

**FEED THE DREAM**



# Sobeys

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

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

**6.99**  
/lb



Haddock Fillets frozen  
15.41/kg

**47¢**



**4/\$5**

Large Ataulfo Mangoes  
or Large Avocados  
product of Mexico

**6.99**



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



**5.47**

KELLOGG'S Family Size  
Cereals selected 480-625 g



**3.99**

SCOTSBURN Premium Ice  
Cream 1.5 L or Novelties 12 pk



**1.99**

KRAFT Salad  
Dressing 425-475 mL



**5.97**

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



**5.99**

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

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\_P01\_ATL\_LNS

# 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/\$4

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 while supplies last 15.41/kg

**BUY MORE SAVE MORE**

**5.50**  
ea when you buy 2 or more

COMPLIMENTS Lean Ground Pork, Extra Lean Ground Chicken or Extra Lean Mince 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

**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

**value size**

**11.99**

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

**1.99**  
/lb

Large Navel Oranges product of Spain 4.39/kg

**1.99**  
/lb

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

**BUY MORE SAVE MORE**

**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

**40 PTS**  
when you buy 1

**4.99**

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

**BUY MORE SAVE MORE**

**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 or Plus Protein 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

**value size**

**13.99**  
200 PTS when you buy 2

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

\*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 SKIPTHEDISHES GIFT CARDS!**

Offer valid during May 2 - 8, 2024. Sorry no rainchecks or price matching. Offer valid only on skipthedishes \$10-\$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 privacy 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, McAfee/7-Eleven/Horizon/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 Guardian & The Chronicle Herald.

SOBEYS\_WK01\_OBC\_ATL\_NS

# 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



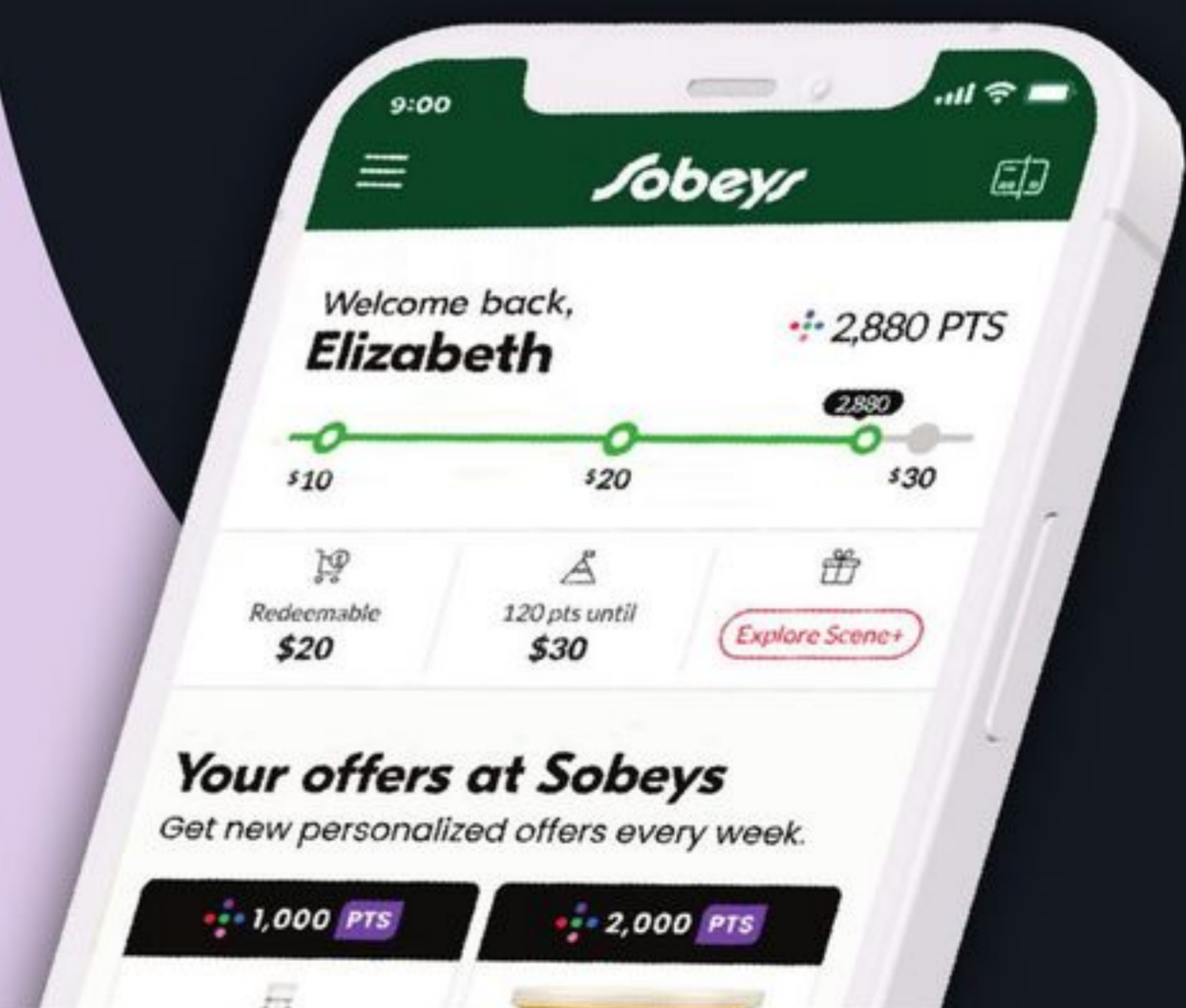
Get **300 PTS** when you buy 1

COMPLIMENTS Pickles 2 L

Scene+  
**DIGITAL EXCLUSIVE**

Download on the  
**App Store**

GET IT ON  
**Google Play**



Offer valid May 2<sup>nd</sup> to May 8<sup>th</sup>, 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.

**22<sup>99</sup>** Premium Ecuadorian Roses one dozen

**STARTING AT 16<sup>99</sup>** Assorted Mother's Day Bouquets

**Just for Moms!**  
Fresh blooms to make their day!

**STARTING AT 11<sup>99</sup>** Mother's Day Flowering Potted Upgrades selection may vary by store

**14<sup>99</sup>** Multi-Bloom Hydrangea 5"

**STARTING AT 24<sup>99</sup>** Indoor Gardens and Planters selection may vary by store

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

**Party idea: Spicy Elote Mexican street style corn**

**3<sup>99</sup>** Corn 5 pk or 3 pk 2.49 ea product of USA

**2<sup>99</sup>** Bulk Red Onions product of USA or Mexico 6.59/kg

**4/\$5** Large Avocados product of Mexico

**5<sup>99</sup>** Jalapeño Peppers product of USA or Mexico 13.21/kg

**5<sup>99</sup>** Large Papayas product of Costa Rica

**Party idea: Guacamole dip and mango salsa**

**50 PTS** when you buy 1

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

**5<sup>49</sup>** Large Pineapples or Fresh Cored-Pineapples product of Costa Rica

Our cored pineapples save prep time at no extra cost!

**Fruity fresh...**

**5<sup>49</sup>** Blueberries product of USA or Mexico no 1 grade 340 g **100 PTS** when you buy 1

**1<sup>79</sup>** Asian Yellow Pears product of China 3.95/kg

**5<sup>99</sup>** Mini Seedless Watermelons product of USA or Mexico **50 PTS** when you buy 1

**3<sup>29</sup>** SUNRISE Tofu Smoked Sriracha 180 g, SOYGANIC Tofu Extra Firm 350 g or Medium Firm 454 g

**4<sup>99</sup>** RENEÉ'S Dressings 350-355 mL 5.49 ea **BUY MORE SAVE MORE**

**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...**

**2<sup>29</sup>** Hot House Tomatoes product of Canada, Canada no 1 grade 5.05/kg **From Canada**

**3<sup>99</sup>** Red, Yellow or Orange Peppers product of Canada 8.80/kg **From Canada**

**1<sup>77</sup>** Bulk White, Red or Yellow Potatoes product of USA 3.90/kg

**2<sup>99</sup>** Iceberg Lettuce product of USA

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

**4<sup>99</sup>** COMPLIMENTS Baby-Cut Carrots product of USA no 1 grade 2 lb or 907 g

**7<sup>99</sup>** COMPLIMENTS Roasted Salted or Unsalted Cashews 275 g **100 PTS** when you buy 2

**4<sup>99</sup>** H&H Dried Fruit selected 180 g

carton cards PAPHYRUS

April 11 - May 8, 2024

**SAVE \$2\*** MOM, YOU'RE AWESOME!

when you buy 2 Carlton Cards

\*details in participating stores

**floral**

**3<sup>49</sup>** COMPLIMENTS Sheep or Cow Manure 25 L 3.99 ea **BUY MORE SAVE MORE**

**2<sup>75</sup>** COMPLIMENTS Black Earth 25 L 2.99 ea **BUY MORE SAVE MORE**

**4<sup>49</sup>** Premium Early Season Annuals 4" selection may vary by store 4.79 ea **BUY MORE SAVE MORE** Grown in New Brunswick

**19<sup>99</sup>** Premium Annuals Hanging Basket or Planter 11" 22.99 ea **BUY MORE SAVE MORE** Grown in New Brunswick

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

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

**7<sup>99</sup>** /lb  
Fresh Boneless Pork Loin Centre Stir-Fry Strips 17.61/kg

**8<sup>99</sup>** /lb  
Fresh Boneless Skinless Chicken Breast Stir-Fry Strips 19.82/kg

## Celebrate Cinco, enjoy more!

**Party idea:** Juicy green chili Chorizo burger

**5<sup>99</sup>** /lb  
Regular Ground Beef Family Size 13.21/kg

**Party idea:** Flavourful Carne Asado street style tacos

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

**200 PTS** when you spend \$18 or more

**11<sup>99</sup>** /lb  
Fresh Boneless Beef Hip Stir-Fry Strips cut from Canada AA grade beef 26.43/kg

**400 PTS** when you spend \$20 or more

**9<sup>99</sup>** /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

**21<sup>99</sup>** /lb  
STERLING SILVER Fresh Boneless Striploin Premium Oven Roast or Grilling Steaks Family Size cut from Canada AAA grade beef 48.48/kg

**So-tender**  
HAND-SELECTED AAA BEEF  
Well-marbled • Aged to perfection  
Cut from Canada AAA Beef  
Exclusive to Sobeys

**CERTIFIED TENDER**  
TENDRETE CERTIFIEE

<p><b>6<sup>99</sup></b> /lb Fresh Bacon &amp; Cheddar, Jalapeño &amp; Cheddar, Onion &amp; Swiss or Italian Style Lean Ground Beef Meatballs or Meatloaf 15.41/kg</p> <p><b>100 PTS</b> when you spend \$10+</p>	<p><b>3<sup>99</sup></b> /lb Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 8.80/kg</p> <p><b>250 PTS</b> when you spend \$25 or more</p>	<p><b>5<sup>99</sup></b> /lb Fresh AIR-CHILLED Bone-In Chicken Breast Halves Family Size 13.21/kg</p> <p><b>100 PTS</b> when you buy 1 pkg</p>	<p><b>5<sup>99</sup></b> /lb Fresh AIR-CHILLED Split Chicken Wings Family Size 13.21/kg</p> <p><b>200 PTS</b> when you buy 1 pkg</p>
<p><b>7<sup>99</sup></b> /lb MARCANGELO Sausages Mild or Hot Italian or Fennel frozen 675 g</p> <p><b>80 PTS</b> when you buy 1</p>	<p><b>5<sup>49</sup></b> /lb OLYMEL Breakfast or Dinner Pork Sausages 375-450 g</p>	<p><b>12<sup>49</sup></b> /lb SUNGOLD Lamb Tonight 284-375 g</p>	<p><b>5<sup>99</sup></b> /lb MAPLE LODGE FARMS Ultimate Chicken Sausage 375-500 g</p> <p><b>300 PTS</b> when you buy 2</p>

## quick & easy

<p><b>100 PTS</b> when you buy 2</p> <p><b>6<sup>99</sup></b> STARTING AT FREYBE European Wieners, Ham Stick or Mennonite Farmer Sausage 300-500 g</p>	<p><b>300 PTS</b> when you buy 2</p> <p><b>9<sup>99</sup></b> STARTING AT COMPLIMENTS Marinated Pork Belly, Loin Fillet or Flattened Tenderloin 450-800 g</p>	<p><b>BUY MORE SAVE MORE</b></p> <p><b>3<sup>33</sup></b> 80 when you buy 3 or more SCHNEIDERS Lunchmate Stackers or GREENFIELD Kits 67-120 g selected 3.99 ea</p>	<p><b>150 PTS</b> when you buy 2</p> <p><b>4<sup>99</sup></b> COMPLIMENTS Smoked Sausages or Boneless Ham Slices 375 g</p>
<p><b>120 PTS</b> when you buy 2</p> <p><b>5<sup>99</sup></b> COMPLIMENTS Stuffed Chicken Cutlets or Asian Inspired Entrées 284-500 g</p>	<p><b>10<sup>99</sup></b> SWISS CHALET or MONTANA'S Meat Pies frozen 650-655 g</p>	<p><b>200 PTS</b> when you buy 1</p> <p><b>19<sup>99</sup></b> COMPLIMENTS Beef Lasagna or Macaroni &amp; Cheese 2-2.27 kg</p>	

# 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](http://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** **BUY MORE SAVE MORE**  
40 when you buy 2 or more  
COMPLIMENTS Brioche Burger Buns selected 4 pk 200 g 4.29 ea

Summer Fresh®



8<sup>99</sup>

SUMMER FRESH Salads 750-800 g



3<sup>99</sup>

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

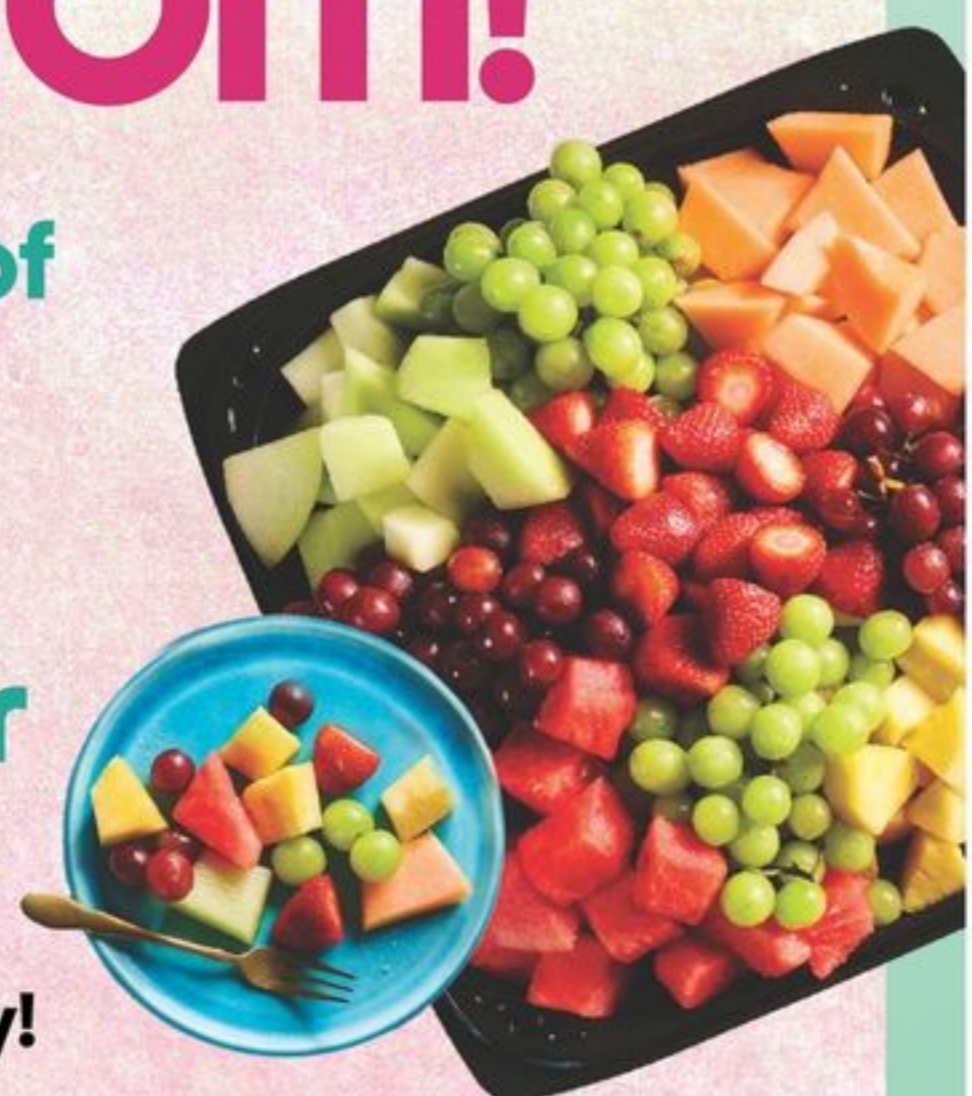
Celebrate mom!

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

Order in-store or online today!

Learn more

Visit [www.sobeys.com/entertaining](http://www.sobeys.com/entertaining) for tray selections and ordering tips



# frozen & dairy



**1.99** with Scene+ Card  
2/\$5 without Scene+ Card



**5.99** THE KEG Ice Cream 500 mL



**1.33** BUY MORE SAVE MORE  
NEILSON Milkshakes or MILK 2 GO 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** SIGGIS Yogurt 650-750 g



**9.99** IÖGO Yogurt 2 kg  
+100 PTS when you buy 1



**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  
+200 PTS when you buy 2



**6.99** P.F. CHANG'S Chicken Lo Mein 312 g  
+100 PTS when you buy 2



**5.49** COMPLIMENTS Orange or Apple Juice 1.54 L  
+100 PTS when you buy 2



**5.69** MARITIME PRIDE Omega-3 Large White Eggs 12 pk



**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  
+50 PTS when you buy 2



**2.99** COMPLIMENTS ZAZ Liquid Water Enhancer 48 mL  
+100 PTS when you buy 3



**3.49** COMPLIMENTS Mini Cookies 150-210 g  
+50 PTS when you buy 1



**3.99** COMPLIMENTS Frozen Vegetables selected 500 g  
+100 PTS when you buy 2



**1.99** COMPLIMENTS Frozen Entrées selected 227-284 g  
+100 PTS when you buy 4



**2.99** COMPLIMENTS Lemon Juice 946 mL or Lime Juice 440 mL  
+100 PTS when you buy 2



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

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.



**5<sup>49</sup>**

CHOLULA Hot Sauce 150 mL



# Cinco de Mayo stock up starts here!

Celebrate a taste of Mexico May 5



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

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



**2/\$4**

Cilantro or Parsley Bunch product of USA or Mexico



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

/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](#)



**5<sup>49</sup>**

TAJIN Chili Powder 142 g



**3<sup>79</sup>**

CASA BONITA Corn Tortillas 450 g







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

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

# drinks & snacks

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

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



Try our  
pineapple  
coconut  
flavour



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

**4.50** do when you buy 2 or more  
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** 50 PTS when you buy 2 HERSEY'S Chipits selected 200-270 g

**2.79** 100 PTS when you buy 4 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

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

**3.99** COMPLIMENTS Rubs 275 mL

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

**2.99** do when you buy 2 or more COMPLIMENTS Tortillas 272-340 g 4.79 ea

**1.49** with Scene+ Card COMPLIMENTS Prepared Mustard 400 mL

**2.49** without Scene+ Card

# natural health

**5.99** 200 PTS when you buy 2 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

**Scene+ MEMBER PRICING**

**6.99** with Scene+ Card REMEDY Kombucha 330 mL 4 pk

**8.79** without Scene+ Card

**15% off** 300 PTS when you buy 2 COMPLIMENTS Vitamins or Supplements

**4/\$7** 100 PTS when you buy 6 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** do when you buy 2 or more SILK Beverages 1.75-1.89 L 5.49 ea

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

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

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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

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

**5.99** MAGNUM Bars 3 pk or Mini 4 pk selected varieties

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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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**6.99** STOK Cold Brew 1.42 L

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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

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**4.99** CHRISTIE Premium Plus 450-500 g

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

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

\*A portion of each purchase will be donated to the charity. Minimum purchase \$20.00. Offer valid while supplies last. Offer ends on 04/30/24. See store for details. ©2024 Christie's Biscuits. All rights reserved. All trademarks are the property of their respective owners.

**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**  
**2<sup>99</sup>**  
 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**  
**2<sup>99</sup>**  
 90¢ when you buy 2 or more

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

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**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

**9<sup>99</sup>**  
 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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**QUALITY SINCE 1954**

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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**

**10<sup>99</sup>**  
 MAXWELL HOUSE Roast & Ground Coffee 631-925 g

**400 PTS** when you buy 2  
**16<sup>99</sup>**  
 MAXWELL HOUSE or NABOB Single Serve Pods 30 pk

**200 PTS** when you buy 2  
**5<sup>99</sup>**

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**

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**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 Macaroni & Cheese 500 g, Kraft Dinner Macaroni & Cheese Dinner 450 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, Beebe's Gourmet Dressing and Dip 325 mL, OXO Popper Extracts 200-340 g, Kraft Dinner Deluxe Frozen Meals 340 g, Cheez White Cheese Spread 900 g, Cool Whip Whipped Topping 1 L

**8<sup>99</sup>**

RED BULL Energy Drinks 4x250 mL

**200 PTS** when you buy 2  
**10<sup>99</sup>**

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

**7<sup>99</sup>**

LIBRA Non-Alcoholic Beer 4x355 mL

**8<sup>49</sup>**

SAN PELLEGRINO Naturali Sparkling Fruit Beverage 6x330 mL

**BUY MORE SAVE MORE**  
**7<sup>99</sup>**  
 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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