

ONT\_ZONE1

# 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

without Scene+ Card 9.99 /lb, 22.02/kg



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



Scene+ MEMBER PRICING

**10.99** /lb, 24.23/kg

Members SAVE \$2/lb

12.99 without Scene+ Card /lb, 28.64/kg

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**



Sponge Towels

**HOT PRICE**

**10.99**

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



Miracle Whip

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

**HOT PRICE**

**4.97**



NEW Villaggio

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

**HOT PRICE**

**2.77**



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

**HOT PRICE**

**2.75**



CRACKER BARREL

**HOT PRICE**

**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 20<sup>th</sup>  
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<sup>™</sup>**  
**EARN POINTS ON ANY MEAT KABOBS**  
**GET UP TO 1200 PTS**

**MIX & MATCH**

That's like **\$12** toward your groceries

SPEND \$20-29<sup>99</sup>, GET **500 PTS**  
 SPEND \$30 OR MORE, GET **1200 PTS**

**READY FOR YOU**

**10<sup>99</sup>** /lb

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

**READY FOR YOU**

**6<sup>99</sup>** /lb

Fresh Pork Tenderloin Kabobs with Vegetables 15.41/kg

**STERLING SILVER**

**14<sup>99</sup>** /lb

**READY FOR YOU**

**CERTIFIED TENDER**  
**TENDRETE CERTIFIEE**

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

**4/\$5**

Marinated Raw Shrimp Skewers previously frozen 45 g

**2<sup>99</sup>**

COMPLIMENTS Marinades 275-350 mL

**Happy Long Weekend!**

Victoria Day, May 20th

# 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

**BUY 1 GET 2<sup>ND</sup> 50% off**

NEW! **Meat District** SHAO PASTRIES, SHAO GAZETTES 100% BEEF ANGUS

NEW & EXCLUSIVE! **JACK ASTOR'S ANGUS BEEF BURGERS** RECEIVE \$5 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

**value size**

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**

BAKED IN STORE

Cookies 260-310 g 10 pk

**Buy 2 Get 1 FREE**  
\*of equal or lesser value

**NEW**

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**

GAY LEA Butter 454 g (excludes sticks)

**3.99**

TROPICANA Orange Juice selected 1.54 L

**8.99**

value size

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. Sony no rainchecks or price matching. Offer valid only on Happy Custom \$25-\$500, Happy Her \$25-\$500, Happy Him \$50-\$500, Happy Nin \$25-\$500. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

PROUDLY CANADIAN **sobeys.com**

This flyer is printed with vegetable based inks. Please recycle where facilities exist. We reserve the right to correct any unintentional errors that may occur in the copy or in illustration. In stores open 24 hours, flyer prices are effective from 4 am Thursday until 11:59 pm Friday. We reserve the right to limit quantities to reasonable family requirements. Some specials are not available at all stores. This flyer is not effective at any Sobies Urban Fresh, Sobies Express or Club & Help locations. Flyer is effective in Ontario only.

The Scene+ Loyalty Program is available at all participating Sobies locations within Ontario. No base Sobies 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, fuel/dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, Mt. Cayley/Tim Hortons/Fairbank's products, and services in select regions, prescription drugs, non-prescription pharmacy services, repair and alcoholic beverages, tobacco products, library photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Receive 1000 Scene+ points for \$10 towards your purchase up to a maximum of 30,000 Scene+ points (\$300) per day for full terms, conditions or to redeem your points, visit <http://www.sobeys.ca/scene> and <http://www.sobeys.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademark of Scene Plus IP Corporation used under license by Sobies Capital Incorporated. Please recycle where facilities exist.

# 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



Offer valid May 16<sup>th</sup> to May 22<sup>nd</sup>, 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.



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.

**4.94**  
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!



All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. ©2014 Nestlé.



ALL TRADEMARKS ARE OWNED BY SOCIÉTÉ DES PRODUITS NESTLÉ S.A., VEVEY, SWITZERLAND AND USED UNDER LICENSE. ©2014 NESTLÉ.

# So grillworthy

Happy long weekend

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

**From Canada**  
**5.49**  
Foil Potatoes product of Canada 4 pk

**READY FOR YOU**

**fresh baked buns**

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

**BAKED IN STORE**

**4.29** **50 PTS** when you buy 2  
Kaiser Buns 6 pk 500 g

**75 PTS** when you buy 1

**Cakes make the celebration**

**NEW** **200 PTS** when you buy 1  
**LIMITED TIME ONLY** **9.99**  
BRANDT Mini Smoked Farmer or Spicy Cheese Sausages 375 g

**21.99** 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

**4.99** **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  
**8.99** 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  
**10.99** SWANSON Oven Easy or Family Skillet Meals 879 g-1.19 kg

**4.99** COMPLIMENTS Belgian Waffles 268 g

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

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

**BUY MORE SAVE MORE**  
**2.49** 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<sup>+</sup>  
EARN POINTS ON ALL IN STORE MARINATED FRESH MEAT PRODUCTS  
GET UP TO **1200 PTS**  
SPEND \$20-29<sup>99</sup>, GET **500 PTS**  
SPEND \$30 OR MORE, GET **1200 PTS**



There's like \$12 toward your groceries

READY FOR YOU

BUY MORE SAVE MORE  
**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<sup>+</sup> GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit [mygroceryoffers.ca](http://mygroceryoffers.ca) or the Sobeys app.

SOBEYS\_WK03\_P03\_ONT

# 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

**READY FOR YOU**

**15% off**

Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

**LIMES**

**3.79** Limes product of Mexico 454 g

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

## Veggie love...

**5 PACK**

**50 PTS** when you buy 1

**6.49** Corn Tray product of USA 5 pk

**ORGANIC**

**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

**ORGANIC**

**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 SOYORGANIC ORGANIC Tofu Firm Medium 454 g or Extra Firm 350 g

**READY FOR YOU**

**BUY MORE SAVE MORE**

**\$12** ea when you buy 2 or more  
Prepared Fresh Daily In-Store Fruit or Vegetable Trays 1-1.3 kg 12.99 ea

**BUY MORE SAVE MORE**

**4.99** ea when you buy 2 or more  
RENEE'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!

**8.99**  
/lb

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

**1000 PTS**  
when you buy 1 pkg

**5.99** Fresh Whole  
Skinless Pork Belly  
crown 13.21/kg

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

**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

Fresh &  
tender pork!

**3.49**  
/lb

Fresh Pork  
Shoulder  
Picnic Roast  
hock removed  
7.69/kg

**3.99**  
/lb

COMPLIMENTS Fresh  
Air-CHILLED Whole Chicken 8.80/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**

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 Salsami 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  
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

Scene+

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

Apply now at [scotiabank.com/earnpointsfaster](http://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<sup>ea</sup>**  
 Fresh Choice Oysters  
 subject to availability

**600 PTS**  
 when you spend \$30

**7<sup>99</sup>**  
 Atlantic Canada 3-4 oz Lobster Tail 85 g previously frozen or frozen 4 pk for 31.96 ea

**19<sup>99</sup>**  
 AQUA STAR Herb & Garlic Butterfly Shrimp 800 g or COMPLIMENTS Green Wild Scallops 340 g

**11<sup>99</sup>**  
 NANUK Smoked Coho Salmon 140 g

**4<sup>99</sup>**  
 Fresh Atlantic Salmon Portions  
 113 g product of Canada

**11<sup>99</sup>**  
 Coho Salmon Fillets product of Chile or Wild Mahi Mahi Fillets product of Peru frozen or previously frozen 26.43/kg

**12<sup>99</sup>**  
 HIGH LINER Signature Cuts, Pan-Sear or Breaded or Battered Premium Fish 425-540 g

**14<sup>99</sup>**  
 COMPLIMENTS Cooked Shrimp in bag with cocktail sauce 680 g

# kitchen

**Get 250 PTS**  
 When you buy 2

**Get 400 PTS**  
 When you buy 3 or more Pizzas

14" Take & Bake Pizza 715-890 g

**150 PTS**  
 when you buy 2

**8<sup>99</sup>**  
 SUMMER FRESH Salads 750-800 g

**1<sup>99</sup>**  
 with Scene+ Card

**2<sup>49</sup>**  
 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 Deviled Eggs 4-12 pk

**5<sup>49</sup>**  
 SUMMI Asian Appetizers 240-350 g

**STARTING AT 7<sup>99</sup>**  
 OLIVIERI Pasta or Sauce 540-700 g or 600 mL

**4<sup>29</sup>**  
 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

**13<sup>99</sup>**  
 with Scene+ Card

**14<sup>99</sup>**  
 without Scene+ Card  
 COMPLIMENTS Sliced Cheese 440 g

**SLICED FRESH**

**3<sup>69</sup>**  
 /100 g

COMPLIMENTS Hungarian, German or Peppercorn Dry-Cured Salami

**17<sup>99</sup>**  
**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

Try our **NEW FLAVOUR** Beer & Orange

**LIMITED TIME ONLY**

**NEW**

**6<sup>99</sup>**  
 PILLER'S Charcuterie Sliced Salami 125 g selected

# BAKE SHOP

**STARTING AT 16<sup>69</sup>**  
 6" Cheesecakes 810-955 g

**150 PTS**  
 when you buy 1

**13<sup>99</sup>**  
 Real Cream Layered Cakes 610-725 g

**TRY OUR**  
 Lemon Shortcake, available for a Limited Time

**3<sup>99</sup>**  
 Mini Croissants filled with lemon, caramel or raspberry apple 6 pk 275 g

**4<sup>79</sup>**  
 with Scene+ Card

**5<sup>29</sup>**  
 without Scene+ Card  
 STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g

**BUY MORE SAVE MORE**

**8<sup>99</sup>**  
 when you buy 2 or more

**COMPLIMENTS 8" Pies**  
 peach or jumbleberry 680 g 9.99 ea

**BUY MORE SAVE MORE**

**3<sup>49</sup>**  
 when you buy 2 or more

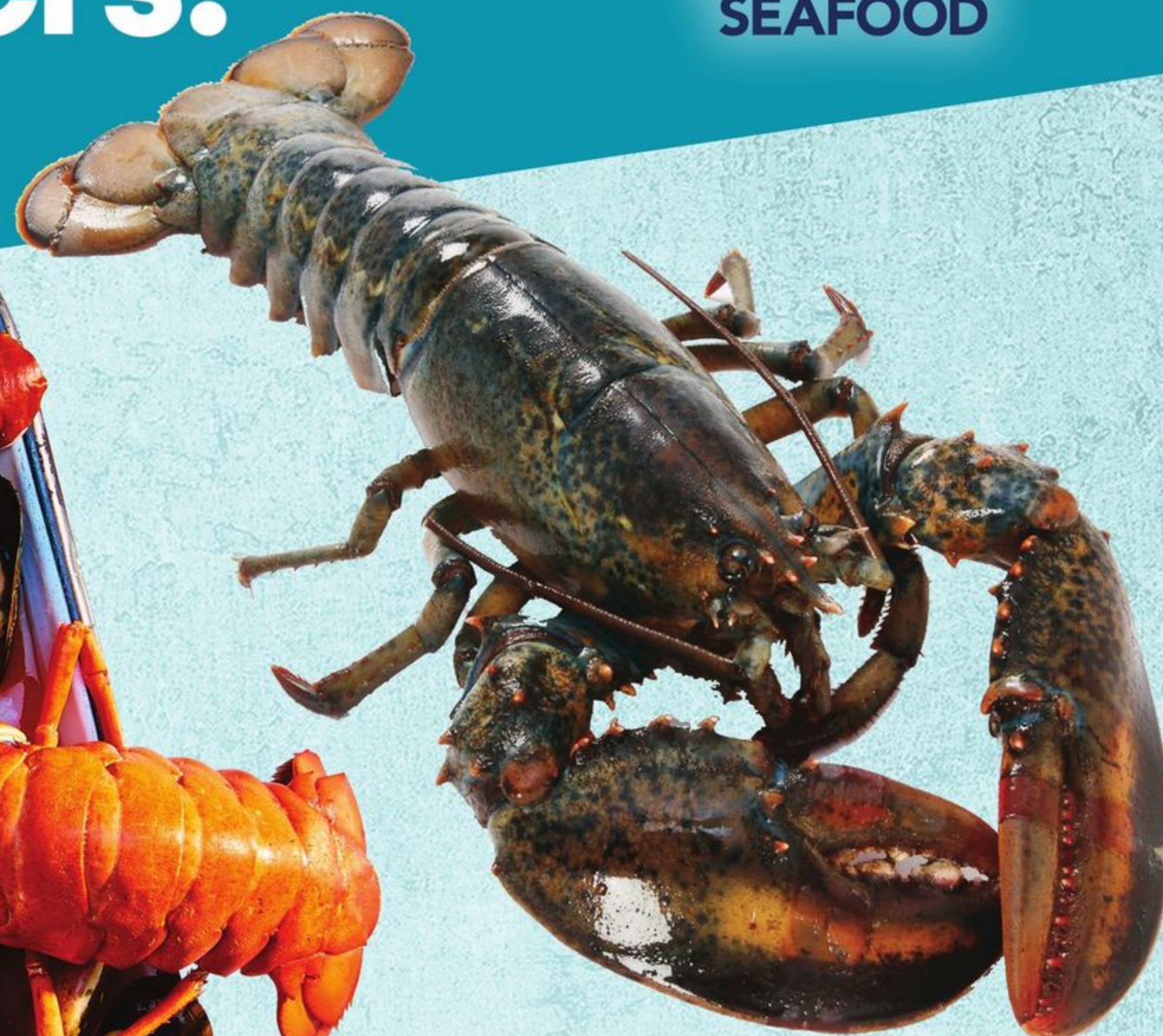
**COMPLIMENTS Garlic Bread**  
 284 g 3.79 ea

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

First of the Season

# Live or fresh cooked market lobsters!

Product of Atlantic Canada



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

Scene<sup>+</sup>  
**MEMBER**  
PRICING

**10<sup>99</sup>**  
/lb,  
24.23/kg

with  
**Scene+  
Card**



**12<sup>99</sup>**  
/lb,  
28.64/kg

Live or Fresh Cooked  
Market Lobsters subject  
to availability

# frozen & dairy



4<sup>99</sup>  
NATREL Plus Protein or  
Fine-Filtered Milk 2 L



5<sup>99</sup>  
TWO GOOD Greek Yogurt 625 g  
or DANONE ACTIVIA Drinkable  
Yogurt 8 pk



5<sup>99</sup> with  
Scene+  
Card  
7<sup>99</sup> without  
Scene+  
Card  
KELLOGG'S Eggo  
Waffles 560 g



6<sup>49</sup> +100 PTS  
when you buy 2  
YOP Yogurt Drinks 200 mL 6 pk  
or LIBERTE Méditerranée Yogurt  
900 g



5<sup>49</sup> +100 PTS  
when you buy 2  
KRAFT Dips 340 g



6<sup>49</sup>  
MCCAIN Deep'N Delicious Cakes  
510 g or Mini Cake Cups 340 g



4<sup>49</sup>  
MCCAIN Regular  
Fries 1.5 kg



4<sup>99</sup>  
COMPLIMENTS  
Cozy Coop Large  
White Eggs 12 pk



5<sup>99</sup>  
TROPICANA Drinks or Lemonade  
1.54 L or PURE LEAF Iced Tea 1.75 L



5<sup>99</sup> +100 PTS  
when you buy 3  
HEALTHY CHOICE  
Zero or Power  
Bowls 262-280 g



3<sup>49</sup>  
MICHELINA'S  
Grande Entrées  
454 g



10<sup>99</sup>  
COMPLIMENTS Shredded Cheese  
620 g or ARMSTRONG Natural  
Cheese Slices 500 g



7<sup>49</sup> BUY MORE  
SAVE MORE  
COMPLIMENTS  
Butter Sticks  
salted or  
unsalted 454 g  
8.29 ea



7<sup>99</sup> +100 PTS  
when you buy 2  
DR. OETKER  
Giuseppe Stuffed  
Crust Pizza  
685-771 g



3<sup>79</sup>  
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  
4<sup>99</sup> COMPLIMENTS Greek Yogurt 650 g

50 PTS when you buy 2  
3<sup>49</sup> COMPLIMENTS Cream Cheese or Spread 227-250 g

50 PTS when you buy 2  
4<sup>49</sup> COMPLIMENTS Frozen Entrée Bowls 300 g

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

# natural health



5<sup>99</sup>  
SILK Yogurt 650 g



50 PTS when you buy 1  
7<sup>79</sup>  
SNÖ Vegan Frozen  
Dessert or Novelties  
3 pk



100 PTS when you buy 2  
5<sup>49</sup>  
DAIYA Cheese Style  
Shreds slices or  
blocks 185-220 g



2<sup>29</sup>  
MID-DAY Squares  
33 g



6<sup>49</sup>  
ZEVIA Sodas  
355 mL 6 pk



BUY MORE  
SAVE MORE  
3<sup>99</sup>  
SMARTSWEETS  
Low Sugar Candy  
50 g  
Starting at 4.69 ea



7<sup>99</sup>  
CHOSEN FOODS  
Avocado Oil  
Dressing 237 mL



3<sup>49</sup>  
ANNIE'S  
Macaroni & Cheese  
149-170 g



300 PTS when you buy 2  
16<sup>99</sup>  
CENTRUM Vitamins 60-160 pk  
selected (Excluding Gummies)



10<sup>99</sup>  
ATKINS Protein  
Bars 5 pk



300 PTS when you buy 1  
39<sup>99</sup>  
LEAN FIT  
Whey Protein  
832-875 g



4<sup>99</sup>  
SILK Next or Protein  
Milk 1.74-1.75 L

RECIPES, STORIES, TIPS & TRICKS and more, all at Sobeys.com

SOBEYS\_WK03\_P07\_ONT



# Happy Dragon Boat Festival



**2<sup>29</sup>**

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

**6<sup>49</sup>**

**99¢** /lb

Asian Yellow Pears product of China 2.18/kg



**1<sup>19</sup>**

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<sup>49</sup>**



# Get 25 GB for \$29/mo.

Plus, earn 2,000  
Scene+™ points.<sup>1</sup>

That's like  
**\$20**  
toward your  
groceries



**lucky**™  
mobile

Pick up a SIM Card in-store today.

When you register for Automatic Top-Up. Offers subject to change without notice. One-time \$10 SIM Card charge applies. [1] After 2 months of service. Conditions apply. SIM Card must be purchased at a participating Sobeys or FreshCo location to be eligible to earn Scene+™ points. See SIM Card or visit [luckymobile.ca/sceneplusbonus](http://luckymobile.ca/sceneplusbonus) for details.

# drinks & snacks

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

# meal makers

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

**Here for your budget and lifestyle**

<p><b>3.99</b> 50 PTS when you buy 1 COMPLIMENTS Soda Crackers 450 g or Honey Graham Wafers 408 g</p>	<p><b>2.00</b> 200 PTS when you buy 2 COMPLIMENTS Chocolate Covered Almonds or Raisins 900 g</p>	<p><b>34.99</b> 500 PTS when you buy 1 COMPLIMENTS Coffee Pods 80 pk or BEST BUY Coffee Pods 100 pk</p>	<p><b>2.49</b> COMPLIMENTS Potato Chips or Extraa! Flavour Chips 200 g</p>
<p><b>2.99</b> COMPLIMENTS Hot Dog Top Slice Buns 12 pk</p>	<p><b>2.99</b> COMPLIMENTS Flavoured Mayo 300 mL</p>	<p><b>1.79</b> 50 PTS when you buy 2 COMPLIMENTS Flavoured Tuna 85 g</p>	<p><b>75 PTS</b> when you buy 1 COMPLIMENTS English Muffins 6 pk</p>

RECIPES, STORIES, TIPS & TRICKS and more, all at [Sobeys.com](http://Sobeys.com)

# Explore a world of flavour!

Shop international foods storewide.

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

**3<sup>88</sup>**  
ea

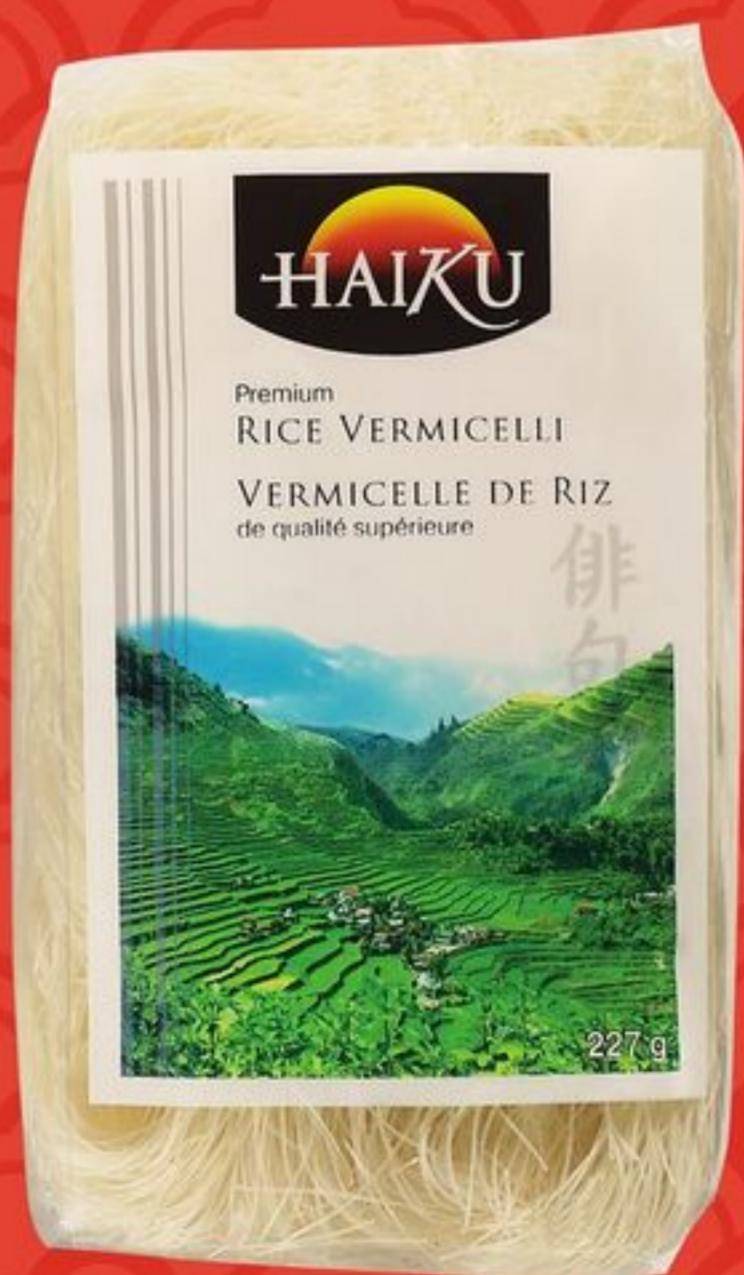
Okra product of Honduras  
or India 8.80/kg

**3<sup>99</sup>**  
/lb



**2<sup>99</sup>**

HAIKU Rice  
Vermicelli  
227 g



**4<sup>99</sup>**

THE SPICE TAILOR  
Meal Kits 285-375 mL  
selected varieties

**5<sup>99</sup>**

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



**1<sup>49</sup>**

GRACE Peanut  
Punch 240 mL  
available in  
selected stores



**4<sup>99</sup>**

MAGGI Liquid  
Seasoning 200 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 SNAUSAGES 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 Tasteful 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



**21.99** +250 PTS when you buy 1  
HUGGIES Baby Wipes 560-704 pk



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



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



**5.99** +100 PTS when you buy 2  
TRÉSEMME Hair Care or Styling Aids 300-828 mL or 121-311 g selected



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



**1.99** 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



**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

# 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\*



**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\*



360Health | Sobey's  
PHARMACY & WELLNESS

Introducing our digital pharmacy service

- Manage prescriptions
- Request refills
- Book appointments & more

Sign up for 360Health in the Sobey's App

360healthpharmacy.ca

See our privacy policy on 360healthpharmacy.ca for more information.

Scene+ JOIN SCENE+ TODAY. [scenepus.ca/register](https://scenepus.ca/register)



# EARN UP TO **7,500** WELCOME BONUS SCENE+ POINTS<sup>1</sup>

with the Scotiabank<sup>®</sup> Scene+<sup>™</sup> Visa<sup>\*</sup> Card.  
That's \$75 in groceries.<sup>^</sup>

**APPLY NOW**

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

<sup>\*</sup>Visa Int/Licensed user

<sup>^</sup>Scene+ points redeemed at any Participating Empire Location must be redeemed in increments of 1,000.

See full list of participating merchants across Canada at [Scotiabank.com/participatingstores](https://www.scotiabank.com/participatingstores).

<sup>2</sup>On all eligible purchases at participating grocery stores. Conditions Apply.

**BUY  
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**





**I ♥ Reese's DAY**  
MAY 18<sup>TH</sup>

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

**4.49** HERSEY'S Bagged Chocolate 160-290 g

**Scene<sup>+</sup> 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** VNI 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**

**5 MINS** Cavendish Farms

**Quick CRISP** SLIM STEAK CUT COUPE BIFTECK MINCE

CAVENDISH FARMS Quick Crisp Fries or Tots 650 g

**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**

HELLMAN'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

**WE'VE GOT THE FLAVOUR**

EXPLORE GRILLING RECIPES & TIPS ON OUR FLAVOUR MAKER APP

# Subscribe to Emails from Sobeys to get *more*



Get everything you love about Sobeys like:

- Access to weekly flyers
- Email exclusive offers
- Recipes plus tips & tricks from our experts
- Important updates about your store



Sign up today to get your first email exclusive *offer*

**SAVE \$5**

on your next purchase of \$40\*

\*New subscribers only. Terms and conditions apply.

**Subscribe now**