

NFLD

FEED THE DREAM

Sobeys

OFFICIAL GROCER

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

2.99 /lb

Buy 1 Get 1 FREE

MIX & MATCH

COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken, Drumsticks or Bone-In Thighs Family Size starting at 4.49/lb, 9.90/kg

*of equal or lesser value

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

11.99

value size

Fresh Florida Bulk Corn product of USA

77¢

4/\$5

Large Ataulfo Mangoes or Large Avocados product of Mexico

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

6.99

KELLOGG'S Family Size Cereals selected 480-625 g

5.47

HOT PRICE

SCOTSBURN Premium Ice Cream 1.5 L or Novelties 12 pk

3.99

HOT PRICE

KRAFT Salad Dressing 425-475 mL

1.99

HOT PRICE

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

5.97

HOT PRICE

+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

5.99

HOT PRICE

Prices and offers in effect May 2024 Newfoundland

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

So many deals

Scan here for our full digital flyer

Deals that sizzle

Grill up your favourite flavours all summer long

Mmmm... top your dog with bacon!

5.99

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

9.99

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

11.99 /lb

That's like \$4 toward your groceries

400 PTS when you spend \$20 or more

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

9.99

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

Large Red
Mangoes
product
of Mexico

2/\$5

99¢
Limes product
of Mexico

Cinco de Mayo deals!



150 PTS
when you buy 2

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

Celebrate all week long!



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

6.99



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 white supplies last 15.41/kg

5.50
ea when you buy 2 or more starting at 5.99 ea

COMPLIMENTS Lean Ground Pork, LAMB TONIGHT Lean Ground Lamb, JOHNSONVILLE Sausage Meat, NOBLE PREMIUM BISON Lean Ground Bison or FONTAINE Lean Ground Veal 226-454 g

Buy 2 Get 1 FREE
*of equal or lesser value

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

6.99
ea when you buy 2 or more

COMPLIMENTS Breaded Cod Nuggets 454 g

2.49
/lb

Large Navel Oranges product of Spain 5.49/kg

2.49
/lb

Gala, Pazzaz or Red Prince Apples product of Canada fancy grade 5.49/kg

3.99
ea when you buy 2 or more

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

4.99
when you buy 1

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

2/14

COCA-COLA or PEPSI Soft Drinks 12x355 mL

2/\$7

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

6.99

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

3.49
ea when you buy 2 or more

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

3.99

MCCAIN Superfries 454-800 g

4.99

NATREL Lactose Free Milk 2 L

2/\$7

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

3.99

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

3/\$5

KRAFT Dinner 156-200 g or Cups 58 g

4.99

COMPLIMENTS Salted Butter 454 g

13.99
value size

COMPLIMENTS Frozen Fruit 1.5 kg

1.99

PALMOLIVE Dish Detergent 591-828 mL

600 PTS
when you buy 2

14.99

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

10.97

NUTELLA Hazelnut Spread 1 kg or KRAFT Peanut Butter 2 kg

Special Olympics Canada

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

Isaquin Smith Halifax, NS

Scene GET 1000 PTS FOR EVERY \$100 SPENT IN SKIPTHEDISHES GIFT CARDS!

Offer valid during May 2 - 8, 2024. Sorry no rainchecks or price matching. Offer valid only on skipthedishes \$15-\$500 Vt. 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 prevails 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 local prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Newfoundland. 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/7m Hardware/Starbucks products and services in select regions, 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 IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based ink. Newfoundland. Supplement to The Western Star.

LOAD IT TO GET IT!

Get up to 500 PTS

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

That's like

\$5

toward your groceries



Get **200 PTS** when you buy 1

COMPLIMENTS BBQ Sauce 425 mL



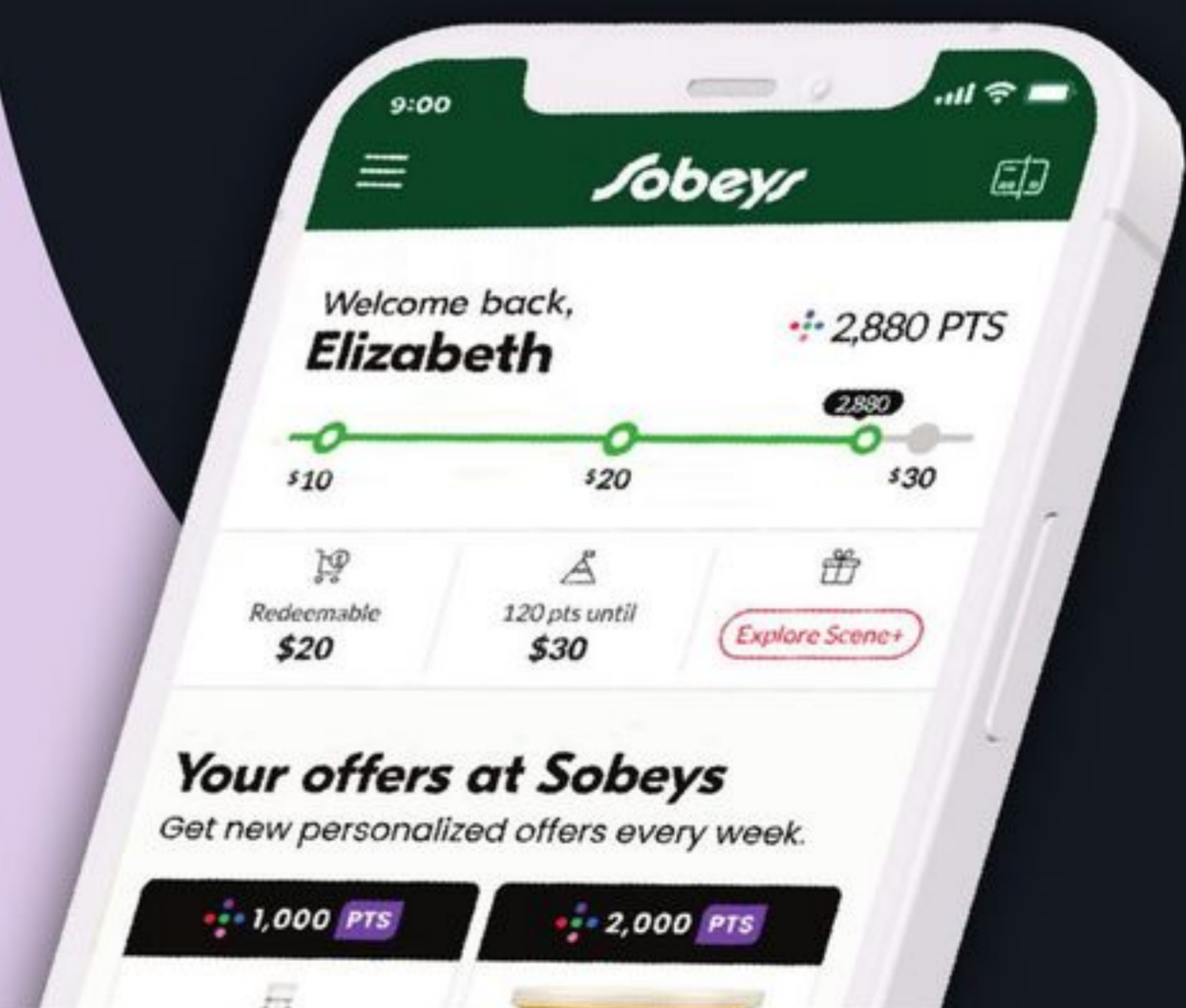
Get **300 PTS** when you buy 1

COMPLIMENTS Pickles 2 L

Scene+
DIGITAL EXCLUSIVE

Download on the
App Store

GET IT ON
Google Play



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



24⁹⁹
Premium Ecuadorian
Roses one dozen



STARTING AT
16⁹⁹
Assorted Mother's
Day Bouquets

**Just for
Moms!**

Fresh blooms
to make their day!



STARTING AT
12⁹⁹

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



15⁹⁹
Multi-Bloom
Hydrangea 5"



STARTING AT
24⁹⁹

Indoor Gardens and
Planters selection may
vary by store

carton cards PAPERUS
April 11 - May 8, 2024

**SAVE
\$2***

when you buy 2
Carlton Cards

*details in participating stores

Cinco de Mayo stock up starts here!

Enjoy a taste of Mexico on May 5

Party idea:
Spicy Elote
Mexican street
style corn

4⁹⁹ 5 PACK
Corn 5 pk or
3 pk 2.99 ea
product of USA

3⁴⁹ Bulk Red Onions
product of USA or
Mexico 7.69/kg

3/4⁹⁸
Large Avocados
product of Mexico

7⁹⁹ /lb
Jalapeño Peppers
product of USA
or Mexico 17.61/kg

5⁹⁹ Large Papayas
product of
Costa Rica

Our cored
pineapples
save prep
time at no
extra cost!

Party idea:
Guacamole
dip and
mango salsa

50 PTS
when you buy 1

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

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

Fruity fresh...

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

Veggie love...

2⁹⁹ /lb Hot House
Tomatoes product
of Canada, Canada
no 1 grade 6.59/kg

4⁹⁹ /lb Red, Yellow or
Orange Peppers
product of
Canada 11.00/kg

1⁹⁹ /lb Asian Yellow
Pears product of
China 4.39/kg

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

1⁹⁹ /lb Bulk White, Red
or Yellow Potatoes
product of USA
4.39/kg

3⁴⁹ Iceberg Lettuce
product of USA

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

2/10 100 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

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

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

4⁹⁹ H&H Dried Fruit
selected 180 g

floral

5⁴⁹ BUY MORE
SAVE MORE
COMPLIMENTS
Sheep or Cow
Manure 25 L
5.99 ea

4⁴⁹ BUY MORE
SAVE MORE
COMPLIMENTS
Black Earth 25 L
4.99 ea

11⁹⁹ Calla Lily 4.5"

11⁹⁹ Assorted Tulips
10-Stem Bunch

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



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

7⁹⁹ /lb
Fresh Boneless Pork Loin Centre Stir-Fry Strips 17.61/kg

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

Celebrate Cinco, enjoy more!

Party idea:
Juicy green chili Chorizo burger

5⁹⁹ /lb
Regular Ground Beef Family Size 13.21/kg

200 PTS when you spend \$15 or more

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

TRY WITH
our In-store Korean BBQ Marinade or Three Pepper Glaze

Party idea:
Flavourful Carne Asado street style tacos



400 PTS when you spend \$20 or more

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

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

CERTIFIED TENDER
TENDRETE CERTIFIEE

<p>6⁹⁹ /lb Fresh Bacon & Cheddar, Jalapeño & Cheddar, Onion & Swiss or Italian Style Lean Ground Beef Meatballs or Meatloaf 15.41/kg</p> <p>100 PTS when you spend \$10+</p>	<p>3⁹⁹ /lb Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 8.80/kg</p> <p>250 PTS when you spend \$25 or more</p>	<p>5⁴⁹ /lb COUNTRY RIBBON Fresh AIR-CHILLED Chicken Breast Halves Family Size 12.10/kg</p> <p>100 PTS when you buy 1 pkg</p>	<p>4⁹⁹ /lb COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken Wings Family Size 11.00/kg</p> <p>200 PTS when you buy 1 pkg</p>
<p>7⁹⁹ /lb MARCANGELO Sausages Mild or Hot Italian or Fennel frozen 675 g</p> <p>80 PTS when you buy 1</p>	<p>5⁴⁹ /lb OLYMEL Breakfast or Dinner Pork Sausages 375-450 g</p>	<p>12⁴⁹ /lb SUNGOLD Lamb Tonight 284-375 g</p>	<p>5⁹⁹ /lb MAPLE LODGE FARMS Ultimate Chicken Sausage 375-500 g</p> <p>300 PTS when you buy 2</p>

quick & easy

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

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit mygroceryoffers.ca or the Sobeys app.

*Certified by the Canadian Beef Grading Agency / Certifié par l'Agence Canadienne de Classement du Bœuf

SOBEYS_WK01_P03_ATL_NFLD

seafood

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

\$3 TRUE NORTH Atlantic Salmon Burgers frozen or previously frozen 130 g or 2 pk for \$6

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

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

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

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

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

6.99 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

8.99 JANES Breaded or Battered Fish selected 450-510 g

\$6 BEST BUY Shrimp cooked or raw 300 g

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

19.99 COMPLIMENTS NATURALLY SIMPLE Wild Scallops 340 g or AQUA STAR Herb & Garlic Butterfly Shrimp 800 g

deli

4.49 COMPLIMENTS Goat Cheese 113 g

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

3.49 COMPLIMENTS Provolone 100 g

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

8.99 SABANA Queso Fresco or Cotija 200 g

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

4.19 PILLER'S Salami selection may vary by store

23.99 HORMEL Party Trays 822 g-1.07 kg

7.99 PILLER'S Pepperoni Toppings selected 175-250 g

2/11 SNACK FACTORY Pretzel Crisps selected 200 g

6.99 BRANDT Queso Kolbassa 250 g

Sign up for Sobey's E-Flyer &

SAVE \$5

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

kitchen



Perfect sides for any meal!

2.19 /100 g
Greek Style Pasta with Feta Salad, Seven Grain Salad or Other Select Varieties from the service case



8.99
HAPPY PLANET ORGANIC Soups 500-650 mL



5.99
GARDEN FRESH Salsa or Chips 473 mL or 397 g



6.49
HERDEZ Traditional Guacamole mild or spicy 227 g

so easy

READY FOR YOU Family meal deals

200 PTS when you buy 1 Pizza meal deal

Feed a family of 3 for \$5 ea.

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

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

250 PTS when you buy 1 4 can dine meal deal

CHOOSE CHICKEN OR RIBS

4 Can Dine for \$19.99

Hot Roast Chicken OR Full Rack of Back Ribs

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

4 Butter Topped Buns

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

BAKE SHOP

STARTING AT 6.99 Cupcakes 6 pk 335-505 g

100 PTS when you buy 1

8.79 Brownie Cakes 310-390 g

50 PTS when you buy 1

4.79 Mini Cakes 195-245 g

4.49 Garlic Bread 540 g

6.99 value size Croissants 12 pk 756 g

1.79 Baguettes white or multigrain 234 g

120 PTS when you buy 2

4.99 Danish 4 pk 375 g

6.69 Gourmet Cookies 410-475 g

That's like **\$4** toward your groceries

400 PTS when you buy 2

6.99 Dessert Bars 6 pk 342-354 g

Scene+ MEMBER PRICING

22.99 with Scene+ Card
24.99 without Scene+ Card
Dessert Cakes selected 935 g-1.37 kg

3.99 40 when you buy 2 or more
COMPLIMENTS Brioche Burger Buns selected 4 pk 200 g 4.29 ea

SOBEYS_WK01_POS_ATL_NS_NB_PEL_NFLD

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!

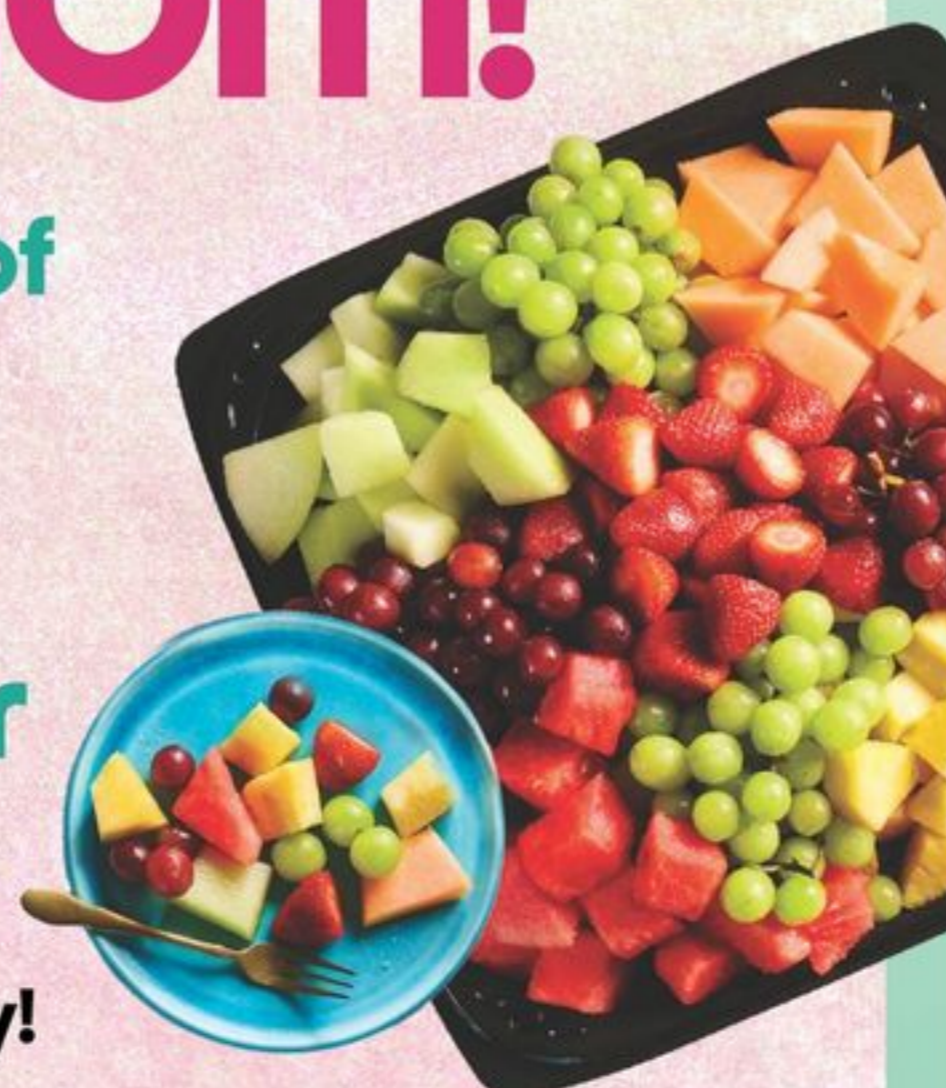
Shop our selection of

60+
made-to-order trays

Order in-store or online today!

Learn more

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



frozen & dairy



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



5.99 THE KEG Ice Cream 500 mL



1.33 BUY MORE SAVE MORE NEILSON 310 mL 1.99 ea



5.99 COFFEE-MATE Coffee Creamers 946 mL



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



4.49 MCCAIN Breakfast Potatoes 600-650 g



5.99 SIGGI'S Yogurt 650-750 g



9.99 IÖGO Yogurt 2 kg



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



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



6.99 HELUVA GOOD! Dip 680 g



3.99 GAY LEA Aerosol Real Whipped Cream 225 g



6.99 PILLSBURY Pizza Pops 8 pk or Pizza Bites 50 pk



3.99 SMART ONES Frozen Entrées 241-283 g



3.99 KOZY SHACK Pudding 4 pk or 624 g



4.99 COMPLIMENTS Cozy Coop Large White Eggs 12 pk



13.99 COMPLIMENTS Frozen Fruit 1.5 kg



6.99 P.F. CHANG'S Chicken Lo Mein 312 g



5.49 COMPLIMENTS Orange or Apple Juice 1.54 L



4.49 COMPLIMENTS Egg Whites 500 g



6.99 STEFANO Pizza 392-404 g



7.99 MARIE CALLENDER'S Frozen Meals 680-879 g



7.99 BECEL Margarine 637-850 g



9.99 COMPLIMENTS Cheese Slices 460-480 g

Here for your budget and lifestyle



2.99 COMPLIMENTS Perogies 907 g



3.49 COMPLIMENTS Mini Pizza Bagel Snacks 198 g



2.99 COMPLIMENTS ZAZ Liquid Water Enhancer 48 mL



3.49 COMPLIMENTS Mini Cookies 150-210 g



3.99 COMPLIMENTS Frozen Vegetables selected 500 g



1.99 COMPLIMENTS Frozen Entrées selected 227-284 g



2.99 COMPLIMENTS Lemon Juice 946 mL or Lime Juice 440 mL



BEST BUY Yellow Plus 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



3⁴⁹

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



2/\$4

Cilantro or Parsley Bunch product of USA or Mexico



3⁴⁹

Bulk Red Onions product of USA or Mexico 7.69/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>5.49 BOULANGERIE GRISSOL Melba Toast 350-400 g</p>	 <p>3.99 CHRISTIE Ritz Chips or Crispers Family Size 240 g</p>	 <p>4.49 CHRISTIE Good Thins Crackers 100 g</p>	 <p>4.99 with Scene+ Card without Scene+ Card PANACHE Classic Assorted Crackers 250 g</p>
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 <p>19.99 VAN HOUTTE Roast & Ground Coffee 908 g, Coffee Pods 30 pk or MCCAFFEE Keurig Compatible Single Serve Pods 30 pk</p>	 <p>2/8.50 TOSTITOS Tortilla Chips 205-300 g</p>	 <p>2/\$9 RUFFLES Potato Chips 180-200 g</p>
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 <p>4.49 TETLEY Specialty Tea Canisters 20-24 pk or CELESTIAL Natural Tea 16-20 pk</p>	 <p>3.49 FIJI Natural Artesian Water 1.5 L or GLACEAU Smartwater 1 L</p>	 <p>2/\$8 SMARTFOOD Popcorn 150-220 g</p>	 <p>2.99 PRINGLES 130-156 g 3.99 ea</p>
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 <p>4.99 V8 Vegetable Cocktail 1.89 L or 6x156 mL</p>	 <p>2.99 FRUITÉ Fruit Drink 2 L</p>	 <p>3.29 QUAKER Crispy Minis 100 g or Rice Cakes 127-199 g 4.29 ea</p>	 <p>5.49 FRITO LAY Value Size Snacks 275-480 g</p>
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 <p>1.79 EXCEL or WRIGLEY'S Gum Singles 2.19 ea</p>	 <p>9.79 NESTLÉ Aero S'Mores Kit 515 g while supplies last</p>	 <p>1.00 when you buy 2 PEPSI Soft Drinks 6x222 mL</p>	 <p>2.49 COMPLIMENTS Potato Chips or Extraa! Flavour Chips 200 g</p>
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 <p>3.49 LINDT Excellence Bars 50-100 g or HERSHEY'S Vegan Chocolate Bars 90 g 3.99 ea</p>	 <p>4.79 MAYNARDS Large Bag Candy 315-355 g 5.49 ea</p>	 <p>9.99 WELCH'S Fruit Snacks 616 g</p>	 <p>3.49 DOLE Fruit Gels 4 pk</p>
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compliments

Love it. Or it's free.*

*For details see COMPLIMENTS.ca



100% HONEY BACK GUARANTEE



1.00 when you buy 2
COMPLIMENTS Tortilla Chips 250-280 g



2.00 when you buy 2
COMPLIMENTS Bacon Bits 75-85 g



3.99 COMPLIMENTS Dip Queso Plant-Based 300 mL



10.99 COMPLIMENTS Shredded Cheese 620 g



4.99 when you buy 2 or more
COMPLIMENTS Cheese 250-270 g 5.49 ea



2.99 COMPLIMENTS Sour Cream 500 mL



2.99 COMPLIMENTS Kalamata Olives 375 mL

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit mygroceryoffers.ca or the Sobeys app.

SOBEYS_WK01_P07_ATL_NS_NB_PEL_NFLD

We all deserve
compliments



No calories.
No sweetener.
Big, refreshing flavour!



Try our
**pineapple
coconut
flavour**



4⁹⁹ each
150 PTS
when you buy 2
Sparkling Water 12x355 mL

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

<p>4.50 <small>ea when you buy 2 or more</small> PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL or 4.99 ea</p>	<p>4.79 MUTTI Passata 680 mL</p>	<p>6.99 STEFANO Pasta Sauce 405-648 mL</p>	<p>2.19 BUSH'S Baked Beans 398 mL</p>
<p>4.99 KELLOGG'S Premium Cereal selected varieties 306-553 g</p>	<p>\$2 ROTEL Tomatoes 284 mL</p>	<p>4.99 JIF or ADAMS Peanut Butter 500 g</p>	<p>4.99 POST Cereal selected varieties 311-525 g</p>
<p>2/\$5 CLOVER LEAF Sardine Fillets 106 g</p>	<p>3.99 DEMPSTER'S Signature Hamburger or Sausage Buns 6-8 pk</p>	<p>4.49 SUN-MAID Cinnamon Raisin Bread 450 g</p>	<p>2/\$7 VACHON Snacks 248-336 g</p>
<p>4.49 <small>50 PTS when you buy 2</small> HERSHEY'S Chipits selected 200-270 g</p>	<p>2.79 <small>100 PTS when you buy 4</small> CARNATION Evaporated Milk 354 mL</p>	<p>4.49 CRISCO All Vegetable or Golden Shortening 454 g</p>	<p>7.99 MINUTE RICE 1.2-1.4 kg or TILDA Basmati Rice 907 g</p>

Love it. Or it's free. For details see COMPLIMENTS.ca **100% MONEY BACK GUARANTEE**

<p>3.99 COMPLIMENTS Rubs 275 mL</p>	<p>20% off COMPLIMENTS Baking Nuts 100 g (Excludes Pine Nuts)</p>	<p>2.99 <small>BUY MORE SAVE MORE</small> COMPLIMENTS Tortillas 272-340 g 4.99 ea</p>	<p>1.49 <small>with Scene+ Card</small> COMPLIMENTS Prepared Mustard 400 mL 2.49 <small>without Scene+ Card</small></p>
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natural health

<p>5.99 <small>200 PTS when you buy 2</small> KASHI GoLean Cereals 345-400 g or ORGANIC Cereal 340-460 g</p>	<p>5.99 AMY'S Chili 398 mL, IMAGINE ORGANIC Soups 1 L or Bone Broth 946 mL</p>	<p>6.99 <small>with Scene+ Card</small> REMEDY Kombucha 330 mL 4 pk 8.99 <small>without Scene+ Card</small></p>	
<p>15% off <small>300 PTS when you buy 2</small> COMPLIMENTS Vitamins or Supplements</p>	<p>4/\$7 <small>100 PTS when you buy 6</small> LARABAR 45-48 g</p>	<p>12.99 BIOVERT Laundry Detergent 4.43 L</p>	<p>2/\$9 FRITO-LAY Simply ORGANICS 156-240 g</p>
<p>19.99 AMY'S Family Size Assorted Frozen Entrées 765-920 g</p>	<p>7.99 EARTH BALANCE Spreads or Sticks 368-454 g</p>	<p>6.79 GARDEIN Meat Alternatives 190-390 g or Bowls 241 g</p>	<p>4.49 <small>BUY MORE SAVE MORE</small> SILK Beverages 1.75-1.89 L 5.49 ea</p>

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

home & pet care

<p>50 PTS when you buy 1</p> <p>9.99 PURINA Beggin' Strips 665-708 g</p>	<p>40% MORE BEST QUALITY INGREDIENTS</p> <p>8.99 WHISKAS Dry Cat Food 1.5-2 kg</p>	<p>BUY MORE SAVE MORE</p> <p>1.40 WHISKAS Perfect Portions 75 g 1.69 ea</p>	<p>100 PTS when you buy 1</p> <p>32.99 COMPLIMENTS Dry Dog Food 14 kg</p>
<p>100 PTS when you buy 1</p> <p>12.99 ARM & HAMMER Laundry Detergent 2.96 L</p>	<p>300 PTS when you buy 2</p> <p>10.99 FLEECY Fabric Softener 3.5 L or Sheets 200 pk</p>	<p>200 PTS when you buy 2</p> <p>7.99 CASCADE Dishwasher Tabs 12-20 pk</p>	<p>200 PTS when you buy 2</p> <p>12.99 SWIFFER Duster Refill 6-10 pk, Dry or Wet Cloths 20-32 pk selected</p>
<p>300 PTS when you buy 2</p> <p>24.99 GLAD Waste Bags Easy Tie Reg 100 pk or Tall White 160 pk</p>	<p>3.99 ALCAN Foil 50 ft or REYNOLDS Unbleached Parchment 35 ft</p>	<p>16.99 CHARMIN Bathroom Tissue 12=48 Rolls or BOUNTY Paper Towel 4-6 pk</p>	<p>11.29 MANNA Colour Changing Tumblers Set 6 pk while quantities last</p>

health, beauty & baby

WIN EXCLUSIVE SEATS BEHIND THE RAPTORS

PLUS \$20,000 IN NBA PRIZES TO BE WON

TO ENTER

- BUY 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.

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

STARTING AT 5.49

AXE Deodorant or Body Spray 76-113 g or Body Wash 473 mL or DOVE Men+Care Body Wash 400 mL selected

For more information please visit ITSGAMEDAY.EVERYDAY.COM

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.

<p>300 PTS when you buy 1</p> <p>15% off ADVIL Pain Relief 80-115 pk selected* or VOLTAREN Emulgel 100-150 g*</p>	<p>200 PTS when you buy 1</p> <p>15% off CLARITIN Allergy Relief 15-30 pk or AERIUS 20 pk*</p>	<p>MAY IS VISION HEALTH MONTH BAUSCH + LOMB</p> <p>\$1 from participating products* will directly advance vision research and education across Canada</p> <p><small>*During May Vision Health Month 2024, for every (1) purchase on the following select items: BioTrue Multi-Purpose Solution 2 x 300mL, BioTrue Multi-Purpose Solution 2 x 300mL, Multi-Purpose Solution 2 x 300mL, ARES 2 Allergy Allergies, Soothe Allergy Allergies, BioTrue Multi-Purpose Solution 2 x 300mL, Soothe Allergy 15mL, Soothe Allergy Dry Eye 15mL. Bausch + Lomb Corporation will give \$1 to Fighting Blindness Canada up to \$100,000. To see these products are right for you, always read and follow the label. © 2024 Bausch + Lomb</small></p> <p>250 PTS when you buy 2</p> <p>10% off BAUSCH + LOMB Eye Care selected</p>
<p>150 PTS when you buy 2</p> <p>15% off TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus selected*</p>	<p>150 PTS when you buy 2</p> <p>15% off BAND-AID Characters 20 pk or Flex Fabric 30 pk</p>	<p>Scene+ Get 1000 PTS with a Contour Next or Contour Next One Meter Reflect Meter***</p> <p>That's like \$10 toward your groceries</p> <p>Contour Next or Contour Next One Meter FREE with purchase of 100 test strips***</p> <p>See your pharmacist for details. (Limit of 1 Free Meter)</p> <p>79.99 CONTOUR Next Blood Glucose Test Strips 100 pk**</p>

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KICK OFF YOUR SUMMER

honey, but **Cheerios** **Lucky Charms**

5.99 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

NEW **250 PTS** when you buy 2

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

2/\$7 OLD EL PASO Taco Seasonings 24 g

OFFICIAL SUPPORTER

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

5.99 MAGNUM Bars 3 pk or Mini 4 pk selected varieties

BEN & JERRY'S
SAY YES TO DESSERT!

5.99 BEN & JERRY'S selected varieties 473 mL

5.99 NESTLÉ Drumstick Ice Cream Tubs assorted varieties 946 mL

10.49 HÅGEN-DAZS Ice Cream Tubs 946 mL or Bars 6 pk assorted varieties

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ACTIVIA

NEW ACTIVIA, ALWAYS 1 BILLION PROBIOTICS*

3.99 DANONE Activia 625-650 g 4.99 ea

10-HOUR BREW BOLD AND SMOOTH TASTE

6.99 STOK Cold Brew 1.42 L

NEW

McCain Shareables for Every Occasion

Crowd-pleasing Specialty Cuts **3.99**

MCCAIN Premium or Specialty Bistro Selects or Fun 454-800 g

NEW! Everyday Shareables

8.99 MCCAIN Tastiez 400-500 g

Breakfast & Snacking

7.29 MCCAIN Pockets 6 pk

3.99 MCCAIN Breakfast Bowls 200 g

300 PTS when you buy 3

Indulge in Joy

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

6.99 PHILADELPHIA Cream Cheese Product 340 g

Philadelphia Strawberry Fields No-Bake Cheesecake

Find this recipe at KraftCanada.ca

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

GO TO SNACKTOTHBEAT.CA FOR FULL CONTEST DETAILS AND TO ENTER!

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

4.99 CHRISTIE Premium Plus 450-500 g

3.79 CHRISTIE Peek Freans 275-350 g or Dad's Cookies 300-320 g

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

*A portion of each purchase will be donated to the charity. Minimum purchase of \$10.00. Contest ends on September 30, 2024. Open to legal residents of Canada. Registration and purchase required. Sweepstakes ends on September 30, 2024. Odds of winning are 1 in 100,000. Grand prize is a 2-night concert experience for two (2) people, including travel, accommodation, and food. Total value of grand prize is \$10,000. Open to legal residents of Canada. Registration and purchase required. Sweepstakes ends on September 30, 2024. Odds of winning are 1 in 100,000. Grand prize is a 2-night concert experience for two (2) people, including travel, accommodation, and food. Total value of grand prize is \$10,000. Open to legal residents of Canada. Registration and purchase required. Sweepstakes ends on September 30, 2024. Odds of winning are 1 in 100,000. Grand prize is a 2-night concert experience for two (2) people, including travel, accommodation, and food. Total value of grand prize is \$10,000.

5.99 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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16.99 KRAFT Dinner 12 pk or Cups 10 pk

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

3.79 CASA BONITA Corn Tortillas 450 g

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

OASIS Smoothie or Health Break Beverages 1.6 L

100 PTS when you buy 2

5.99

SNACK INTO Summer

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

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

BUY MORE SAVE MORE
2/\$7

SNYDER'S OF HANOVER Pretzels selected varieties 240 g

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

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

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INTRODUCING POWERADE SOUR

LIMITED TIME FLAVOURS
 Available May 6, 2024

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

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

9⁹⁹
 MONSTER Energy Beverages* 4x473 mL

2/\$4
 POWERADE 710 mL

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

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SUMMERTIME SAVINGS WITH OLD DUTCH!

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

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

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

YOUR PERFECT CUP, YOUR STYLE

10⁹⁹
 MAXWELL HOUSE Roast & Ground Coffee 631-925 g

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

200 PTS when you buy 2
5⁹⁹

CLOROX Bleach 2.4 L or PINE-SOL Cleaners 1.41 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

INSTANT SAVINGS OF \$10

WHEN YOU BUY 5 OR MORE KRAFT HEINZ PARTICIPATING PRODUCTS

Kraft Heinz

Participating Products: Philadelphia Cream Cheese 227-280 g, Kraft Peanut Butter 750 g-1 kg, Kraft Singles Process Cheese Product 410 g, Heitz Ketchup 750 mL-1 L, Miracle Whip Spread 650-800 mL, Kraft Whipped or Mayonnaise 650-850 mL, Pure J.L. Kraft Dressings & Marinades 355 mL, CLASSICA Pasta Sauce 218-650 mL, Kraft Shredded Cheddar & Cheddar 3000 g, Kraft Shredded Cheddar & Cheddar Swiss Cheddar 650 g, Maxwell House Roast & Ground Coffee 925 g, Nabob Roast & Ground Coffee 340-930 g, TASSIMO Maxwell House & Nabob T DISCS 8-16 pack, Maxwell House & Nabob Single Serve Pods 30 pack, Maxwell House Instant Coffee 150 g, Beech's Gourmet Dressing and Dip 325 mL, CLASSIC Popcorn 2000-340 g, Kraft Dinner Deluxe Frozen Meals 340 g, Cheez White Cheese Spread 900 g, Cool Whip Whipped Topping 1 L

8⁹⁹

RED BULL Energy Drinks 4x250 mL

200 PTS when you buy 2
10⁹⁹

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

7⁹⁹

LIBRA Non-Alcoholic Beer 4x355 mL

8⁴⁹

SAN PELLEGRINO Naturali Sparkling Fruit Beverage 6x330 mL

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

PARTAKE Non-Alcoholic Beer 4x355 mL 8.99 ea

2/\$5

PRIME Hydration 500 mL

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