy 2

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6x222 mL any flavour

2 / \$6

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PEPSI Beverages 2 L
any flavour

NEW

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any flavour

propel
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PROPEL Electrolyte Water Beverage 6x500 mL
any flavour

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selected varieties

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Upload your receipt at iogocanada.ca

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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

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NEW 3 / 9.99

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selected varieties

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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

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1.99 without Scene+ Card

SPARKLING ICE assorted flavours 503 mL

NEW

SPARKLING ICE
BLACK RASPBERRY ZERO SUGAR ZERO CALORIES

SPARKLING ICE
ORANGE FLAVOUR ZERO SUGAR ZERO CALORIES

SPARKLING ICE
PEACH PEACHES ZERO SUGAR ZERO CALORIES

SPARKLING ICE
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 4.99-5.99 ea Buy 2 or more

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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' HEINZ

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

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

HELLMANN'S Mayonnaise 710-890 mL

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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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