

**100% fresh**  
**GUARANTEE\***  
 Guaranteed fresh or  
 your money back

**Sobeys**

Fresh Pork Loin Rib and  
 Sirloin Combo Chops  
 Family Size 6.59/kg

**2.99**  
 /lb



**6.99**  
 /lb



Fresh Boneless Inside Round Oven  
 Roast or Family Size Marinating Steak  
 cut by your meat expert from Canada  
 AAA grade beef 15.41/kg

**5.99**



LARSEN Wieners 900 g, MAPLE LEAF,  
 SCHNEIDERS or GREENFIELD Bacon 375 g  
 or SCHNEIDERS Smoked Sausages, Juicy  
 Jumbos or Beef Wieners 375-450 g selected

**1.99**  
 /lb



Fresh Mussels  
 product of Atlantic  
 Canada 4.39/kg

**4.99**



COMPLIMENTS Raw  
 or Cooked Shrimp  
 71-90 ct per lb 340 g

**2.47**



Raspberries product of  
 USA or Mexico 170 g

**2.99**

From Atlantic  
 Canada



Eco Spuds Potatoes  
 product of Atlantic  
 Canada 10 lb or 4.54 kg

**3.99**

From Atlantic  
 Canada



COMPLIMENTS Cortland,  
 Empire, Gala, McIntosh, Spartan,  
 Golden or Red Delicious Apples  
 product of Atlantic Canada,  
 Canada extra fancy grade 1.36 kg

**7.99**

QUAKER Dippys  
 or Chewy  
 Granola Bars  
 120-156 g



**99¢**

HOT PRICE

CAMPBELL'S Tomato,  
 Chicken Noodle, Cream  
 of Mushroom or  
 Vegetable Soup 284 mL



**5.88**

HOT PRICE

LIBERTÉ  
 Greek Yogurt  
 650-750 g



**9.97**

HOT PRICE

12 pk  
 equals  
 83¢/box



KRAFT DINNER Original 12 pk

\*If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement. Restrictions apply, see www.sobeys.com/value-flyer for details.

**Scene** **EARN POINTS ON HALLOWEEN TREATS**

**GET UP TO 1000 PTS** when you purchase Halloween Treats\* October 24-31

SPEND \$20-29.99, GET **250 PTS** | SPEND \$30-39.99, GET **500 PTS** | SPEND \$40 OR MORE, GET **1000 PTS**

Prices and offers in effect October 2024 Prince Edward Island

THU 24 | FRI 25 | SAT 26 | SUN 27 | MON 28 | TUE 29 | WED 30

**So many deals**  
 Scan here for our full digital flyer

\*\*Must be in a single transaction that contains at least \$20 of Halloween treats and excludes tax. Applies to all in-stock items only. No rain checks or special orders. Offer valid from Oct 24-31, 2024. SOBEYS\_WK26\_P01\_ATL\_PD

KS, NB, PE, P, Q, R, S, D

Scene

# MEMBER

## PRICING

Swipe your Scene+ Card and Save



MEMBER PRICING

**5<sup>99</sup>** /lb 13.21/kg **value size** SAVE \$1 /lb

**6<sup>99</sup>** without Scene+ Card 13.41/kg Fresh Boneless Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last



MEMBER PRICING

**13<sup>99</sup>** SAVE \$4

**17<sup>99</sup>** without Scene+ Card HERSHEY'S Chocolate or Candy 120 pk white supplies last



MEMBER PRICING

**17<sup>99</sup>** SAVE \$3

**20<sup>99</sup>** without Scene+ Card CADBURY Assorted Chocolates or MAYNARDS Candy 115 pk while supplies last

Look for more Member Pricing throughout the flyer and in-store.



KS, NB, PE, P, Q, R, S, D

Scene

TURN  
POINTS  
INTO  
GROCERIES



400 PTS  
when you buy 5

249

PRINGLES Super  
Stacks 148-156 g



200 PTS  
when you buy 2

299

KETTLE BRAND  
Chips 156-198 g



100 PTS  
when you buy 1

699

BECEL Margarine  
637-850 g



400 PTS  
when you buy 2

899

KRAFT Cheez Whiz  
900 g

1000 Points = \$10 of free groceries

5086Y5\_MK05\_FL02\_ATL\_06\_NRL\_PEL\_NFLD

**\$3** /lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken or Fresh Chicken Legs Family Size back attached 6.61/kg

**1kg**

**value size**

**11<sup>99</sup>** COMPLIMENTS Thick Cut Bacon or Breakfast, Mild or Honey Garlic Pork Sausages 1-1.4 kg

**3<sup>99</sup>** CATCH OF THE DAY Breaded or Battered Fish 350 g

**8** JANES Pub Style Breaded Chicken or Turkey or Chicken Wings 600-700 g

**2<sup>99</sup>** COMPLIMENTS Grape Tomatoes product of Canada 283 g

**4** Kaiser Buns 6 pk 430 g

**6<sup>49</sup>** TRE STELLE Feta, Bocconcini or Halloumi 200 g, Crumbled Feta 150 g, Mascarpone 275 g, Grated Parmesan 125 g or Ricotta 475 g 6.99 ea

**2<sup>99</sup>** COMPLIMENTS Black Forest Ham, Honey Ham, Turkey or Chicken selection varies by store /100 g

**2/11** TAYLOR FARMS Chopped Salad Kits product of USA 312-383 g

Made with Real Cane Sugar

**99¢** From Atlantic Canada **big8** Soft Drinks 2 L

**3<sup>99</sup>** TROPICANA Drinks or Lemonade selected 1.36 L

**2<sup>99</sup>** **NEW** ALMOND BREEZE 1.89 L +50 PTS when you buy 1

**347** DR. OETKER Ristorante or Casa Di Mama Pizza selected 320-410 g

**4<sup>99</sup>** COMPLIMENTS Cheese 400 g or Shreds 220-320 g selected varieties

**99¢** **NEW** HERSEY'S Singles 34-58 g

**249** DARE Bear Paws 168-240 g, Viva Puffs 300 g or Wagon Wheels 315-360 g +100 PTS when you buy 3

**349** DEMPSTER'S Whole Grain Bread or Signature Breads 600 g

**15** CLIFF BAR 12x68 g pk or 4/55 ea 68 g

**2** ALLEN'S Apple Juice 1.89 L, FRUITE Fruit Drink 2 L or OASIS Juice, ARIZONA Iced Tea or DEL MONTE Nectar 960 mL tetra

**17<sup>88</sup>** **HOT PRICE** VAN HOUTTE Roast & Ground Coffee 640-908 g or TIM HORTONS Single Serve Coffee Cups 24-30 pk

**333** QUAKER Instant Oatmeal 168-344 g or Quick or Old Fashioned Oats 1 kg selected varieties +300 PTS when you buy 3

**14<sup>99</sup>** M&S Halloween Chocolates 95 pk while supplies last

**3** SOFTSOAP Hand Soap 332 mL or SPEED STICK Deodorant 45-85 g selected

**1** CREST or COLGATE Toothpaste 50-120 mL or ORAL-B Toothbrush 1 pk selected

**5<sup>88</sup>** **HOT PRICE** FRISKIES Dry Cat Food 1.4-1.5 kg

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 leave 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. Not available 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 Prince Edward Island. No base Scene+ points earned. See store for current rules. All weekly Sobeys offers include taxes, applicable fees, charges, full payments, service fees, rental fees, event tickets, gift cards, food dairy products in Atlantic regions, one-paid cards, postal products and services, Western Union, MC, Caribby, Tim Hortons, Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery photo finishing, disposal, 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 5000 Scene+ points (\$500 per day) for full Scene+ Terms & Conditions or to redeem your points, visit [www.sobeys.com/sceneplus](http://www.sobeys.com/sceneplus) and conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus P Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based inks. Prince Edward Island Supplement to The Charlottetown Guardian & The Journal Pioneer.

SOEYS\_WK26\_OBC\_ATL\_01

Partners in Growth

For every ton of paper used in the printing of this flyer, 5423 Partners in Growth™ program will contribute to the planting of a tree through Trees for Life Canada.

3

MIX

100%

FSC® C211322

Scene+  
**DIGITAL  
EXCLUSIVE**

# LOAD IT TO GET IT!

- 1 Download the Sobeys app
- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

Get up to **1050 PTS**

Activate your offers in the **Sobeys app** or at **MyGroceryOffers.ca**

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



Get **250 PTS**  
when you buy 2

COMPLIMENTS Milk Chocolate  
Peanut Butter Bites 340 g



Get **700 PTS**  
when you buy 2

COMPLIMENTS Aerosol  
Creamy Whip Whipped  
Cream 400 g



Get **100 PTS**  
when you buy 1

HERSHEY'S  
Multi-Pack Bars 156-232 g



Download on the  
**App Store**



GET IT ON  
**Google Play**

Offer valid October 24<sup>th</sup> to October 30<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.

100%  
**fresh**  
**GUARANTEE\***



**At Sobeys, our 100% Fresh  
Guarantee couldn't be easier.**

**Groceries aren't fresh?  
Get your money back - yes, really it's that easy.**

[Learn more](#)

\*If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt in-store to qualify for a refund. Restrictions apply, see [www.sobeys.com/value-flyer](http://www.sobeys.com/value-flyer) for details.

**Bake with CANADA'S #1 Baking Brands**

Chocolate Pumpkin Spice Cake

SCAN FOR DELICIOUS FALL RECIPES

**Get 500 PTS**  
When you spend \$20 or more on any of these participating baking products!

**3.97** ROBIN HOOD Flour assorted varieties 2.5 kg

**3.79** EAGLE BRAND Sweetened Condensed Milk assorted varieties 300 mL

**1.79** CARNATION Evaporated Milk assorted varieties 354 mL

**3.99** HERSHEY'S Chipits assorted varieties 200-270 g

**1.99** LANTIC Brown, Yellow or Icing Sugar selected 1 kg

\*Sugar offer is not part of Scene offer

Celebrate **Diwali**  
Find everything you need for your festivities.

More Diwali inspiration at [Sobeys.com/en/diwali/](http://Sobeys.com/en/diwali/)

**4 KG BAG**  
**17.99**  
TILDA Basmati Rice 4 kg

**16.99**  
BRAR'S Desi Ghee 800 g or SWARNA Chakki Fresh Atta 9.07 kg

**2.99**  
Bunch Spinach product of USA or Mexico

**17.99**  
Long (Opo) Squash product of Mexico 3.95/kg

**3.99**  
PATAK'S Cooking Sauce 400 mL or 3-Steps Meal 313 g selected varieties

**2.49**  
Indian Karela product of USA 5.49/kg

**2.29**  
Husked Coconuts product of Dominican Republic

**2.99**  
PANACHE Mini Naan plain or roasted garlic 200 g 3.99 ea

**3.49**  
BUY MORE SAVE MORE  
PANACHE Mini Naan plain or roasted garlic 200 g 3.99 ea

**5.29**  
COMPLIMENTS Naan Rounds 480 g

**4.99**  
COMPLIMENTS Peanuts selected 425-500 g

**6.99**  
COMPLIMENTS Almonds roasted salted or unsalted 275 g

**7.99**  
100 PTS when you buy 1  
COMPLIMENTS Cashews roasted salted or unsalted 275 g

**7.99**  
BEST BUY VALEUR PLUS  
PEAS & CARROTS POIS ET CAROTTES 2 kg

**7.99**  
BEST BUY VALEUR PLUS  
WHOLE KERNEL CORN MAÏS EN GRAINS ENTIERS 2 kg

**1.69**  
DEEP IQF Bhindi 340 g

**2/\$7**  
LAY'S Chips Asian Flavours selected varieties 165 g

**3.49**  
QUAKER Crispy Mini Magic Masala 90 g

**2/\$9**  
CHEETOS 170-285 g or DORITOS Tortilla Chips 210-280 g

**3.49**  
DEEP Frozen Pastry 292-400 g

**11.99**  
HERSHEY'S Nuggets Chocolate Gift Box 244 g while supplies last

**9.99**  
FERRERO Collection, Grand Assortment or Jewel Box Chocolates 118-200 g while supplies last

**1.99**  
100 PTS when you buy 3  
COMPLIMENTS Canned Legumes 540 mL

**3.49**  
RUBICON Exotic Drink selected varieties 1 L

**23.99**  
100 PTS when you buy 1  
BRITA Water Pitcher 6-Cup or Filters 3 pk

**3.97** MAGGI Masala Noodles Family Pack 280 g

**3.97** ROBIN HOOD Flour assorted varieties 2.5 kg

**3.79** EAGLE BRAND Sweetened Condensed Milk assorted varieties 300 mL

**1.79** CARNATION Evaporated Milk assorted varieties 354 mL

**3.99** HERSHEY'S Chipits assorted varieties 200-270 g

**1.99** LANTIC Brown, Yellow or Icing Sugar selected 1 kg

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

**Scene** GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

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

# So Local

Time to make pumpkin pie!

Grown right here at home

Dependent on weather



From Atlantic Canada  
**4.99**  
Regular Pumpkins  
product of Atlantic  
Canada



From Atlantic  
Canada  
**2.99**  
Pie Pumpkins  
product of  
Atlantic Canada



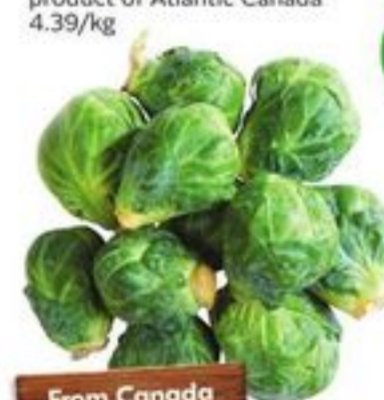
From Atlantic  
Canada  
**1.49**  
/lb  
Assorted Squash  
product of Atlantic  
Canada 3.28/kg



From Atlantic  
Canada  
**1.99**  
/lb  
Ornamental Gourds  
product of Atlantic Canada  
4.39/kg



From Atlantic  
Canada  
**4.49**  
Parsnips product of  
Atlantic Canada 454 g



From Canada  
**3.99**  
/lb  
Brussels Sprouts  
bulk product of  
Canada, Canada  
no 1 grade 8.80/kg



**6**  
PACK  
From Canada  
**3.79**  
Mini Cucumbers  
product of Canada,  
Canada no 1 grade 6 pk



**Guaranteed fresh or your money back**

## Fruity fresh...



**2.49**  
/lb  
Clementines  
product of South  
Africa or Argentina  
5.49/kg



**4.49**  
/lb  
Extra Large Green  
Seedless Grapes  
product of USA  
9.90/kg



**3L**  
From Atlantic  
Canada  
**8.99**  
Bartlett Pears product of Atlantic  
Canada, Canada extra fancy 3L  
(product may not be exactly as shown)



**6.99**  
SunGold Kiwi  
product of New  
Zealand 454 g



**50 PTS**  
when you buy 1  
**5.99**  
Honeydew Melons  
product of USA



**100 PTS**  
when you buy 2  
**3.99**  
Dragon Fruit  
product of Vietnam

## Veggie love...



**25 PTS**  
when you buy 2  
**1.49**  
Herbs Bunch  
product of Canada,  
USA or Mexico



**4.49**  
COMPLIMENTS  
Baby-Peeled Carrots  
340 g product of  
USA no 1 grade



ORGANIC  
From Canada  
**3.99**  
COMPLIMENTS  
ORGANIC White  
Button Mushrooms  
product of Canada  
227 g



ORGANIC  
**7.49**  
COMPLIMENTS Baby  
Spinach or Spring Mix  
or COMPLIMENTS  
ORGANICS Salad  
Blends product of  
USA or Mexico 312 g



**5.99**  
VALUE  
**FREE** Reusable Produce Bag with the  
purchase of any 2 LOOP Smoothies 355 mL selected



**5.99**  
LOOP  
SMOOTHIES  
355 mL

## bulk



**15% off**  
Prepared In-Store  
Daily Mixed Fruit  
Salad or Tropical  
Fruit Salads  
assorted sizes



**BUY 2 GET 1 FREE**  
Prepared  
Fresh Daily  
In-Store  
Roasters or  
BBQ Grillers  
assorted sizes



**6.99**  
COMPLIMENTS  
Chocolate Covered  
Almonds 350 g



**4.99**  
H&H Dried Fruit  
180 g

## floral

available at most stores



**9.99**  
Assorted  
Halloween  
Ceramics selection  
may vary by store



**12.99**  
Air Brushed or  
Dyed Roses 3-Stem



**12.99**  
Happy Diwali  
Mini Rose 6" Pot



**150 PTS**  
when you buy 1  
**15.99**  
Halloween  
Bouquet  
selection may  
vary by store

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





**ISLAND VIEW FARMS**  
Exceptional Quality Beef

**We support Local PEI  
Island View Farms**  
subject to availability

 <p><b>300 PTS</b> when you spend \$15 or more</p> <p><b>9.99</b> /lb</p> <p>Fresh Boneless Blade or Cross Rib Pot Roast or Family Size Simmering Steaks cut by your meat expert from Canada AAA grade beef 22.02/kg</p>	 <p><b>19.99</b> /lb</p> <p>Fresh Boneless Striploin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 44.07/kg</p>
 <p><b>100 PTS</b> when you buy 1 pkg</p> <p><b>5.99</b> /lb</p> <p>COMPLIMENTS Fresh AIR-CHILLED Bone-In Chicken Breast Halves Family Size 13.21/kg</p>	 <p><b>200 PTS</b> when you buy 1 pkg</p> <p><b>5.99</b> /lb</p> <p>COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 13.21/kg</p>
 <p><b>BUY2GET1 FREE</b> *if equal or lesser value</p> <p>NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Rib starting at 10.99/lb, 24.23/kg</p>	 <p>That's like <b>\$5</b> toward your groceries</p> <p><b>500 PTS</b> when you buy 1 pkg</p> <p><b>3.99</b> /lb</p> <p>value size Pork Half Loin Bone-In Chops frozen 8.80/kg</p>
 <p><b>300 PTS</b> when you spend \$20 or more</p> <p><b>7.99</b> /lb</p> <p>Fresh Premium Bacon &amp; Cheddar, Jalapeno &amp; Cheddar or Onion &amp; Swiss Medium Ground Chuck Beef Burger 17.61/kg</p>	 <p>That's like <b>\$5</b> toward your groceries</p> <p><b>500 PTS</b> when you buy 1 pkg</p> <p><b>5.99</b> /lb</p> <p>Frozen Grade A Duck 13.21/kg</p>
 <p><b>11.99</b> /lb</p> <p>Seasoned Lamb Chops Greek &amp; Lemon or Provence De Herb 26.43/kg</p>	 <p><b>5.99</b> /lb</p> <p>PANACHE Breakfast or Dinner Pork Sausages 375-500 g</p>

### Warm up with a hearty stew!



**9.99** /lb

Fresh Boneless Beef Stewing Cubes Family Size cut from Canada AA grade beef 22.02/kg

### Tasty stir fries start here!



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

**11.99** /lb

Fresh Beef Hip Boneless Stir Fry Strips cut by your meat expert from Canada AA grade beef 26.43/kg



**150 PTS**  
when you spend \$10 or more

**5.99** /lb

Fresh Boneless Pork Loin Centre Stir-Fry Strips or Cutlets Family Size 13.21/kg




## quick & easy

 <p><b>2.99</b></p> <p>COMPLIMENTS Regular or Jumbo Wieners 450 g or Sliced Meat 175 g</p>	 <p><b>7.99</b> /lb</p> <p>CHRIS BROTHERS Corned Beef Brisket 17.61/kg</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>5.99</b></p> <p>BUTTERBALL Turkey Bacon or Rasher 300-375 g</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>7.99</b></p> <p>COMPLIMENTS Cheese Sticks, Breaded Pickle Spears, Cheddar &amp; Bacon Potato Skins or Cream Cheese Stuffed Jalapeno Poppers 325-500 g</p>
 <p><b>7.99</b></p> <p>SWISS CHALET or MONTANA'S Individual Pot Pies frozen 470 g</p>	 <p><b>9.99</b></p> <p>BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g</p>	 <p><b>200 PTS</b> when you buy 2</p> <p><b>9.99</b></p> <p>POGO Original 10 pk or All Beef 8 pk 600-750 g</p>	 <p><b>150 PTS</b> when you buy 1</p> <p><b>14.99</b></p> <p>MARCANGELO Pork Breakfast Sausage Links &amp; Patties or Chicken or Pork Meatballs 1.2-1.4 kg</p>

**GET TO FREE GROCERIES FASTER** when you open your Scene membership card and pay with your Scotiabank Scene Visa Card. **100 pts** when you spend \$10 in groceries.

©2020 Scotiabank. \$10 in groceries. Scene points redeemed at any participating Empire location must be redeemed in increments of 1000. Text: Scene pts on every \$10 spent. On purchases made with participating Scotiabank Visa Card. See full list of participating merchants across Canada at Scotiabank.com/participatingmerchants. Visa Inc. Licensed user.

# seafood

 <p><b>7<sup>99</sup></b> /lb Haddock Fillets frozen 17.61/kg</p>	 <p><b>8<sup>99</sup></b> COMEAU or GOSSELIN Hot Smoked Salmon 140-150 g or WILLY KRAUCH'S Cold Smoked Atlantic Salmon 115 g previously frozen</p>	 <p><b>5<sup>99</sup></b> Prepared In-store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g or Imitation Crab Platter with Cocktail Sauce 450 g</p>	 <p><b>10<sup>99</sup></b> /lb Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg</p>
 <p><b>9<sup>99</sup></b> PANACHE Seafood Appetizers assorted 252-355 g</p>	 <p><b>2<sup>99</sup></b> COMPLIMENTS Crab- or Lobster-Flavoured Alaskan Pollock 227 g</p>	 <p><b>BUY 1 GET 1 FREE</b> IFC Atlantic Canada Cooked Snow Crab Clusters 454 g</p>	 <p><b>8<sup>99</sup></b> SAVE \$1 MARINA DEL REY Ecuadorian Jumbo Raw Shrimp 10-20 ct per lb, 340 g</p>

# kitchen

 <p><b>18<sup>99</sup></b> SAVE 1.50 RANA Lasagna 1.1 kg</p>	 <p><b>11<sup>99</sup></b> COMPLIMENTS 6-Layer Dip 850 g</p>	<h2>Pizza &amp; Wings Halloween meal deal.</h2> <p><b>500 PTS</b> when you buy Pizza &amp; Wings</p> <p><b>BUY 1 &amp; GET 1</b> 14" Take &amp; Bake Pizza Wings for only <b>\$12</b></p> <p><b>149 ea.</b> PLUS add one 1-litre Coca-Cola product</p>
 <p><b>6<sup>99</sup></b> YUCATAN Guacamole large 454 g or 6 pk mini 340 g</p>	 <p><b>9<sup>99</sup></b> OLIVIERI Pasta 500-700 g or Sauce 600 mL 7.99 ea</p>	

# deli

 <p><b>3<sup>49</sup></b> /100 g COMPLIMENTS German, Hungarian or Peppercorn Salami</p>	 <p><b>3<sup>99</sup></b> /700 g STARTING AT MAPLE LEAF Natural Selections Black Forest Ham or Roasted Turkey</p>	<h2>AGROPUR Grand Cheddar™</h2> <p><b>SAME AWARD-WINNING CHEDDARS, LESS PACKAGING</b></p> <p><b>6<sup>99</sup></b> AGROPUR Grand Cheddar 1 or 2 years 200 g</p> <p><b>7<sup>99</sup></b> AGROPUR Grand Cheddar 3 or 5 years 200 g</p> <p><b>6<sup>99</sup></b> L'EXTRA Camembert or Double Cream Brie 170 g</p> <p><b>30% off</b> L'EXTRA Brie or Brie Double Crème works out to be 3.29/100 g</p> <p><b>82% less packaging</b></p> <p><b>MIX &amp; MATCH</b> Get <b>200 PTS</b> When you buy any 2 participating Agropur or L'Extra cheeses.</p>
 <p><b>5<sup>99</sup></b> FANTINO &amp; MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g</p>	 <p><b>5<sup>99</sup></b> SAN DANIELE Prosciutto 100 g</p>	

**100% fresh GUARANTEE** Guaranteed fresh or your money back

# bakery

 <p><b>2<sup>99</sup></b> French or Italian Bread 450 g</p>	 <p><b>6<sup>99</sup></b> QUINN'S Pumpkin Spice Swiss Rolls 402 g</p>	<h2>So spooky! Trick or Treat!</h2> <p>ALL HALLOWEEN PRICES EFFECTIVE UNTIL OCTOBER 31<sup>ST</sup></p> <p><b>6<sup>99</sup></b> STARTING AT Cupcakes 6 pk 310-505 g</p> <p><b>5<sup>99</sup></b> STARTING AT TWO-BITE Halloween Mini Cupcakes 12 pk or KIMBERLEY'S BAKESHOPPE Soft Sugar Frosted Cookies 10 pk 284-383 g</p> <p><b>12<sup>99</sup></b> Small Halloween Pull Apart Cake 400 g</p> <p><b>11<sup>49</sup></b> Monster Cake 705 g</p>
 <p><b>5<sup>99</sup></b> SAVE \$1 COMPLIMENTS Pecan or Raisin Butter Tarts 510 g</p>	 <p><b>3<sup>99</sup></b> BAKED IN STORE Panini or Calabrese Buns 6 pk 250-480 g</p>	

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)

# So easy



Family meal deals



Get **250** PTS

When you buy 200 g or more

Ready for you Meal Kits,  
Value Sized or Individual Sized  
Chilled Meals

**Buy any**

Freshly Prepared  
Sandwich or Wrap

**& add**

a Small Hot Soup

**for only**

**\$2**



# So spooky!

Trick or Treat

32  
PACK



12.49

PRINGLES Chips 32 pk while supplies last



9.99

MARS Fun Size Assorted Chocolate 50 pk while supplies last



17.49

CADBURY Assorted Chocolates or MAYNARDS Candy 90 pk while supplies last

Cake and pizza available at our bakery and hot food counters



Offer not included in the Scene Halloween Promo



10.99

HERSCHEY'S Chocolate or Candy 35-50 pk while supplies last



18.99

NESTLÉ Assorted Minis 100 pk while supplies last

Get 500 PTS

When you spend \$20 or more on Nestlé participating products.\*

\*before taxes



5.99

KINDER Surprise 100 g while supplies last

Scene

EARN POINTS ON HALLOWEEN TREATS

GET UP TO 1000 PTS

when you purchase Halloween Treats\*\* October 24-31

SPEND \$20-29.99, GET 250 PTS  
 SPEND \$30-39.99, GET 500 PTS  
 SPEND \$40 OR MORE, GET 1000 PTS

\*\*Must be in a single transaction that contains at least \$20 of Halloween treats and excludes tax. Applies to all in stock items only. Does not include items from our HMR or in-store bakery. No rain checks or special orders. Offer valid from Oct 24-31, 2024



# We all deserve scary-good sweets!



100 PTS when you buy 1

4<sup>49</sup>

COMPLIMENTS Pure Milk Chocolate Balls 250 g while supplies last



2<sup>49</sup>

COMPLIMENTS Candy 125-175 g



2<sup>99</sup>

COMPLIMENTS Tablet Bars 100 g

# frozen & dairy



**5.99**  
NESTLÉ Drumstick Frozen Dessert or DEL MONTE Gelato or Sorbet 946 mL



**4.49** MCCAIN Breakfast Potatoes 600-650 g



**4.99** COFFEEMATE Coffee Creamers 828-946 mL



**4.99** OASIS Health Break or Smoothie 1.6 L



**2.29** MINUTE MAID Frozen Orange Juice 295 mL



**2/\$5** GREEN GIANT SIMPLY Steam Vegetables 198-250 g



**3.99** YOPLAIT Source Yogurt 630 g



**7.99** COMPLIMENTS Orange Juice not from concentrate 2.5 L or STARBUCKS Iced Coffee 1.18-1.42 L



**3.49** HEINZ Bagel Bites 198 g



**5.99** BREYERS Creamery Style Ice Cream 1.66 L or REVELLO, FUDGICLE or POPSICLE Ice Pops selected 12 pk



**10.49** value size iögo Yogurt 2 kg



**2.49** PILLSBURY Crescent Rolls or Wiener Wrap 200-227 g or COMPLIMENTS 68% Vegetable Oil Margarine 427 g

# meal makers



**200 PTS** when you buy 2  
COMPLIMENTS Spices or Seasonings selected 5-245 g



**3.49** COMPLIMENTS 7" Tortillas 340 g, Hot Dog or Hamburger Buns 12 pk



**5.47** GENERAL MILLS Family Size Cheerios or Selected Varieties 475-778 g



**2.49** MEMBER PICKS SAVE \$1  
**3.49** without Scene+ Card  
MOTT'S Apple Sauce 620 mL or Fruitsations 6 pk



**2.49** FRENCH'S Mustard 400 mL



**100 PTS** when you buy 2  
MEZZETTA Peppers 375 mL



**5.99** SMUCKER'S Pure Jam 310-500 mL or JIF Peanut Butter (excludes raspberry)



**150 PTS** when you buy 1  
COMPLIMENTS Pickles or Sauerkraut 1 L



**1.79** GREEN GIANT Canned Vegetables 341-398 mL



**150 PTS** when you buy 3  
**3.49** BEN'S ORIGINAL Bistrot Express Rice 240-250 g



**20% off** COMPLIMENTS Raisins, Prunes, Currants or Dates 375 g-1 kg



**2.99** BETTY CROCKER Frostings 340-450 g or Super Moist Cake Mix selected 375-404 g

## Love it. Or it's free.\*

\*For details see COMPLIMENTS.ca

**3.99** COMPLIMENTS Frozen Vegetables selected 750 g

**13.99** value size COMPLIMENTS Frozen Fruit 1.5 kg

**50 PTS** when you buy 1  
**3.49** COMPLIMENTS Aerosol Whipped Cream 225 g

**100 PTS** when you buy 2  
**3.49** COMPLIMENTS Cream Cheese or Spread 227-250 g

**3.99** COMPLIMENTS Frozen Entrée Bowls 300 g

**5.99** COMPLIMENTS Flatbread Pizza 310 g

**50 PTS** when you buy 2  
**1.99** COMPLIMENTS Sour Cream 250 mL

**200 PTS** when you buy 2  
**6.49** COMPLIMENTS Omega-3 Free Run Large Eggs 12 pk

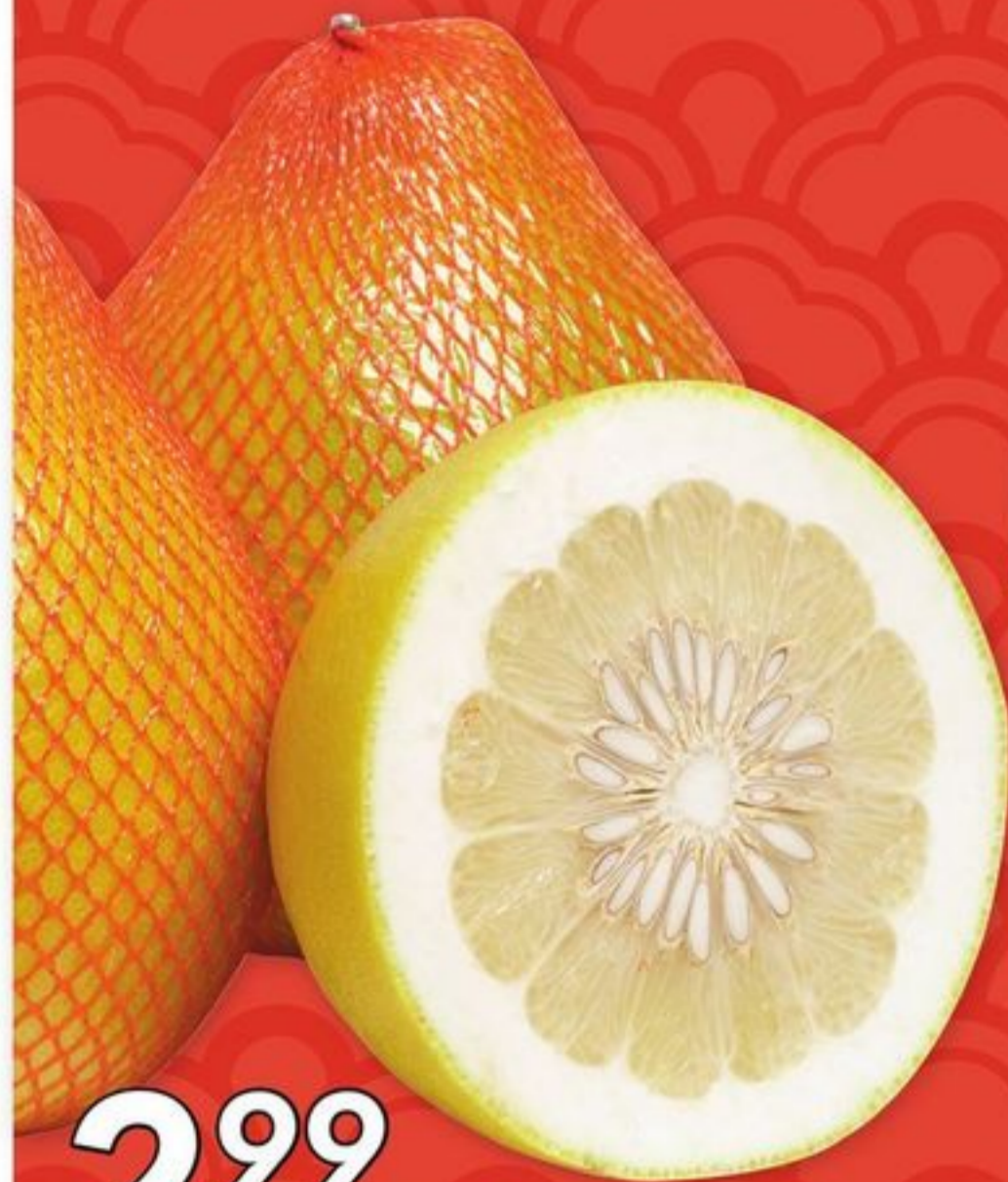
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# Explore products from around the world!

Shop international foods storewide.



**2<sup>99</sup>** ea  
Honey Pomelos  
product of China



**3<sup>49</sup>** **100 PTS**  
when you buy 2  
SUNRISE Tofu Firm 500 g or  
Soyganic Tofu Firm 500 g



**1<sup>99</sup>** ea  
From Canada  
Bean Sprouts  
product of Canada  
325 g



**1<sup>29</sup>**  
NONGSHIM Bowl  
Noodles 86 g  
selected varieties



**3<sup>99</sup>**  
PATAK'S 3 Step Meal  
Kits 313-315 g  
selected varieties



**6<sup>99</sup>**  
THAI KITCHEN  
Curry Paste 112 g  
selected varieties



**5<sup>99</sup>**  
KIKKOMAN Soy Sauce  
less sodium 296 mL



**6<sup>99</sup>**  
KIKKOMAN  
Teriyaki Sauce  
296 mL



**7<sup>99</sup>**  
KIKKOMAN  
Takumi Sauce  
470-472 mL  
selected varieties

# drinks & snacks

**100 PTS** when you buy 4  
**2/\$7**

KOOL-AID Orange 48 mL, MIO Lemonade, CRYSTAL LIGHT Lemonade 48 mL, Lemon Singles 36 g, Raspberry Ice 4 pk

**4.99**

CHRISTIE Family Size Cookies selected 303-530 g or Family Size Crackers 350-454 g

**200 PTS** when you buy 3  
**3.29**

PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g

**3.99**

CHRISTIE Premium Plus Crackers 450-500 g

**5.49**

TERRA BEATA Cranberry or Cherry Juice 1.89 L

**23.99**

STARBUCK'S Coffee 793-907 g or K-Cups\* 24 pk

**5.49**

WERTHER'S ORIGINAL Soft Caramels pumpkin or apple 250 g while supplies last

**2.99**

HERSHEY'S Harry Potter Kisses Canes 50 g, AIRHEADS 340 g, CHUPACHUP Suckers 25 pk or DARE Real Fruit Candy 120-180 g while supplies last

**150 PTS** when you buy 2  
**2/12**

LACROIX Sparkling Water 8x355 mL

**100 PTS** when you buy 2

RED BULL Energy Drinks 250 mL

**2.99**

PURE LIFE Spring Water 12x330 mL

**100 PTS** when you buy 2  
**2.99**

JOLLY RANCHER or TWIZZLERS Candy 170-198 g

**100 PTS** when you buy 2

COMPLIMENTS Potato Chips 200 g

**2/8.50**

TOSTITOS Tortilla Chips 205-300 g

**3.75** BUY MORE SAVE MORE

HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g 5.49 ea

**3.49**

KELLOGG'S Kashi, Nutri-Grain Bar, Special-K or Rice Krispies Squares or Pop-Tarts selected varieties 125-384 g

**Here for your budget and lifestyle**

**300 PTS** when you buy 1  
**14.99**

COMPLIMENTS Whole Bean Coffee 907 g or 30 pk

**100 PTS** when you buy 1

COMPLIMENTS Non-Alcoholic Beer 12x355 mL

**1.49**

COMPLIMENTS Bagged Chocolate 110 g

**200 PTS** when you buy 2

BEST BUY Crème Filled Cookies selected varieties 600 g

**6.49**

NATURE'S BAKERY Fig Bars 340 g

**12.99**

PREMIER Protein Shakes 4 pk, 325 mL

**17.99**

METHOD Laundry Detergent 1.58 L

**Get 100 PTS** when you buy 5 bars  
**Get 300 PTS** when you buy a 19 pk carton

**25.99**

LARABAR 45-48 g 16 pk or 1 pk 3 for \$5

**2.99**

SILK Aseptic Next Beverage 346 mL

**4.49**

AMY'S KITCHEN Soups 398 mL

**7.99**

AMY'S KITCHEN Bowls and Entrées 234-284 g

**100 PTS** when you buy 1

COMPLIMENTS Gluten Free or Cauliflower Crust Frozen Pizza 330-360 g

**4.29**

QUE PASA Tortilla Chips 156-350 g

**2/\$5**

COVE Gut Healthy Soda 355 mL

**\$3**

HARVEST SNAPS Crunchions 71-93 g

**100 PTS** when you buy 2  
**3.99**

COMPLIMENTS ORGANIC Tablet Bars 100 g

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*Paws-itively perfectly!*



**15<sup>99</sup>**

BEYOND Cat Food  
1.36 kg



BUY MORE  
SAVE MORE

**750**

BEYOND Wet Cat Food Singles  
ea when you buy 4 or more  
85 g 2.19 ea



100 PTS  
when you buy 1

**13<sup>99</sup>**

PURINA Tidy Cats Cat Litter 2.72 kg



BUY MORE  
SAVE MORE

**349**

ea when you buy 2 or more  
FORTHGLADE Wet Dog Food 4.29 ea



BUY MORE  
SAVE MORE

**749**

ea when you buy 4 or more  
SHEBA Bistro Wet Cat Food 75 g 1.79 ea



**15<sup>99</sup>**

LILY & JAX Dry Cat or Dog Food  
1.6-2 kg



12 PACK

**16<sup>99</sup>**

SHEBA Bistro Wet Cat Food  
12 pk



# home & pet care

<p><b>19<sup>99</sup></b> CESAR Wet Dog Food 12x100 g</p>	<p><b>15<sup>99</sup></b> WHISKAS Perfect Portions Wet Cat Food 12 pk, NATURE'S RECIPE Grain Free Dry Dog Food 1.8 kg or IAMS ProHealth 1.36-1.5 kg</p>	<p><b>200 PTS</b> when you buy 1 <b>15<sup>49</sup></b> COMPLIMENTS Cat Litter 4 kg or Dry Cat Food 9 kg</p>	<p><b>150 PTS</b> when you buy 4 <b>3/\$5</b> COMPLIMENTS Wet Dog Food 100 g</p>
<p><b>14<sup>49</sup></b> PUREX Laundry Detergent 4.08-4.43 L, PERSIL Laundry 2.21 L, Discs 32-42 pk or SUNLIGHT Laundry Detergent 4 L</p>	<p><b>8<sup>99</sup></b> CASCADE Dishwasher Tabs 12-20 pk or PUREX Laundry Detergent 1.47-2.03 L or SUNLIGHT Laundry Detergent 1.84 L</p>	<p><b>100 PTS</b> when you buy 2 <b>2/\$9</b> LYSOL Bathroom or Toilet Bowl Cleaner 650-950 mL, All Purpose Cleaner 650 mL-1.2 L, Shower Cleaner 538-680 g or Pucks 100 g selected</p>	<p><b>6<sup>49</sup></b> FLEECY Dryer Sheets 80 pk or Fabric Softener 1.36 L</p>
<p><b>200 PTS</b> when you buy 2 <b>8<sup>99</sup></b> ROYALE Bathroom Tissue 8=16 rolls</p>	<p><b>8<sup>99</sup></b> COMPLIMENTS Paper Towel 6 rolls or Facial Tissue 6 pk</p>	<p><b>2/\$7</b> ZIPLOC Sandwich or Snack Bags 30-40 pk</p>	<p><b>23<sup>99</sup></b> Glad Large Waste Bags 100 pk</p>

# health, beauty & baby

<p><b>5<sup>49</sup></b> PANTENE Hair Care 170-355 mL or 187 g selected</p>	<p><b>5<sup>99</sup></b> U BY KOTEX Pads, Tampons or Liners 14-50 pk selected</p>	<p><b>8<sup>99</sup></b> OLAY Body Wash 650 mL, OLD SPICE Bars 12 pk, SPEEDSTICK Deodorant 2 pk or SCHMIDT'S Deodorant 75 g selected</p>	<p><b>UP TO 30% off</b> HEAD &amp; SHOULDERS or NEXXUS Hair Care 100-613 mL or CLAIROL Nice 'N Easy or Natural Instincts Hair Colour 1 pk selected</p>
<p><b>300 PTS</b> when you buy 2 <b>12<sup>99</sup></b> HEAD &amp; SHOULDERS or Hair Biology Hair Care 95-400 mL selected</p>	<p><b>BUY 1 GET 1 FREE</b> COMPLIMENTS Toothbrush 1-2 pk or Hand Soap 340 mL selected</p>	<p><b>250 PTS</b> when you buy 2 <b>4<sup>99</sup></b> GARNIER Hair Shampoo or Conditioner 250-370 mL selected</p>	<p><b>9<sup>99</sup></b> AVEENO Body Lotion 532 mL</p>
<p><b>28<sup>99</sup></b> HUGGIES Ninjamas or Training Pants or Pull Ups or Goodnites 28-120 pk</p>	<p><b>15<sup>99</sup></b> HUGGIES Baby Wipes 288-384 pk</p>	<p><b>BUY MORE SAVE MORE</b> <b>1<sup>99</sup></b> BABY GOURMET Purée Pouches 113-128 mL selected 2.49 ea</p>	<p><b>34<sup>99</sup></b> PAMPERS Huge Diapers 80-160 pk</p>

# pharmacy

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

**15% off**  
TYLENOL Pain Relief 80-150 pk or MOTRIN 400 mg or Liquid Gels 60 pk\*, TYLENOL or BENLYN Cough or Cold & Flu selected\*, BAND-AID Premium Bandages selected or POLYSPORIN Ointment 30 g or PEPCID Heartburn Relief 25-30 pk

MIX & MATCH

**GET 600 PTS** when you buy 2

**15% off**  
VICKS Dayquil or Nyquil Cold & Flu 354 mL or 24 pk selected\*

**15% off** GOLD BOND First Aid Care selected

**Book your flu shot today**

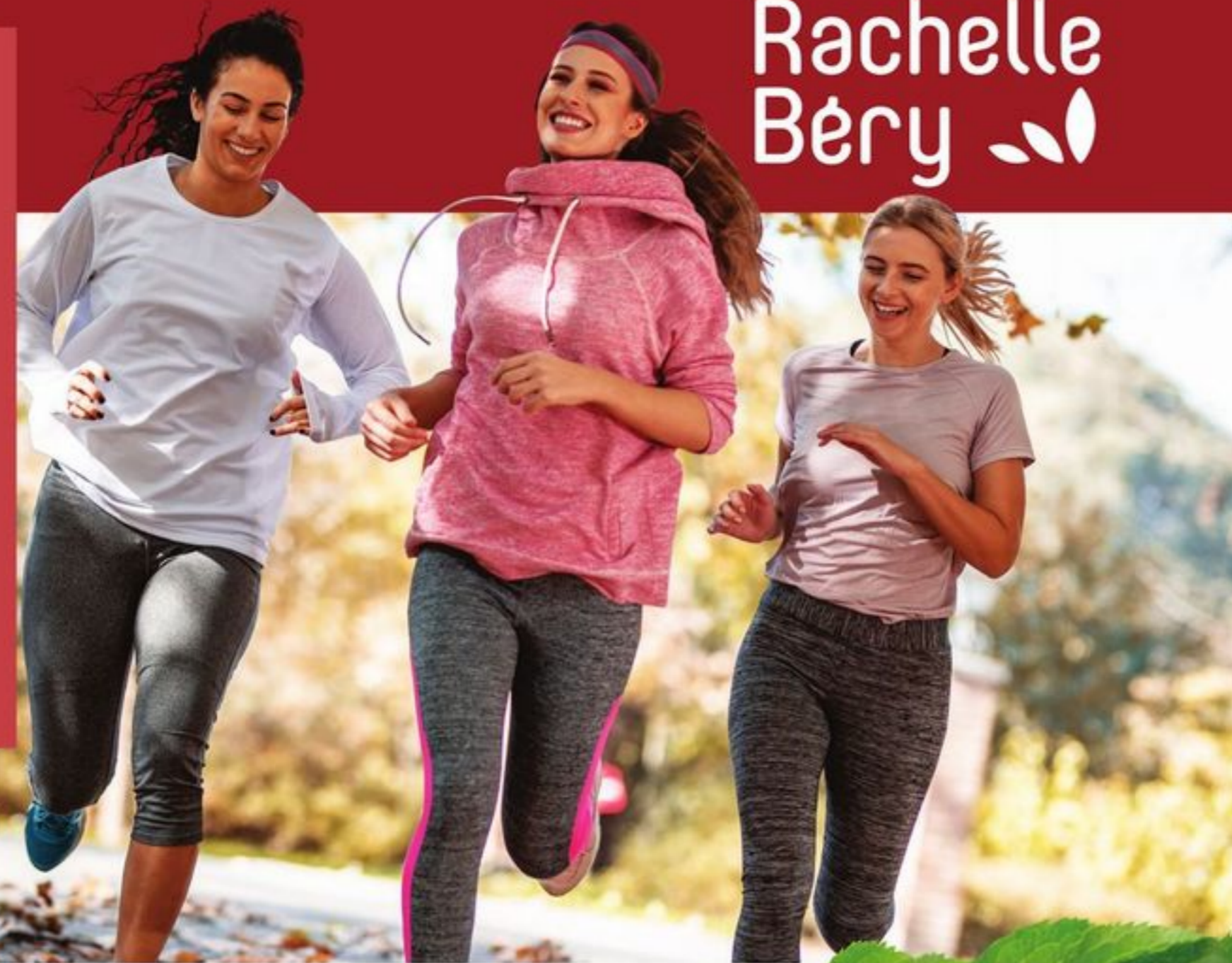
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Rachelle Béry

Fall into wellness

Rachelle Béry  
wellness boutique



Build your immunity

Arm yourself for cold & flu season

**15% off**  
GARDEN OF LIFE VITAMINS OR SUPPLEMENTS ASSORTED VARIETY 30-90 PK OR 58 ML

Get added benefits from sport hydration

**20% off**  
NATURE'S WAY SAMBUCUS GUMMIES 60 PK OR LIQUIDS 120 ML OR ZINC 60 PK

**150 PTS** when you buy 1

Boost your brain

**9.99**  
NUUN VITAMINS OR ELECTROLYTES 10 PK

Double down on immune boosters

**15% off**  
NOW VITAMINS OR SUPPLEMENTS

**15% off**  
ST. FRANCIS HERB FARM DEEP IMMUNE 50-250 ML OR 90 PK OR COLD OR FLU PRODUCTS 30-50 ML OR 60 PK

**34.99**  
FEED THAT BRAIN COLLAGEN AND MCTS 240 G

**18.99**  
FEED THAT BRAIN GUMMIES 60 PK

So fresh & clean

**15% off**

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JASON ASSORTED ORAL OR BODY CARE

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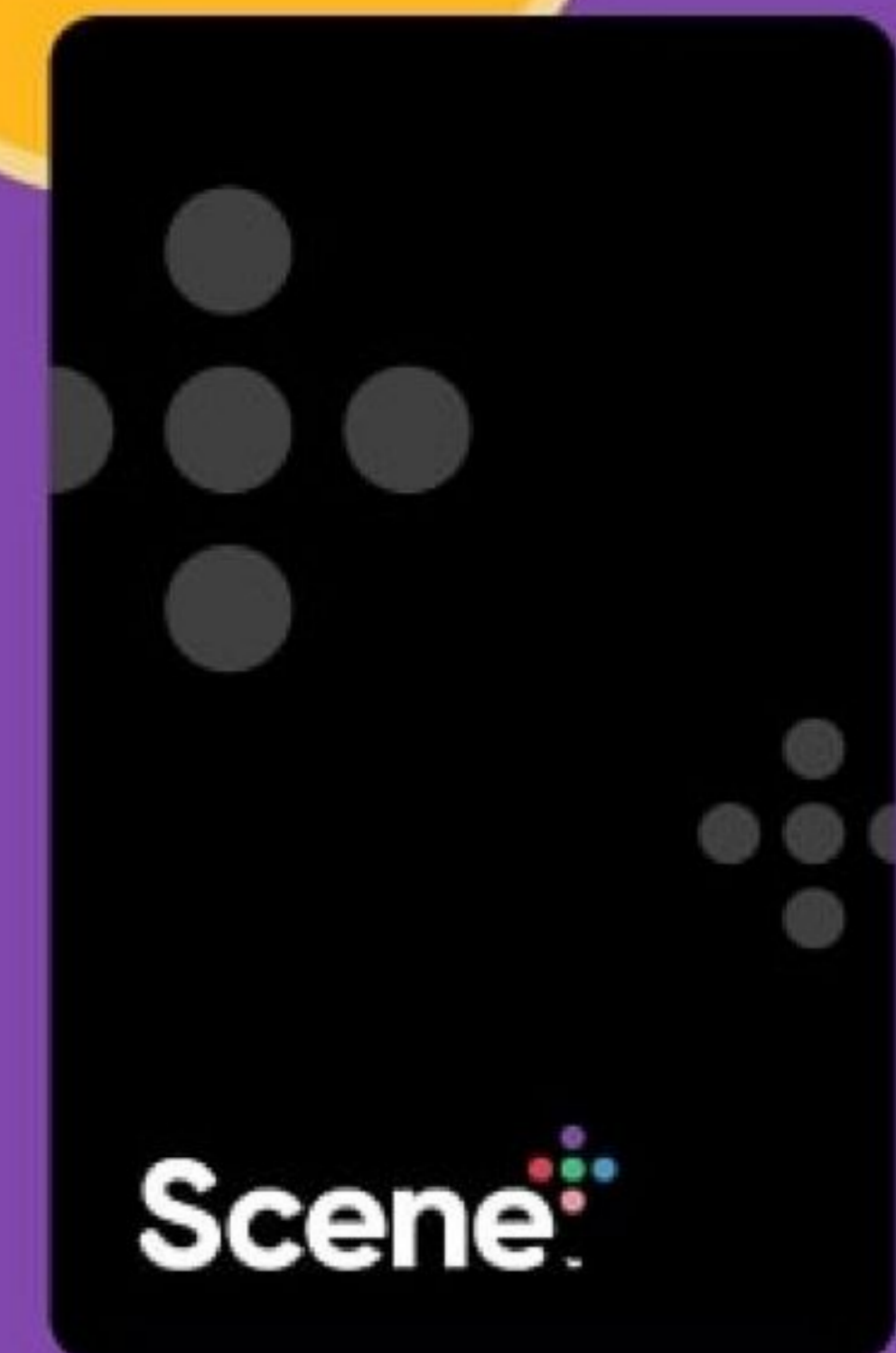
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= \$10 in  
groceries<sup>1</sup>**



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