

NS

FEED THE DREAM

OFFICIAL GROCER

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

2⁹⁹/lb

Ocean Wise

6⁹⁹/lb

Haddock Fillets frozen 15.41/kg

Buy 1 Get 1 FREE

MIX & MATCH

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

*of equal or lesser value

Fresh Florida Bulk Corn product of USA

47¢

Ocean Wise

6⁹⁹

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

4/\$5

Large Ataulfo Mangoes or Large Avocados product of Mexico

KELLOGG'S Family Size Cereals selected 480-625 g

HOT PRICE 5⁴⁷

SCOTSBURN Premium Ice Cream 1.5 L or Novelties 12 pk

HOT PRICE 3⁹⁹

KRAFT Salad Dressing 425-475 mL

HOT PRICE 1⁹⁹

YOPLAIT Source 16 pk or LIBERTÉ Greek Yogurt 650-750 g

HOT PRICE 5⁹⁷

300 PTS when you buy 3

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

HOT PRICE 5⁹⁹

Prices and offers in effect May 2024 Nova Scotia

THU 2

FRI 3

SAT 4

SUN 5

MON 6

TUE 7

WED 8

So many deals

Scan here for our full digital flyer

SOBEYS_WK01_F01_AT_LNS

Deals that sizzle

Grill up your favourite flavours all summer long



Mmmm...
top your dog with bacon!

5⁹⁹

LARSEN Wieners
900 g, MAPLE LEAF
Bacon 375 g or
SCHNEIDERS Juicy
Jumbos or Stadium Size
Footlong Wieners
375-450 g selected



9⁹⁹

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



11⁹⁹ /lb

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

400 PTS
when you spend
\$20 or more

That's like
\$4
toward your
groceries



9⁹⁹

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

SOBEYS_WK01_FLO2_ATL_NS_NB_PE

Deals that sizzle

Grill up your favourite flavours all summer long

6.99 /lb

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

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

5.50 no when you buy 2 or more

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

Buy 2 Get 1 FREE

*if equal or lesser value

COMPLIMENTS Honey Garlic, Mild Italian or Breakfast Pork Sausages 1-1.4 kg

11.99 value size

Large Navel Oranges product of Spain 4.39/kg

1.99 /lb

Gala, Pazazz or Red Prince Apples product of Canada fancy grade 4.39/kg

1.99 /lb From Canada

Homestyle Oat Bran, Mountain Grain, Good Haven or Low Fat Multigrain Bread 450 g 4.29 ea

3.99 BAKED IN STORE BUY MORE SAVE MORE no when you buy 2 or more

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

4.99 40 PTS when you buy 1

COCA-COLA or PEPSI Soft Drinks 12x355 mL

2/14

HUMPTY DUMPTY Party Mix 250 g or Snacks 265-320 g

2/\$7

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

6.99 RISING LEVE-FOUR

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

3.49 BUY MORE SAVE MORE no when you buy 2 or more

MCCAIN Superfries 454-800 g

3.99

NATREL Lactose Free or Plus Protein Milk 2 L

4.99

KELLOGG'S Rice Krispies Treats, Pop-Tarts or Nutri-Grain Bars

2/\$7

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

3.99

KRAFT Dinner 156-200 g or Cups 58 g

3/\$5

COMPLIMENTS Salted Butter 454 g

4.99

COMPLIMENTS Frozen Fruit 1.5 kg

13.99 value size 200 PTS when you buy 2

PALMOLIVE Dish Detergent 591-828 mL

1.99

NESCAFÉ Instant Value Pack 475 g, TASTER'S CHOICE Classic 250 g or NESTEA Iced Tea 2.2 kg

14.99 600 PTS when you buy 2

NUTELLA Hazelnut Spread 1 kg or KRAFT Peanut Butter 2 kg

10.97

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

Special Olympics Canada

Joaquin Smith Halifax, NS

*100% of the money raised will be donated to Special Olympics Canada with no administration fees retained by Empire Company Limited. No tax receipts will be issued for the donations made during this time. Empire Company Limited will match donations made in-store to a maximum of \$500,000 from April 25-May 5, 2024. For more information, please visit: www.specialolympics.ca

Scene GET 1000 PTS FOR EVERY \$100 SPENT IN SKIP THE DISHES GIFT CARDS!

Offer valid during May 2 - 8, 2024. Sorry no rainchecks or price matching. Offer valid only on SkipTheDishes \$15-\$500 VL. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

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 errors 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. At 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, MasterCard, 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 1000 Scene+ points for \$10 towards your purchase up to a maximum of \$50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit https://www.sceneplus.ca/terms-and-conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based ink. Nova Scotia. Supplement to The Telegraph Journal, The Daily Gleaner & The Chronicle Herald.

SOBEYS_WK01_OBC_ATL_NS

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Get up to 500 PTS

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or at [MyGroceryOffers.ca](https://www.mygroceryoffers.ca)

That's like
\$5
toward your
groceries



Get **200 PTS**
when you buy 1

COMPLIMENTS BBQ Sauce 425 mL



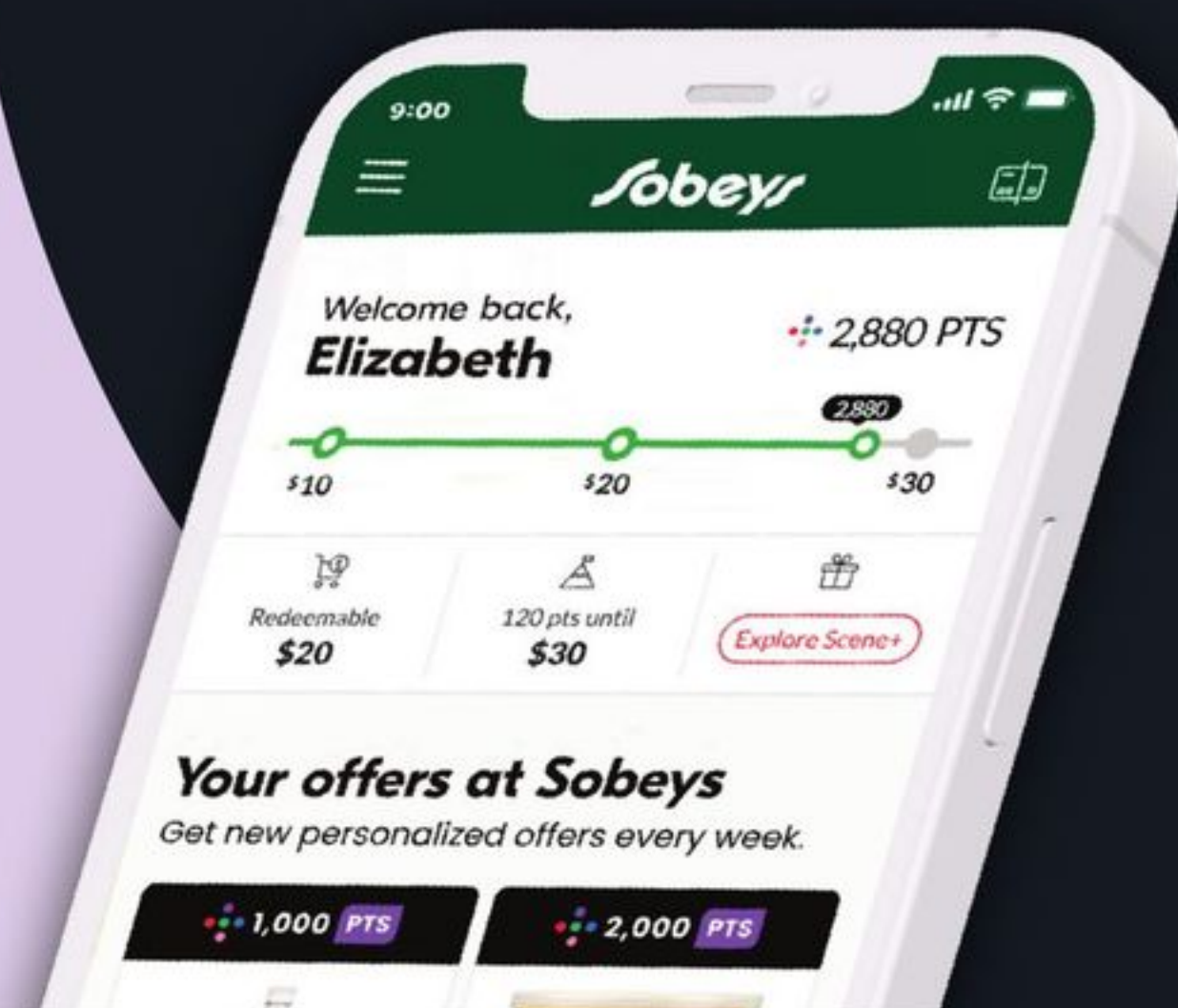
Get **300 PTS**
when you buy 1

COMPLIMENTS Pickles 2 L

Scene+
**DIGITAL
EXCLUSIVE**

Download on the
App Store

GET IT ON
Google Play



Offer valid May 2nd to May 8th, 2024 at all Sobeys 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.

22⁹⁹
Premium Ecuadorian
Roses one dozen

STARTING AT 16⁹⁹
Assorted Mother's
Day Bouquets

Just for Moms!
Fresh blooms
to make their day!

STARTING AT 11⁹⁹
Mother's Day Flowering
Potted Upgrades
selection may vary by store

14⁹⁹
Multi-Bloom
Hydrangea 5"

STARTING AT 24⁹⁹
Indoor Gardens and
Planters selection may
vary by store

Party idea:
Spicy Elote
Mexican street
style corn

**Cinco de Mayo
stock up starts here!**
Enjoy a taste of Mexico on May 5

3⁹⁹
Corn 5 pk or
3 pk 2.49 ea
product of USA

2⁹⁹
Bulk Red Onions
product of USA or
Mexico 6.59/kg

4/\$5
Large Avocados
product of Mexico

5⁹⁹
Jalapeño Peppers
product of USA
or Mexico 13.21/kg

5⁹⁹
Large Papayas
product of
Costa Rica

20% off
Prepared Fresh Daily In-Store
Mango or Pineapple Salsa or
Guacamole Dip assorted sizes

Party idea:
Guacamole
dip and
mango salsa

50 PTS
when you buy 1

5⁴⁹
Large Pineapples
or Fresh Cored-
Pineapples product
of Costa Rica

Fruity fresh...

5⁴⁹
100 PTS
when you buy 1
Blueberries product of USA or
Mexico no 1 grade 340 g

1⁷⁹
Asian Yellow
Pears product of
China 3.95/kg

5⁹⁹
50 PTS
when you buy 1
Mini Seedless
Watermelons
product of USA
or Mexico

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

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

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

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

Veggie love...

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

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

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

2⁹⁹
Iceberg Lettuce
product of USA

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

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

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

4⁹⁹
H&H Dried Fruit
selected 180 g

carton cards | PAPYRUS

April 11 - May 8, 2024

SAVE \$2*

when you buy 2
Carlton Cards

*details in participating stores

floral

3⁴⁹
BUY MORE
SAVE MORE
COMPLIMENTS
Sheep or Cow
Manure 25 L
3.99 ea

2⁷⁵
BUY MORE
SAVE MORE
COMPLIMENTS
Black Earth 25 L
2.99 ea

4⁴⁹
BUY MORE
SAVE MORE
Premium Early
Season Annuals
4" selection may
vary by store
4.79 ea

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

GROWN IN NEW BRUNSWICK

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

seafood



4⁹⁹ COMPLIMENTS Crab Flavoured Seafood flake style, bulk 11.00/kg or 454 g pk



4⁹⁹ COMPLIMENTS NATURALLY SIMPLE Pink Salmon, Haddock, Cod, Sole, Basa or Pollock Fillets 400 g



10⁹⁹ COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g, PANACHE Fisherman's Pie 800 g or CLEARWATER Wild Patagonian Scallops 340 g



6⁹⁹ BEST BUY Shrimp cooked or raw 300 g



3⁹⁹ TRUE NORTH Atlantic Salmon Burgers frozen or previously frozen 130 g or 2 pk for \$6



17⁹⁹ Land Raised Fresh Atlantic Salmon Fillets processed in Canada subject to availability 39.66/kg



6⁹⁹ ANCHOR'S BAY Cooked Shrimp in Ring with Sauce 340 g, VASCO & CO Smoked Atlantic Salmon 120 g or CEDAR BAY Planked Atlantic Salmon applewood orange or hickory maple 141 g



8⁹⁹ COMEAU Hot Smoked Atlantic Salmon Strips previously frozen 150 g, WILLY KRAUCH'S Cold Smoked Atlantic Salmon previously frozen 115 g or GOSSELEIN Hot Smoked Atlantic Salmon Portions previously frozen 140 g



13⁹⁹ Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 30.84/kg



11⁹⁹ Coho Salmon Fillets frozen or previously frozen product of Chile 26.43/kg



8⁹⁹ JANES Breaded or Battered Fish selected 450-510 g

deli



4⁴⁹ COMPLIMENTS Goat Cheese 113 g



3⁴⁹ COMPLIMENTS Provolone



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



7⁹⁹ PILLER'S Pepperoni Toppings selected 175-250 g



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



5⁹⁹ COMPLIMENTS Feta 200 g, Ricotta 475 g, Asiago 250 g, Brie or Camembert 350 g



4¹⁹ PILLER'S Salami selection may vary by store



2/11 SNACK FACTORY Pretzel Crisps selected 200 g



8⁹⁹ SABANA Queso Fresco or Cotija 200 g



23⁹⁹ HORMEL Party Trays 822 g-1.07 kg



6⁹⁹ BRANDT Queso Kolbassa 250 g

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



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



8⁹⁹ HAPPY PLANET ORGANIC
Soups 500-650 mL



5⁹⁹ GARDEN FRESH Salsa or Chips
473 mL or 397 g



6⁴⁹ HERDEZ Traditional
Guacamole mild or spicy 227 g

so easy

READY FOR YOU Family meal deals

Feed a family of 3 for \$5 ea.

200 PTS when you buy 1 Pizza meal deal

BUY 1 14" Take & Bake Pizza 800-890 g selected (excludes cauliflower crust)

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

for only \$15

250 PTS when you buy 1 4 can dine meal deal

CHOOSE CHICKEN OR RIBS

4 Can Dine for \$19⁹⁹

Hot Roast Chicken OR Full Rack of Back Ribs

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

4 Butter Topped Buns

BAKE SHOP

STARTING AT 6⁹⁹ Cupcakes 6 pk 335-505 g

100 PTS when you buy 1

8⁷⁹ Brownie Cakes 310-390 g

50 PTS when you buy 1

4⁷⁹ Mini Cakes 195-245 g

4⁴⁹ Garlic Bread 540 g

6⁹⁹ Croissants 12 pk 756 g **value size**

1⁷⁹ Baguettes white or multigrain 234 g

120 PTS when you buy 2

4⁹⁹ Danish 4 pk 375 g

6⁶⁹ Gourmet Cookies 410-475 g

That's like \$4 toward your groceries

400 PTS when you buy 2

6⁹⁹ Dessert Bars 6 pk 342-354 g

Scene+ MEMBER PRICING

22⁹⁹ with Scene+ Card

24⁹⁹ without Scene+ Card

Dessert Cakes selected 935 g-1.37 kg

3⁹⁹ **COMPLIMENTS** Brioche Burger Buns 4 pk 200 g 4.29 ea

Summer
Fresh®

8⁹⁹

SUMMER FRESH
Salads 750-800 g



3⁹⁹

SUMMER FRESH
Hummus or Dips 200-227 g

LIFE IS BETTER
with brunch

FIND THE RECIPE AT SUMMERFRESH.COM

So·easy

READY
FOR
YOU

Made-to-order trays



That's like
\$10
toward your
groceries

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

or

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

That's like
\$25
toward your
groceries

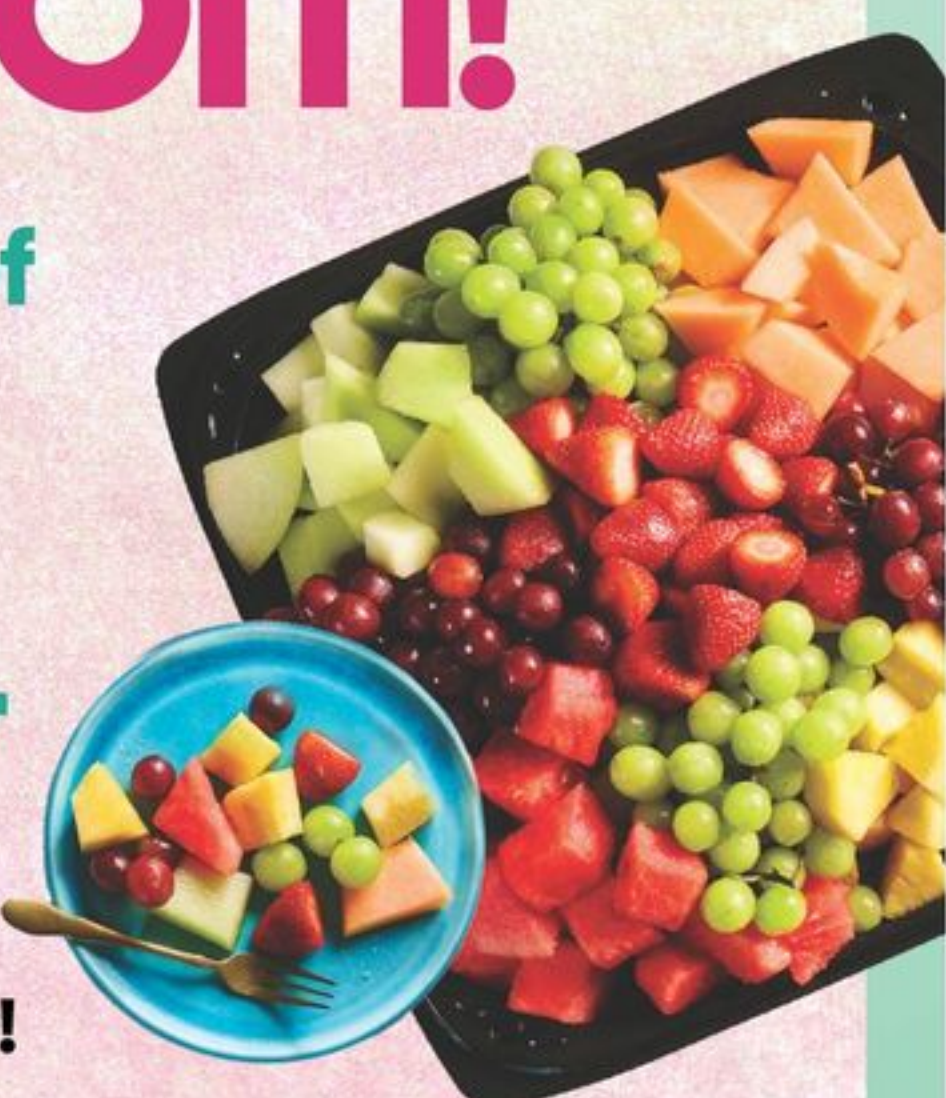
Celebrate
mom!

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

Order in-store or online today!

Learn more

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



Rachelle
Béry

Get glowing!
Shop spring
& summer
essentials

Rachelle
Béry
wellness boutique

Fuel more outdoor activity

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



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



Filler-free
therapeutic-grade
formulas.

25% off

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



NUTIVA MCT OIL 473 ML

19⁹⁹

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



Stay fresh in warmer weather

Clean, natural
and cruelty-free.

15% off

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



Clinically
proven
cruelty-free
skincare.

15% off

ACURE FACIAL CARE
30-118 ML



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
and enamel
safe way to
target stains.

NEW

15% off

SPA DENT TOOTHPASTE
190 G OR MOUTHWASH
600 ML



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



Browse a Rachelle Béry boutique at your
local Sobeys store

frozen & dairy



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



5⁹⁹ THE KEG Ice Cream 500 mL



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



5⁹⁹ COFFEEMATE Coffee Creamers 946 mL



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



4⁴⁹ MCCAIN Breakfast Potatoes 600-650 g



5⁹⁹ SIGGI'S Yogurt 650-750 g



value size
100 PTS when you buy 1
9⁹⁹ iÖGO Yogurt 2 kg



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



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



6⁹⁹ HELUVA GOOD! Dip 680 g



3⁹⁹ GAY LEA Aerosol Real Whipped Cream 225 g



6⁹⁹ PILLSBURY Pizza Pops 8 pk or Pizza Bites 50 pk



3⁹⁹ SMART ONES Frozen Entrées 241-283 g



3⁹⁹ KOZY SHACK Pudding 4 pk or 624 g



4⁹⁹ COMPLIMENTS Cozy Coop Large White Eggs 12 pk



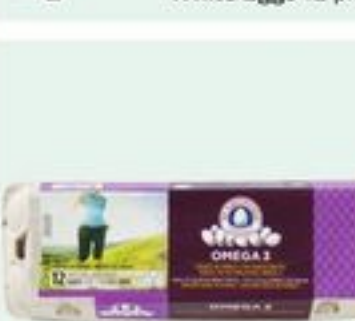
value size
200 PTS when you buy 2
13⁹⁹ COMPLIMENTS Frozen Fruit 1.5 kg



100 PTS when you buy 2
6⁹⁹ P.F. CHANG'S Bowls 312 g



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



5⁶⁹ MARITIME PRIDE Omega-3 Large White Eggs 12 pk



6⁹⁹ STEFANO Pizza 392-404 g



7⁹⁹ MARIE CALLENDER'S Frozen Meals 680-879 g



7⁹⁹ BECEL Margarine 637-850 g



9⁹⁹ COMPLIMENTS Cheese Slices 460-480 g

Here for your budget and lifestyle

compliments BEST BUY



2⁹⁹ COMPLIMENTS Perogies 907 g



NEW
50 PTS when you buy 2
3⁴⁹ COMPLIMENTS Mini Pizza Bagel Snacks 198 g



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



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



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



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



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



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

SPEND \$50 IN HUDSON'S BAY GIFT CARDS

AND GET A BONUS \$5

SOBEYS GIFT CARD

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



5⁴⁹

CHOLULA Hot Sauce 150 mL



Cinco de Mayo stock up starts here!

Celebrate a taste of Mexico May 5



2⁹⁹

/lb
Roma Tomatoes
product of USA or Mexico
6.59/kg



2/\$4

Cilantro or Parsley
Bunch product of
USA or Mexico



2⁹⁹

/lb
Bulk Red Onions
product of USA or Mexico
6.59/kg



99¢

ea
Bulk Garlic
product
of Argentina

Mexican Street-Style Corn Burger

Get recipe



5⁴⁹

TAJIN Chili Powder
142 g



3⁷⁹

CASA BONITA
Corn Tortillas
450 g



3⁹⁹

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

drinks & snacks

 <p>5⁴⁹ BOULANGERIE GRISSOL Melba Toast 350-400 g</p>	 <p>3⁹⁹ CHRISTIE Ritz Chips or Crispers Family Size 240 g</p>	 <p>4⁴⁹ CHRISTIE Good Thins Crackers 100 g</p>	 <p>5⁹⁹ without Scene+ Card PANACHE Classic Assorted Crackers 250 g</p>
 <p>19⁹⁹ VAN HOUTTE Roast & Ground Coffee 908 g, Coffee Pods 30 pk or MCCAFFEE Keurig Compatible Single Serve Pods 30 pk</p>		 <p>2/8⁵⁰ TOSTITOS Tortilla Chips 205-300 g</p>	 <p>2/\$9 RUFFLES Potato Chips 180-200 g</p>
 <p>4⁴⁹ TETLEY Specialty Tea Canisters 20-24 pk or CELESTIAL Natural Tea 16-20 pk</p>	 <p>3⁴⁹ FIJI Natural Artesian Water 1.5 L or GLACEAU Smartwater 1 L</p>	 <p>2/\$8 SMARTFOOD Popcorn 150-220 g</p>	 <p>2⁹⁹ PRINGLES 130-156 g 3.99 ea</p>
 <p>4⁹⁹ V8 Vegetable Cocktail 1.89 L or 6x156 mL</p>	 <p>2⁹⁹ FRUITÉ Fruit Drink 2 L</p>	 <p>3²⁹ QUAKER Crispy Minis 100 g or Rice Cakes 127-199 g 4.29 ea</p>	 <p>5⁴⁹ FRITO LAY Value Size Snacks 275-480 g</p>
 <p>1⁷⁹ EXCEL or WRIGLEY'S Gum Singles 2.19 ea</p>	 <p>9⁷⁹ NESTLÉ Aero S'Mores Kit 515 g while supplies last</p>	 <p>100 PTS when you buy 2 PEPSI Soft Drinks 6x222 mL</p>	 <p>2⁴⁹ COMPLIMENTS Potato Chips or Extraa! Flavour Chips 200 g</p>
 <p>3⁴⁹ LINDT Excellence Bars 50-100 g or HERSHEY'S Vegan Chocolate Bars 90 g 3.99 ea</p>	 <p>4⁷⁹ MAYNARDS Large Bag Candy 315-355 g 5.49 ea</p>	 <p>9⁹⁹ WELCH'S Fruit Snacks 616 g</p>	 <p>3⁴⁹ DOLE Fru-Gels 4 pk</p>



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

100% MONEY BACK GUARANTEE

 <p>100 PTS when you buy 2 COMPLIMENTS Tortilla Chips 250-280 g</p>	 <p>100 PTS when you buy 2 COMPLIMENTS Nacho Cheese 250-280 g</p>	 <p>200 PTS when you buy 2 COMPLIMENTS Bacon Bits 75-85 g</p>	 <p>3⁹⁹ COMPLIMENTS Dip Queso Plant-Based 300 mL</p>
 <p>10⁹⁹ COMPLIMENTS Shredded Cheese 620 g</p>	 <p>4⁹⁹ COMPLIMENTS Cheese 250-270 g 5.49 ea</p>	 <p>2⁹⁹ COMPLIMENTS Sour Cream 500 mL</p>	 <p>2⁹⁹ COMPLIMENTS Kalamata Olives 375 mL</p>

Scene

GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit mygroceryoffers.ca or the Sobeys app.

SOBEYS_WK01_P07_ATT_LS_NL_PELNFLD



We all deserve
compliments

**No calories.
No sweetener.
Big, refreshing flavour!**



4⁹⁹
each

150 PTS
when you buy 2

Sparkling Water 12x355 mL

Try our
pineapple
coconut
flavour

4/\$5

Fizzy or Sparkling Water 503 mL-1 L



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

meal makers

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

4.79
MUTTI Passata 680 mL

6.99
STEFANO Pasta Sauce 405-648 mL

2.19
BUSH'S Baked Beans 398 mL

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

\$2
ROTEL Tomatoes 284 mL

4.99
JIF or ADAMS Peanut Butter 500 g

4.99
POST Cereal selected varieties 311-525 g

2/\$5
CLOVER LEAF Sardine Fillets 106 g

3.49
DEMPSTER'S Hot Dogs or Hamburger Buns 12 pk

4.49
SUN-MAID Cinnamon Raisin Bread 450 g

2/\$7
VACHON Snacks 248-336 g

4.49
HERSHEY'S Chipits selected 200-270 g

2.79
CARNATION Evaporated Milk 354 mL

4.49
CRISCO All Vegetable or Golden Shortening 454 g

7.99
MINUTE RICE 1.2-1.4 kg or TILDA Basmati Rice 907 g

3.99
COMPLIMENTS Rubs 275 mL

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

2.99
COMPLIMENTS Tortillas 272-340 g 4.79 ea

1.49
COMPLIMENTS Prepared Mustard 400 mL

natural health

5.99
KASHI GoLean Cereals 345-400 g or ORGANIC Cereal 340-460 g

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

6.99
REMEDY Kombucha 330 mL 4 pk

15% off
COMPLIMENTS Vitamins or Supplements

4/\$7
LARABAR 45-48 g

12.99
BIOVERT Laundry Detergent 4.43 L

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

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

7.99
EARTH BALANCE Spreads or Sticks 368-454 g

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

4.49
SILK Beverages 1.75-1.89 L 5.49 ea

home & pet care

50 PTS when you buy 1
9.99 PURINA Beggin' Strips 665-708 g

40% MORE
8.99 WHISKAS Dry Cat Food 1.5-2 kg

BUY MORE SAVE MORE
1.40 WHISKAS Perfect Portions 75 g 1.69 ea

100 PTS when you buy 1
32.99 COMPLIMENTS Dry Dog Food 14 kg

100 PTS when you buy 1
12.99 ARM & HAMMER Laundry Detergent 2.96 L

300 PTS when you buy 2
10.99 FLEECY Fabric Softener 3.5 L or Sheets 200 pk

200 PTS when you buy 2
7.99 CASCADE Dishwasher Tabs 12-20 pk

200 PTS when you buy 2
12.99 SWIFFER Duster Refill 6-10 pk, Dry or Wet Cloths 20-32 pk selected

300 PTS when you buy 2
24.99 GLAD Waste Bags Easy Tie Reg 100 pk or Tall White 160 pk

3.99
ALCAN Foil 50 ft or REYNOLDS Unbleached Parchment 35 ft

16.99
CHARMIN Bathroom Tissue 12=48 Rolls or BOUNTY Paper Towel 4-6 pk

11.29
MANNA Colour Changing Tumblers Set 6 pk while quantities last

health, beauty & baby

YOU COULD **WIN** EXCLUSIVE SEATS BEHIND THE **RAPTORS** PLUS \$20,000 IN NBA PRIZES TO BE WON

TO ENTER

- BUY any two (2) participating products*
- SNAP a photo of your receipt
- UPLOAD for your chance to win!

*Alternative methods of entry available. Excluding travel and trial sizes.

100 PTS when you buy 2
5.49 STARTING AT
AXE Deodorant or Body Spray 76-113 g or Body Wash 473 mL or DOVE Men+Care Body Wash 400 mL selected

150 PTS when you buy 1
5.99 U By Kotex Pads, Liners or Tampons 12-50 pk selected

50 PTS when you buy 2
5.49 SENSODYNE or PRONAMEL Toothpaste 75-100 mL selected

100 PTS when you buy 2
9.99 BATISTE Dry Shampoo selected 200 mL

300 PTS when you buy 2
15% off AVEENO Lotion 354 mL or Night Cream 208 mL

50 PTS when you buy 2
2.99 ONCE UPON A FARM ORGANIC Purées 85 mL 3.49 ea

250 PTS when you buy 1
28.99 PAMPERS Super or HUGGIES Giga Pack Diapers 38-120 pk

100 PTS when you buy 1
13.99 CETAPHIL Baby Toiletries 295-400 mL

200 PTS when you buy 2
3.99 PAMPERS Wipes 56-72 pk

pharmacy

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

300 PTS when you buy 1
15% off ADVIL Pain Relief 80-115 pk selected* or VOLTAREN Emulgel 100-150 g†

200 PTS when you buy 1
15% off CLARITIN Allergy Relief 15-30 pk or AERIUS 20 pk†

150 PTS when you buy 2
15% off TYLENOL, BENYLIN or SINUTAB Cough, Cold & Sinus selected†

150 PTS when you buy 2
15% off BAND-AID Characters 20 pk or Flex Fabric 30 pk

MAY IS VISION HEALTH MONTH

\$1 from participating products* will directly advance vision research and education across Canada

*During May Vision Health Month 2024, for every (1) purchase on the following select items: BioTrue Multi-Purpose Solution 2 x 300mL, BioTrue Advanced Multi-Purpose Solution 2 x 300mL, Professional ARES 2 Contact Lenses, Softwell Allergy 15mL, Softwell Dry Eye 15mL. Bausch + Lomb Corporation will give \$1 to Fighting Blindness Canada, up to \$70,000. To be sure these products are right for you, always read and follow the label. © 2024 Bausch + Lomb

250 PTS when you buy 2
10% off BAUSCH + LOMB Eye Care selected

Scene+ Get 1000 PTS

With a Contour Next or Contour Next One Meter Reflect Meter***

That's like \$10 toward your groceries

Contour Next or Contour Next One Meter FREE with purchase of 100 test strips***

See your pharmacist for details. (Limit of 1 Free Meter)

79.99 CONTOUR Next Blood Glucose Test Strips 100 pk**

Introducing our digital pharmacy service

- ✓ Manage prescriptions
- ✓ Request refills
- ✓ Book appointments & more



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360healthpharmacy.ca

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



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with the Scotiabank[®] Scene+[™] Visa^{*} Card.
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.

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[^]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://scotiabank.com/participatingstores).

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



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Grain free recipes, no artificial ingredients,
made with 75% single protein.
Get it exclusively at Sobeys.

EST. 1971
Forthglade[®]
NATURAL PET FOOD FROM DEVON



KICK OFF YOUR SUMMER

5⁹⁹ GENERAL MILLS Family Size Cereals 475-778 g selected varieties

2/\$7 NATURE VALLEY Granola Bars or BETTY CROCKER Fruit Snacks 128-230 g selected varieties

2/\$7 YOP!AIT Source Yogurt Tub 630 g or Source Protein 4x100 g selected varieties

250 PTS when you buy 2 OLD EL PASO Taco Seasonings 24 g

OFFICIAL SUPPORTER

MAGNUM
IT'S MORE THAN CHOCOLATE
IT'S MAGNUM ICE CREAM

5⁹⁹ MAGNUM Bars 3 pk or Mini 4 pk selected varieties

BEN & JERRY'S
SAY YES TO DESSERT!

5⁹⁹ BEN & JERRY'S selected varieties 473 mL

5⁹⁹ NESTLÉ Drumstick Ice Cream Tubes assorted varieties 946 mL

10⁴⁹ HÄAGEN-DAZS Ice Cream Tubes 946 mL or Bars 6 pk assorted varieties

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ACTIVIA
NEW ACTIVIA,
ALWAYS 1 BILLION PROBIOTICS*

3⁹⁹ DANONE Activia 625-650 g 4.99 ea

10-HOUR BREW
BOLD AND SMOOTH TASTE

6⁹⁹ STOK Cold Brew 1.42 L

NEW

McCain
Shareables for Every Occasion

Crowd-pleasing Specialty Cuts
3⁹⁹ MCCAIN Premium or Specialty Bistro Selects or Fun 454-800 g

NEW! Everyday Shareables
8⁹⁹ MCCAIN Tastiez 400-500 g

Breakfast & Snacking

7²⁹ MCCAIN Pockets 6 pk

3⁹⁹ MCCAIN Breakfast Bowls 200 g

300 PTS when you buy 3

Indulge in Joy

3⁴⁹ JELL-O Refrigerated Gel or Pudding Snacks 4x89-113 g 4.49 ea

6⁹⁹ PHILADELPHIA Strawberry Fields No-Bake Cheesecake Product 340 g

Find this recipe at KraftCanada.ca

SNACK TO THE BEAT
GO TO [SNACKTOTHEBEAT.CA](https://snacktothebeat.ca) FOR FULL CONTEST DETAILS AND TO ENTER!

WE'RE DONATING \$50K TO YOUTH MENTAL HEALTH AND GIVING YOU A CHANCE TO WIN AN ORLANDO CONCERT EXPERIENCE!

5⁹⁹ CHRISTIE Family Size Cookies selected varieties 303-488 g 5.49 ea

4⁹⁹ CHRISTIE Premium Plus 450-500 g

3⁷⁹ CHRISTIE Peek Frears 275-350 g or Dad's Cookies 300-320 g

3⁹⁹ CHRISTIE Mini Cookies 150-225 g or Ritz Mini Crackers 180-200 g 3.49 ea

100 PTS when you buy 2

100 PTS when you buy 2

3⁹⁹ CHRISTIE Peek Frears 275-350 g or Dad's Cookies 300-320 g

3⁹⁹ CHRISTIE Mini Cookies 150-225 g or Ritz Mini Crackers 180-200 g 3.49 ea

KitKat

5⁹⁹ NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L or DEL MONTE or Selected Premium Novelties 4-10 pk

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KD 12 boxes boîtes

16⁹⁹ KRAFT Dinner 12 pk or Cups 10 pk

Cavendish
All-Day Breakfast

4⁴⁹ CAVENDISH FARMS All-Day Breakfast Hash Browns 625-650 g

CASA BONITA
Corn Tortillas 450 g

SOLO

15% off SOLO Plates 20-44 pk or Cups 22-30 pk selected varieties

OASIS
HEALTH BREAK SMOOTHIE

5⁹⁹ OASIS Smoothie or Health Break Beverages 1.6 L

100 PTS when you buy 2

SNACK INTO Summer

BUY MORE SAVE MORE
2⁹⁹
ea when you buy 2 or more

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

SNYDER'S OF HANOVER
Pretzels
selected varieties
240 g

2/\$7

BUY MORE SAVE MORE
2⁹⁹
ea when you buy 2 or more

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

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INTRODUCING POWERADE SOUR

LIMITED TIME FLAVOURS
Available May 6, 2024

100 PTS
when you buy 2

COCA-COLA or CANADA DRY
Beverages
8x300 mL

100 PTS
when you buy 2

COCA-COLA or CANADA DRY
Beverages
6x222 mL

9⁹⁹

MONSTER
Energy Beverages*
4x473 mL

2/\$4

POWERADE
710 mL

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

70th Anniversary
SUMMERTIME SAVINGS
WITH OLD DUTCH!

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

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

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

YOUR PERFECT CUP, YOUR STYLE

10⁹⁹
MAXWELL HOUSE
Roast & Ground Coffee 631-925 g

400 PTS
when you buy 2

16⁹⁹
MAXWELL HOUSE
or NABOB Single Serve Pods 30 pk

200 PTS
when you buy 2

5⁹⁹

CLOROX Bleach 2.4 L or **PINE-SOL** Cleaners 1.41 L

NO Preservatives | NO Artificial Flavours | NO Artificial Colours

Pure Simple ingredients. Just like homemade.

300 PTS
when you buy 2

PURE J.L. KRAFT
Dressings or Marinades
355 mL

AVAILABLE IN 12 EXCLUSIVE FLAVOURS

8⁹⁹

RED BULL Energy Drinks 4x250 mL

INSTANT SAVINGS
OF
\$10
WHEN YOU
BUY 5
OR MORE KRAFT HEINZ PARTICIPATING PRODUCTS

Kraft Heinz

Participating Products: Philadelphia Cream Cheese 227-280 g, Kraft Peanut Butter 750 g - 1 kg, Kraft Singles Process Cheese Product 410 g, Heinz ketchup 750 mL - 1 L, Miracle Whip Smooth Dressing 650 - 890 mL, Pure J.L. Kraft® Dressings & Marinades 355 mL, Classic Pasta Sauce 218-650 mL, Kraft Cheese Macaroni & Cheese 500 g, Kraft Dinner Macaroni & Cheese Dinner Cooked 458 g, Maxwell House Roast & Ground Coffee 925 g, Nabob Roast & Ground Coffee 340-930 g, TASSIMO Maxwell House & Nabob T DISCS 8-16 pack, Maxwell House & Nabob Single Serve Pods 30 pack, Maxwell House Instant Coffee 150 g, Borden's Gourmet Dressing and Dip 355 mL, OLIVE Toppings 2000-340 g, Kraft Dinner Deluxe Frozen Meals 340 g, Cheez Whiz Cheese Spread 900 g, Cool Whip Whipped Topping 1 L

200 PTS
when you buy 2

10⁹⁹

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

7⁹⁹

LIBRA Non-Alcoholic Beer 4x355 mL

8⁴⁹

SAN PELLEGRINO
Naturali Sparkling Fruit Beverage
6x330 mL

BUY MORE SAVE MORE
7⁹⁹
ea when you buy 2 or more

PARTAKE Non-Alcoholic Beer
4x355 mL 8.99 ea

2/\$5

PRIME Hydration
500 mL

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