

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



Sterling SILVER
 FRESH BEEF
 STERLING SILVER 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

2.97



Raspberries product of
 USA or Mexico 170 g

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

4.99

From Atlantic
 Canada



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

4.99

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



HOT
 PRICE

99¢

HOT
 PRICE

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



HOT
 PRICE

9.97

HOT
 PRICE

12 pk
 equals
 83¢/box



200 PTS
 when you buy 2

HOT
 PRICE

9.97

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 Newfoundland
 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. SOBESY_WK26_FOL_Atl_NFLD

KS, NB, PE, P, Q, R, S, T, U, V, W, X, Y, Z

Scene

MEMBER

PRICING

Swipe your Scene+ Card and Save



MEMBER PRICING
5⁹⁹ /lb
13.21/kg **value size**
SAVE \$1 /lb

6⁹⁹ without Scene+ Card /lb 13.41/kg
Fresh Boneless Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last



MEMBER PRICING
13⁹⁹ **SAVE \$4**

17⁹⁹ without Scene+ Card
HERSHEY'S Chocolate or Candy 120 pk white supplies last



MEMBER PRICING
17⁹⁹ **SAVE \$3**

20⁹⁹ 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, T, U, V, W, X, Y, Z

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

COUNTRY RIBBON
Fresh AIR-CHILLED
Whole Chicken or
Chicken Legs Family
Size 6.61/kg

1kg

value size

11.99 COMPLIMENTS Thick Cut
Bacon or Breakfast, Mild or
Honey Garlic Pork Sausages
1-1.4 kg

3.99 CATCH OF THE DAY
Breaded or Battered
Fish 350 g

3.99 TAYLOR FARMS
Chopped Salad Kits
product of USA
312-383 g

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

3.99 COMPLIMENTS Grape
Tomatoes product of
Canada 283 g

4 Kaiser Buns 6 pk
430 g

6.49 no when you
buy 2 or more
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

2.99 /100 g
COMPLIMENTS Black Forest
Ham, Honey Ham, Turkey or
Chicken selection varies by store

Made with
Real Cane
Sugar

99¢ From Atlantic
Canada
BIG 8 Soft
Drinks 2 L

3.99 TROPICANA
Drinks or Lemonade
selected 1.36 L

2.99 NEW
ALMOND BREEZE
1.89 L
50 PTS
when you buy 1

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

4.99 COMPLIMENTS
Cheese 400 g or
Shreds 220-320 g
selected varieties

99¢ NEW
HERSHEY'S
Singles 34-58 g

2.49 100 PTS
DARE Bear Paws
168-240 g, Viva Puffs
300 g or Wagon
Wheels 315-360 g

3.49 DEMPSTER'S Whole
Grain Bread 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

17.88 HOT PRICE
VAN HOUTTE Roast & Ground
Coffee 640-908 g or
TIM HORTONS Single Serve
Coffee Cups 24-30 pk

3.33 300 PTS
QUAKER Instant Oatmeal 168-344 g
or Quick or Old Fashioned Oats 1 kg
selected varieties

14.99 MARS Halloween
Chocolates 95 pk
while supplies last

3 SOFT SOAP 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

5.88 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. 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. 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 Newfoundland. No base Scene+ points earned. See only offers for current ways to earn Scene+ points. Sobeys offers include: taxes, delivery fees, toll services, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, MacCallum's Tim Hortons, Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1000 Scene+ points for \$10 towards your purchase up to a maximum of \$20000 Scene+ points (\$200 per day). For full Scene+ Terms & Conditions or to redeem your points, visit <http://www.sobey.com/sceneplus> or call 1-800-387-6342. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus © Corporation used under license by Sobeys Capital Incorporated.

SOBEYS_WX26_OBC_ATL_NFLD

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.

Partners in Growth

6

MIX
FSC® C021322

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 24th to October 30th, 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 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/

4 KG BAG
Tilda PURE BASMATI BASMATI PUR
17.99

BRAR'S Ghee
16.99

SWARNA CHAKKI FRESH ATTA
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

1.99 Long (Opo) Squash product of Mexico 4.39/kg

3.99 PATAK'S BUTTER CHICKEN POULET AU BEURRE
400 mL or 3-Steps Meal 313 g selected varieties

2.99 Indian Karela product of USA 6.59/kg

2.29 Husked Coconuts product of Dominican Republic

3.49 PANACHE Mini Naan plain or roasted garlic 200 g 3.99 ea

3.49 MAGGI Masala Noodles Family Pack 280 g

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 COMPLIMENTS Cashews roasted salted or unsalted 275 g

7.99 BEST BUY FROZEN VEGETABLES 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 COMPLIMENTS Canned Legumes 540 mL

3.49 RUBICON Exotic Drink selected varieties 1 L

23.99 BRITA Water Pitcher 6-Cup or Filters 3 pk

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

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit mygroceryoffers.ca or the Sobeys app.

So Local

Time to make pumpkin pie!

Grown right here at home

Dependent on weather



From Atlantic Canada

5.99

Regular Pumpkins product of Atlantic Canada



From Atlantic Canada

3.99

Pie Pumpkins product of Atlantic Canada



From Atlantic Canada

7.99

/lb Assorted Squash product of Atlantic Canada 4.39/kg

From Atlantic Canada

2.99

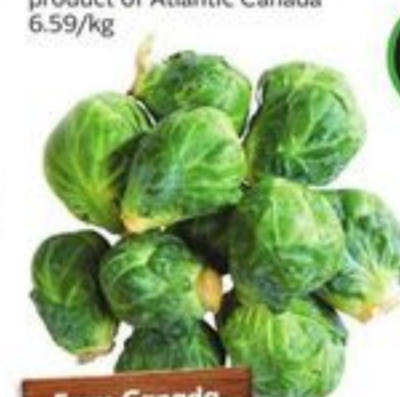
/lb Ornamental Gourds product of Atlantic Canada 6.59/kg



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

4.49

Mini Cucumbers product of Canada, Canada no 1 grade 6 pk

100% fresh GUARANTEE

Guaranteed fresh or your money back

Fruity fresh...



2.99 /lb Clementines product of South Africa or Argentina 6.59/kg



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



12.49 3L From Atlantic Canada Bartlett Pears product of Atlantic Canada, Canada extra fancy 3L (product may not be exactly as shown)



7.99 SunGold Kiwi product of New Zealand 454 g



6.99 50 PTS when you buy 1 Honeydew Melons Product of USA



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

Veggie love...



1.99 25 PTS when you buy 2 Herbs Bunch product of Canada, USA or Mexico



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



4.49 From Canada COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g



7.49 COMPLIMENTS Baby Spinach or Spring Mix product of Canada or USA 312 g



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



LOOP Smoothies 355 mL selected

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 STARTING AT Assorted Halloween Ceramics selection may vary by store



14.99 Air Brushed or Dyed Roses 3-Stem



15.99 Happy Diwali Mini Rose 6" Pot



16.99 150 PTS when you buy 1 Halloween Bouquet selection may vary by store

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

so tender
Sterling SILVER
HAND-SELECTED AAA BEEF
 Well-marbled. Aged to perfection. Cut from Canada AAA Beef. Exclusive to Sobeyes.

300 PTS when you spend \$15 or more

9.99 /lb

STERLING SILVER 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

19.99 /lb

STERLING SILVER Fresh Boneless Striploin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 44.07/kg

CERTIFIED TENDER
TENDRETE CERTIFIEE

100 PTS when you buy 1 pkg

5.49 /lb

COUNTRY RIBBON Fresh AIR-CHILLED Chicken Breast Halves Family Size 12.10/kg

200 PTS when you buy 1 pkg

5.49 /lb

COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken Wings Family Size 12.10/kg

BUY 2 GET 1 FREE
 *if equal or lesser value

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Rib starting at 10.99/lb, 24.23/kg

That's like **\$5** toward your groceries

500 PTS when you buy 1 pkg

3.99 /lb

value size

Pork Half Loin Bone-In Chops frozen 8.80/kg

300 PTS when you spend \$20 or more

7.99 /lb

Fresh Premium Bacon & Cheddar, Jalapeno & Cheddar or Onion & Swiss Medium Ground Chuck Beef Burger 17.61/kg

That's like **\$5** toward your groceries

500 PTS when you buy 1 pkg

5.99 /lb

Frozen Grade A Duck 13.21/kg

11.99 /lb

Seasoned Lamb Chops Greek & Lemon or Provence De Herb 26.43/kg

5.99 /lb

PANACHE Breakfast or Dinner Pork Sausages 375-500 g

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

STARTING AT 2.99

COMPLIMENTS Regular or Jumbo Wieners 450 g or Sliced Meat 175 g

7.99 /lb

CHRIS BROTHERS Corned Beef Brisket 17.61/kg

100 PTS when you buy 2

5.99 /lb

BUTTERBALL Turkey Bacon or Rasher 300-375 g

100 PTS when you buy 2

7.99 /lb

COMPLIMENTS Cheese Sticks, Breaded Pickle Spears, Cheddar & Bacon Potato Skins or Cream Cheese Stuffed Jalapeno Poppers 325-500 g

7.99 /lb

SWISS CHALET or MONTANA'S Individual Pot Pies frozen 470 g

9.99 /lb

BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g

200 PTS when you buy 2

9.99 /lb

POGO Original 10 pk or All Beef 8 pk 600-750 g

150 PTS when you buy 1

14.99 /lb

MARCANGELO Pork Breakfast Sausage Links & Patties or Chicken or Pork Meatballs 1.2-1.4 kg

GET TO FREE GROCERIES FASTER

when you open your Scotia membership card and pay with your ScotiaBank Scotia Visa Card

100 pts when you spend \$10 in groceries

©2025 Sobeyes. \$10 in groceries. Scotia points redeemed at any participating Empire location must be redeemed in increments of 1000. Total Scotia pts on every \$10 spent. On eligible weekly purchases at participating grocery stores. Offer conditions apply. See full list of participating merchants across Canada at scotiabank.com/participatingstores. Visa Inc. Licensed user.

SOBEYS_WK05_POS_ATT_MFLD

seafood

9.99 /lb
CHOOSE CERTIFIED SEAFOOD
 Wild North Atlantic Cod Fillets product of Newfoundland frozen or previously frozen 22.02/kg

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

5.99
 Prepared In-store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g or Imitation Crab Platter with Cocktail Sauce 450 g

10.99 /lb
OCEAN WILLY
 Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg

9.99
200 PTS when you buy 2
 PANACHE Seafood Appetizers assorted 252-355 g

2.99
OCEAN WILLY
 COMPLIMENTS Crab- or Lobster-Flavoured Alaskan Pollock 227 g

BUY 1 GET 1 FREE
*of equal or lesser value
 IFC Atlantic Canada Cooked Snow Crab Clusters 454 g

8.99
SAVE \$1
9.99 without Scene+ Card
 MARINA DEL REY Ecuadorian Jumbo Raw Shrimp 10-20 ct per lb, 340 g

kitchen

18.99
SAVE 1.50
20.49 without Scene+ Card
 RANA Lasagna 1.1 kg

1.10
100 PTS when you buy 1
 COMPLIMENTS 6-Layer Dip 850 g

Pizza & Wings Halloween meal deal.
1.49 ea.
500 PTS when you buy Pizza & Wings
BUY 1 & GET 1
 14" Take & Bake Pizza Wings for only **\$12**

6.99
 YUCATAN Guacamole large 454 g or 6 pk mini 340 g

9.99
 ENJOY WORLD PASTA DAY! Friday, Oct 25th
 OLIVIERI Pasta 500-700 g or Sauce 600 mL 7.99 ea

deli

3.49 /100 g
SLICED FRESH
 COMPLIMENTS German, Hungarian or Peppercorn Salami

3.99 /700 g
100 PTS when you buy 200 g or more
 STARTING AT
 MAPLE LEAF Natural Selections Black Forest Ham or Roasted Turkey

AGROPUR Grand Cheddar™
SAME AWARD-WINNING CHEDDARS, LESS PACKAGING
6.99 AGROPUR Grand Cheddar 1 or 2 years 200 g
7.99 AGROPUR Grand Cheddar 3 or 5 years 200 g
82% less packaging
MIX & MATCH
 Get **200 PTS** When you buy any 2 participating Agropur or L'Extra cheeses.
6.99 L'EXTRA Camembert or Double Cream Brie 170 g
30% off **200 PTS** when you buy 400 g or more
 L'EXTRA Brie or Brie Double Crème works out to be 3.29/100 g

5.99
 FANTINO & MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g

5.99
50 PTS when you buy 1
 SAN DANIELE Prosciutto 100 g

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

bakery

2.99
80 PTS when you buy 2 **BAKED IN STORE**
 French or Italian Bread 450 g

6.99
100 PTS when you buy 2
 QUINN'S Pumpkin Spice Swiss Rolls 402 g

So spooky!
Trick or Treat!
 ALL HALLOWEEN PRICES EFFECTIVE UNTIL OCTOBER 31st
6.99 STARTING AT
 Cupcakes 6 pk 310-505 g
5.99 STARTING AT
 TWO-BITE Halloween Mini Cupcakes 12 pk or KIMBERLEY'S BAKESHOPPE Soft Sugar Frosted Cookies 10 pk 284-383 g
12.99 **150 PTS** when you buy 1
 Small Halloween Pull Apart Cake 400 g
11.49 Monster Cake 705 g

5.99
6.99 without Scene+ Card
 COMPLIMENTS Pecan or Raisin Butter Tarts 510 g

3.99
BAKED IN STORE
 Panini or Calabrese Buns 6 pk 250-480 g

Sign up for Sobey's E-Flyer & SAVE \$5 off your next purchase of \$40 or more!
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



9.99

MARS Fun Size Assorted Chocolate 50 pk while supplies last

100 PTS when you buy 2



17.49

CADBURY Assorted Chocolates or MAYNARDS Candy 90 pk while supplies last

Cake and pizza available at our bakery and hot food counters



12.49

PRINGLES Chips 32 pk while supplies last



10.99

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



Offer not included in the Scene Halloween Promo



5.99

KINDER Surprise 100 g 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

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

4⁴⁹

COMPLIMENTS Pure Milk Chocolate Balls 250 g while supplies last



2⁴⁹

COMPLIMENTS Candy 125-175 g



2⁹⁹

COMPLIMENTS Tablet Bars 100 g

frozen & dairy

<p>5.99 NESTLÉ Drumstick Frozen Dessert or DEL MONTE Gelato or Sorbet 946 mL</p>	<p>4.49 MCCAIN Breakfast Potatoes 600-650 g</p>	<p>4.99 100 PTS when you buy 3 COFFEEMATE Coffee Creamers 828-946 mL</p>	<p>4.99 150 PTS when you buy 2 OASIS Health Break or Smoothie 1.6 L</p>
<p>2.29 MINUTE MAID Frozen Orange Juice 295 mL</p>	<p>2/\$5 GREEN GIANT SIMPLY Steam Vegetables 198-250 g</p>	<p>3.99 YOPLAIT Source Yogurt 630 g</p>	<p>7.99 COMPLIMENTS Orange Juice not from concentrate 2.5 L or STARBUCKS Iced Coffee 1.18-1.42 L</p>
<p>3.49 HEINZ Bagel Bites 198 g</p>	<p>5.99 BREYERS Creamery Style Ice Cream 1.66 L or REVELLO, FUDGICLE or POPSICLE Ice Pops selected 12 pk</p>	<p>10.49 value size iögo Yogurt 2 kg</p>	<p>2.49 PILLSBURY Crescent Rolls or Wiener Wrap 200-227 g or COMPLIMENTS 68% Vegetable Oil Margarine 427 g</p>

meal makers

<p>200 PTS when you buy 2 COMPLIMENTS Spices or Seasonings selected 5-245 g</p>	<p>3.49 COMPLIMENTS 7" Tortillas 340 g</p>	<p>5.47 GENERAL MILLS Family Size Cheerios or Selected Varieties 475-778 g</p>	<p>2.49 MEMBER PICKS SAVE \$1 3.49 without Scene+ Card MOTT'S Apple Sauce 620 mL or Fruitsations 6 pk</p>
<p>2.49 FRENCH'S Mustard 400 mL</p>	<p>100 PTS when you buy 2 MEZZETTA Peppers 375 mL</p>	<p>5.99 SMUCKER'S Pure Jam 310-500 mL or JIF Peanut Butter (excludes raspberry)</p>	<p>150 PTS when you buy 1 COMPLIMENTS Pickles or Sauerkraut 1 L</p>
<p>1.79 GREEN GIANT Canned Vegetables 341-398 mL</p>	<p>150 PTS when you buy 3 3.49 BEN'S ORIGINAL Bistro Express Rice 240-250 g</p>	<p>20% off COMPLIMENTS Raisins, Prunes, Currants or Dates 375 g-1 kg</p>	<p>2.99 BETTY CROCKER Frostings 340-450 g or Super Moist Cake Mix selected 375-404 g</p>

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

100% MONEY-BACK GUARANTEE

<p>3.99 COMPLIMENTS Frozen Vegetables selected 750 g</p>	<p>13.99 value size COMPLIMENTS Frozen Fruit 1.5 kg</p>	<p>50 PTS when you buy 1 COMPLIMENTS Aerosol Whipped Cream 225 g</p>	<p>100 PTS when you buy 2 COMPLIMENTS Cream Cheese or Spread 227-250 g</p>
<p>3.99 COMPLIMENTS Frozen Entrée Bowls 300 g</p>	<p>5.99 COMPLIMENTS Flatbread Pizza 310 g</p>	<p>50 PTS when you buy 2 COMPLIMENTS Sour Cream 250 mL</p>	<p>200 PTS when you buy 2 COMPLIMENTS Omega-3 Free Run Large Eggs 12 pk</p>

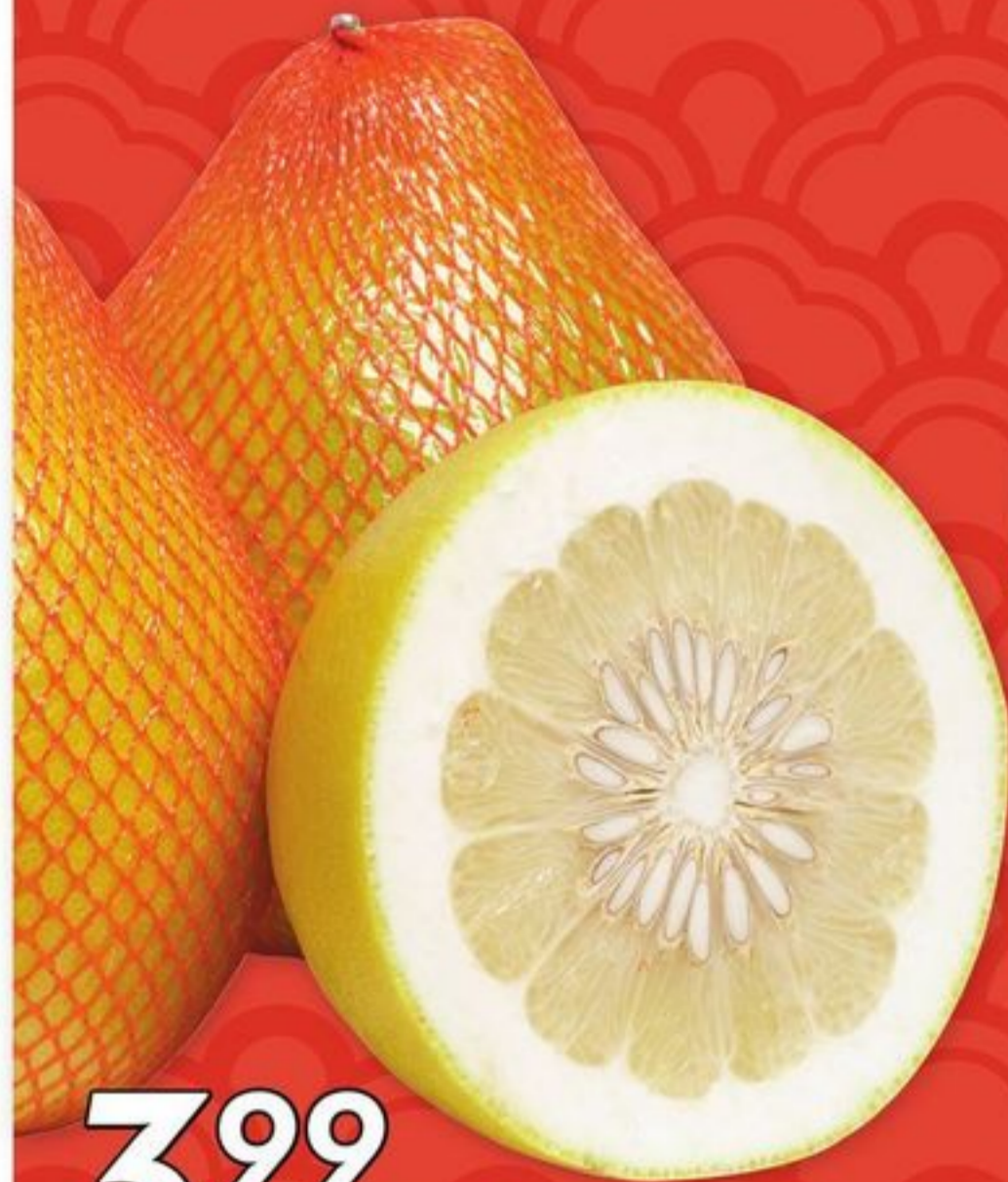
Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit mygroceryoffers.ca or the Sobey's app.

SOBEY'S MARKETING

Explore products from around the world!

Shop international foods storewide.



3⁹⁹ ea
Honey Pomelos
product of Vietnam



3⁴⁹ **100 PTS**
when you buy 2
SUNRISE Tofu Firm 500 g or
Soyganic Tofu Firm 500 g



7⁹⁹ ea
From Canada
Bean Sprouts
product of Canada
325 g



7²⁹
NONGSHIM Bowl
Noodles 86 g
selected varieties



3⁹⁹
PATAK'S 3 Step Meal
Kits 313-315 g
selected varieties



6⁹⁹
THAI KITCHEN
Curry Paste 112 g
selected varieties



5⁹⁹
KIKKOMAN Soy Sauce
less sodium 296 mL



6⁹⁹
KIKKOMAN
Teriyaki Sauce
296 mL



7⁹⁹
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

50 PTS when you buy 2

3.99

COMPLIMENTS ORGANIC Tablet Bars 100 g

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

Pet wellness month

We know how to treat your pet right

Paws-itively perfectly!



15⁹⁹

BEYOND Cat Food
1.36 kg



BUY MORE
SAVE MORE

750

BEYOND
Wet Cat
Food Singles
85 g 2.19 ea



100 PTS
when you buy 1

13⁹⁹

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



15⁹⁹

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



12
PACK

16⁹⁹

SHEBA Bistro
Wet Cat Food
12 pk



home & pet care

<p>19⁹⁹ CESAR Wet Dog Food 12x100 g</p>	<p>15⁹⁹ 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>200 PTS when you buy 1 15⁴⁹ COMPLIMENTS Cat Litter 4 kg or Dry Cat Food 9 kg</p>	<p>150 PTS when you buy 4 3/\$5 COMPLIMENTS Wet Dog Food 100 g</p>
<p>14⁴⁹ 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>8⁹⁹ CASCADE Dishwasher Tabs 12-20 pk or PUREX Laundry Detergent 1.47-2.03 L or SUNLIGHT Laundry Detergent 1.84 L</p>	<p>100 PTS when you buy 2 2/\$9 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>6⁴⁹ FLEECY Dryer Sheets 80 pk or Fabric Softener 1.36 L</p>
<p>200 PTS when you buy 2 8⁹⁹ ROYALE Bathroom Tissue 8=16 rolls</p>	<p>8⁹⁹ COMPLIMENTS Paper Towel 6 rolls or Facial Tissue 6 pk</p>	<p>2/\$7 ZIPLOC Sandwich or Snack Bags 30-40 pk</p>	<p>23⁹⁹ Glad Large Waste Bags 100 pk</p>

health, beauty & baby

<p>5⁴⁹ PANTENE Hair Care 170-355 mL or 187 g selected</p>	<p>5⁹⁹ U BY KOTEX Pads, Tampons or Liners 14-50 pk selected</p>	<p>8⁹⁹ OLAY Body Wash 650 mL, OLD SPICE Bars 12 pk, SPEEDSTICK Deodorant 2 pk or SCHMIDT'S Deodorant 75 g selected</p>	<p>UP TO 30% off HEAD & SHOULDERS or NEXXUS Hair Care 100-613 mL or CLAIROL Nice 'N Easy or Natural Instincts Hair Colour 1 pk selected</p>
<p>300 PTS when you buy 2 12⁹⁹ HEAD & SHOULDERS or Hair Biology Hair Care 95-400 mL selected</p>	<p>BUY 1 GET 1 FREE COMPLIMENTS Toothbrush 1-2 pk or Hand Soap 340 mL selected</p>	<p>250 PTS when you buy 2 4⁹⁹ GARNIER Hair Shampoo or Conditioner 250-370 mL selected</p>	<p>9⁹⁹ AVEENO Body Lotion 532 mL</p>
<p>28⁹⁹ HUGGIES Ninjamas or Training Pants or Pull Ups or Goodnites 28-120 pk</p>	<p>15⁹⁹ HUGGIES Baby Wipes 288-384 pk</p>	<p>BUY MORE SAVE MORE 1⁹⁹ BABY GOURMET Purée Pouches 113-128 mL selected 2.49 ea</p>	<p>34⁹⁹ 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

<p>150 PTS when you buy 2 15% off VICKS Dayquil or Nyquil Cold & Flu 354 mL or 24 pk selected</p>	<p>15% off GOLD BOND First Aid Care selected</p>	<p>Book your flu shot today 360healthpharmacy.ca</p> <p>360Health Sobey</p>
---	---	--

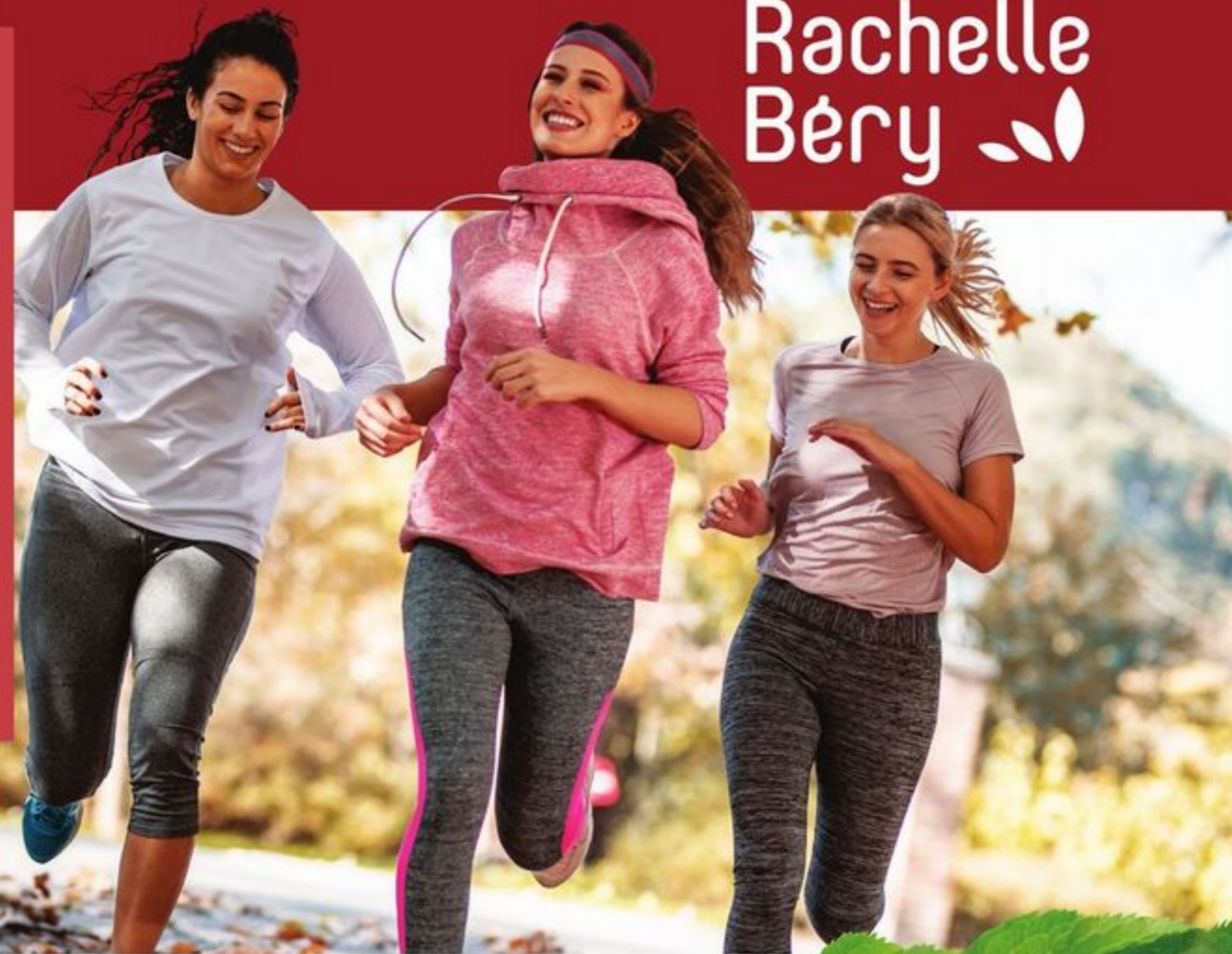
Scene+ JOIN SCENE+ TODAY. sceneplus.ca/register

**Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points. SOURCE: VICKS, P09, ATL, NS, NB, PEI, NL, LD

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

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
SEAWEED BATH CO. BODY CARE

15% off
JASON ASSORTED ORAL OR BODY CARE

15% off
GREEN BEAVER ANTIPERSPIRANT OR DEODORANT

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



Browse a Rachelle Béry boutique at your local Sobey's store

Subscribe to Sobey's

Get everything you need

- Access to weekly offers
- Email exclusive deals
- Recipes plus more
- Important notices



Subscribe to Emails from
us to get *more*



Everything you love about Sobeys like:

Weekly flyers

Exclusive offers

Insider tips & tricks from our experts

Updates about your store



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

SAVE \$5

on your next purchase of \$40*

*New subscribers only. Terms and conditions apply.

Subscribe now

GET TO **FR**
GROCERIES

when you scan your **Scene+**
pay with your **Scotiabank® S**

APPLY NOW

GET 2
SCENE+ PTS
ON EVERY
\$1 SPENT²



*1000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in
**Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply.
See full list of participating merchants across Canada at Scotiabank.com/participatingstores.
*Visa Int. / Licensed user.