

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

**Sobeys**

value  
size

Fresh Pork Shoulder Picnic  
 Roast hock removed 6.59/kg

**2.99**  
/lb



**4.99**  
/lb



Fresh Lean Ground Beef  
 5 lb Tube 11.00/kg

**7.99**  
/lb



STERLING SILVER Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 17.61/kg

**10.99**  
/lb



Fresh Atlantic Salmon Fillets Family Size subject to availability 24.23/kg

CHOOSE RESPONSIBLY SEAFOOD

so local

Honeycrisp Apples product of Atlantic Canada, Canada extra fancy 4.39/kg

From Atlantic Canada

**1.99**  
/lb



From Canada  
**1.49**

Seedless Cucumbers product of Canada, Canada no 1 grade



Scene+ MEMBER PRICING  
**50% off**  
 30% without off Scene+ card  
 JAMIESON Vitamins or Supplements assorted variety

ROBIN HOOD Flour 10 kg  
**HOT PRICE 11.97**

VILLAGGIO Bread 570-675 g or Buns 6-8 pk  
**HOT PRICE 2.97**

**HOT PRICE 3.97**  
 KRAFT Singles 410 g

NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L or Drumsticks or Selected Premium Novelties 4-12 pk  
**HOT PRICE 4.94**

SPEND \$125 OR MORE ON GROCERIES, GET **1000 PTS** That's like \$10 toward your groceries

Scene+ SPEND & GET

DON'T FORGET YOUR COUPON  
 Offer also available through mygroceryoffers.ca or on the Sobeys app

0 61925 86634 8  
 Valid Thursday, October 17 - Sunday, October 20, 2024

Offer valid October 17 to October 20, 2024 at all Sobeys locations in Atlantic Canada. Receive 1000 Scene+ points when you spend a minimum qualifying purchase of \$125 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery Offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. 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 Offer subject to change and may be withdrawn without notice.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.

Prices and offers in effect October 2024 New Brunswick

THU 17 | FRI 18 | SAT 19 | SUN 20 | MON 21 | TUE 22 | WED 23

so many deals  
 Scan here for our full digital flyer

SOBEYS\_WK24\_POLATL\_NB

# Scene<sup>+</sup> MEMBER

## PRICING

Swipe your Scene+ Card and Save



**JANES**  
Ready for anything

PAN SEAR  
**HADDOCK**

**JANES** *ultimates*  
Ready for anything

Battered  
**HADDOCK**

**MEMBER PRICING**

**10<sup>99</sup>** **SAVE \$2**

**12<sup>99</sup>** without Scene+ Card  
JANES Ultimates or Pan Sear selected 500-615 g

**MEMBER PRICING**

**2<sup>49</sup>** **SAVE \$1**

**3<sup>49</sup>** without Scene+ Card  
COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g

**100**

**100**

**MEMBER PRICING**

**10<sup>99</sup>** **SAVE \$7**

**17<sup>99</sup>** without Scene+ Card  
HERSHEY Assorted Chocolate or Candy 100 pk

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

Scene

TURN  
POINTS  
INTO  
GROCERIES



400 PTS  
when you buy 3

6<sup>99</sup>

LARSEN Wieners 900 g or Smoked Boneless Ham Slices 375 g, SCHNEIDERS Pepperettes or Sausage Rings 300-375 g or MAPLE LEAF Fully Cooked Breakfast Sausages or Natural Shredded Chicken 250-300 g



100 PTS  
when you buy 2

5<sup>49</sup>

From Atlantic  
Canada

Stew Packs Atlantic Grown  
5 lb



That's like  
\$5  
toward your  
groceries

500 PTS  
when you buy 4

3<sup>99</sup>

PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL



400 PTS  
when you buy 2

9<sup>99</sup>

COMPLIMENTS Honey 750 g-1 kg or Peanut Butter 2 kg



200 PTS  
when you buy 2

4<sup>79</sup>

SENSODYNE or PRONAMEL Toothpaste selected 75-100 mL

1000 Points = \$10 of free groceries

SOBEYS\_WK25\_F102\_ATL\_NG\_HLPR

**BUY MORE SAVE MORE**

**value size**

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

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

**11.99**

PINTY'S Chicken Wings, Fillets, Chunks or Gluten Free Breaded Strips, Nuggets or Burgers 750-790 g

**4.49** Fresh Boneless Pork Loin Centre and Rib Combo Chops 9.90/kg

**14.99** COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon, Cod or Haddock Fillets 908 g

**4.99** Romaine Hearts product of USA 3 pk

**4.99** Mandarins or Clementines 907 g product of South Africa

**7.99** Cinnamon Buns 8 pk 630 g

**12** BOTHWELL Cheese 540 g

**9.99** PILLER'S Family Size Pepperoni Topping 400 g or Club Packs or Sliced Deli Meats selected 350 g

**3.49** OLD DUTCH Potato Chips 235 g

**5.99** PARKAY Margarine 1.28-1.36 kg Squares or Soft or LACTANTIA Healthy Attitude or OLIVINA Margarine 850 g

**6.99** ROYALE Bathroom Tissue 12=24 rolls, Paper Towels 3=6 rolls or Facial Tissue 6 pk

**13.99** CADBURY Chocolate or MAYNARDS Candy 90 pk while supplies last

**4.97** KRAFT Salad Dressing 355 mL

**3.49** OIKOS Greek Yogurt 4 pk

**2/\$3** CLOVER LEAF Skipjack Light Tuna 170 g or Flavoured Tuna 85 g

**9.99** GAIN Laundry Detergent 2.6-2.72 L, Flings 31-35 pk, DOWNY or GAIN Beads 379 g, BOUNCE or GAIN Sheets 120-200 pk, DOWNY Softener 1.89-2.63 L or TIDE Simply 31-3.4 L

**10.79** OLYMPIC ORGANIC Yogurt 1.75 kg

**27.88** FOLGERS Coffee K-Cup® Pods 48 pk, BEST BUY Coffee Pods 100 pk or COMPLIMENTS Coffee Pods 80 pk

**7.99** PEPPERIDGE FARM Family Size Goldfish Crackers 750 g or Christie Oreo Multipack 20 pk or Party Size 637-685 g

**10.99** COCA-COLA or PEPSI Soft Drinks 24x355 mL

**19.99** GATORADE Team Pack 24x591 mL

**9.97** CRACKER BARREL Cheese 740 g or Shreds 590 g or BLACK DIAMOND Cheese Strings 28 pk 588 g

**8.99** KELLOGG'S, GENERAL MILLS or POST Jumbo Cereal 700 g-1.3 kg

**12.99** QUAKER Dips or Chewy Bars Club Pack 935-960 g

Check for this symbol in store!

**value size**

Available at all New Brunswick stores.

\*Pricing may be subject to change. Pricing excludes taxes & refundable container deposit.

**18.79** MOLSON CANADIAN Lager 6x355 mL cans

**16.49** HEINEKEN Lager 6x330 mL cans

**19.79** SIMPLY SPIKED Peach or VIZZY MAXX Dragon Fruit Mango 6x355 mL cans

**14.99** SMOKY BAY Cabernet Sauvignon or Pinot Grigio 1 L

**250 PTS** when you buy 2

**150 PTS** when you buy 2

SPEND \$25 IN BOSTON PIZZA OR KOBO GIFT CARDS AND GET A \$5 BONUS

SOBEYS GIFT CARD

Offer valid during October 17 - 23, 2024. Sorry no rainchecks or price matching. 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 larger 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 previews 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, product selection from 8 am - Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobey's locations within New Brunswick. No base Sobey's points earned. See website for correct ways to earn Sobey's points. Sobey's offers exclude taxes, delivery charges, full payment, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, Macalife 7/11/Hotnub/Starbucks products and services in select regions, prescription and pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, disposable 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 \$2000 per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sobeys.ca/terms-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus © Corporation used under license by Sobey's Capital Incorporated. Please recycle where facilities exist. Priced with vegetable based ink. New Brunswick, Supplement to The Telegraph-Journal, The Daily Gleaner & The Chronicle Herald.

SOBEYS\_MK2L\_OBC\_ATL\_NB

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2

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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 **200 PTS** when you buy 2

Activate your offers in the [Sobeys app](#) or at [MyGroceryOffers.ca](#)

EIGHT  
TREASURES  
Coconut Milk  
400 mL



Download on the  
**App Store**



GET IT ON  
**Google Play**

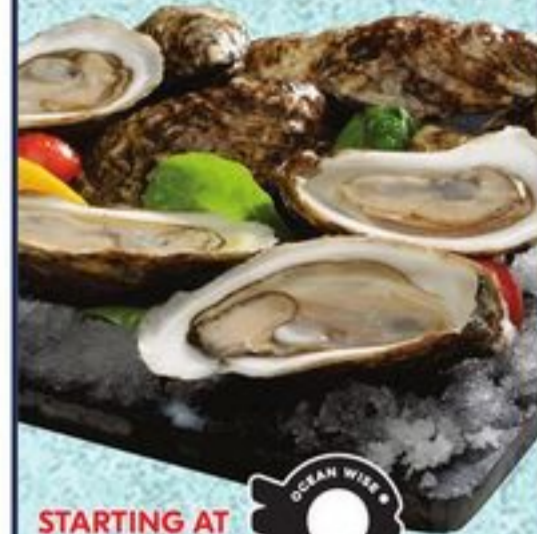
Offer valid October 17<sup>th</sup> to October 23<sup>rd</sup>, 2024 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer 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.



CHOOSE CANADIAN SEAFOOD

# Choose Canadian Seafood!

We work hard to bring you quality Canadian Seafood from Atlantic Canada. Explore our delicious offering to make tonight a seafood night.



STARTING AT **725**

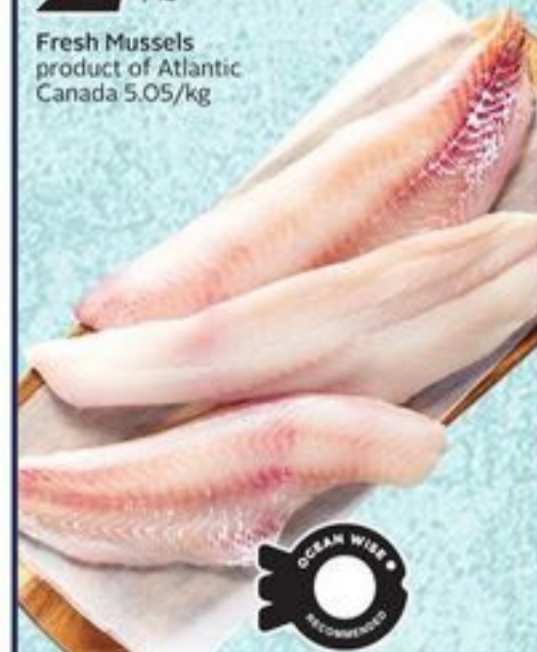
**FRESH CHOICE** Oysters product of Canada subject to availability



Try cooking your mussels in a garlic wine broth!

**229** /lb

Fresh Mussels product of Atlantic Canada 5.05/kg



**999** /lb

Fresh Wild Haddock Fillets Family Size product of Atlantic Canada 22.02/kg subject to availability



Add shrimp to your salad!



**1199**

IFC Coldwater Cooked Shrimp 150-250 ct per lb 340 g

# So.local

Grown right here at home

**549** COMPLIMENTS Apples Gravenstein, Cortland, Empire, Gala, McIntosh, Spartan, Golden or Red Delicious product of Atlantic Canada 1.36 kg 3 lb bag

**799** /lb McIntosh or Cortland Apples product of Atlantic Canada, Canada extra fancy grade 4.39/kg

**499** Regular Pumpkins product of Atlantic Canada

**699** Jumbo Pumpkins product of Atlantic Canada

**499** Sweet Tango Apples product of Atlantic Canada, Canada Extra Fancy Grade 907 g 2 lb bag

**699** HIROS Cherry Tomatoes on the Vine product of Canada 340 g

**149** Assorted Squash product of Atlantic Canada 3.28/kg

**399** Potatoes product of Canada 5 lb 2.27 kg

100% fresh GUARANTEE

Guaranteed fresh or your money back

## Fruity fresh...

**849** LIL SNAPPERS ORGANIC Apples Gala or Granny Smith product of USA extra fancy grade 1.36 kg

**199** Navel Oranges product of South Africa 4.39/kg

**299** Bartlett Pears product of USA extra fancy grade 6.59/kg

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

**5.99 VALUE**

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

## Veggie love...

**399** Avocados product of Mexico 5 pk

**279** Roma Tomatoes product of USA or Mexico 6.15/kg

**399** COMPLIMENTS Baby Spinach, Baby Arugula or Spring Mix product of USA or Canada 142 g

**349** Broccoli Bunches product of Canada

**99¢** Bok Choy or Napa Cabbage product of Canada 2.18/kg

**599** COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g

**25% off** BUY 1 GET 2<sup>nd</sup> Prepared Daily Fruit and Yogurt Parfait Cups assorted sizes

**15% off** Prepared Fresh Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes

**399** COMPLIMENTS Candies selected 350-400 g 4.49 ea

**1099** PLANTERS In-Shell Peanuts 2 kg

## floral

available at most stores

**2/10** Assorted Tropicals or Succulents 4"

**1199** Mini Rose Aroma 4" Pot

**1499** Mini Gerbera 15-stem or Farm Fresh Bouquet

**2199** Ecuadorian Rose Bouquet one dozen

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

**so·tender**  
**Starling**  
**HAND-SELECTED AAA BEEF**  
 Well-marbled Aged to perfection  
 Cut from Canada AAA Beef  
 Exclusive to Sobey's

**12<sup>99</sup>** /lb  
 STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 28.64/kg

**10% off**  
 STERLING SILVER Fresh Boneless Beef Tenderloin Premium Oven Roast or Grilling Steak cut by your meat expert from Canada AAA grade beef

**CERTIFIED TENDER**  
**TENDRETE CERTIFIEE**

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

**200 PTS** when you buy 1 pkg  
**5<sup>99</sup>** /lb  
 PANACHE Flattened Chicken Lemon Greek, Jerk or Portuguese 13.21/kg

**200 PTS** when you spend \$20  
**5<sup>99</sup>** /lb  
 Fresh Pork Loin Back Ribs Family Size cryovac 13.21/kg

**16<sup>99</sup>** /lb  
 Fresh Canadian Lamb Loin Chops 37.46/kg

**300 PTS** when you spend \$20  
**7<sup>99</sup>** /lb  
 Fresh Lean Ground Beef Burgers Family Size 4 pk 17.61/kg

**300 PTS** when you spend \$20  
**5<sup>49</sup>**  
 OLYMEL Breakfast or Dinner Pork Sausages 375-450 g

**10<sup>49</sup>**  
 NOBLE PREMIUM BISON Cubes, Inside Round, Rib Eye, Striploin or Sirloin Steak 226 g

**100 PTS** when you buy 2  
**11<sup>99</sup>**  
 FRESHSTONE Meal Kits tex mex chicken, beef bulgogi or butter chicken entrées with rice 680 g

**100 PTS** when you buy 2  
**9<sup>99</sup>**  
 FRESHSTONE Rollees Supreme or Meat Lovers Pizza or Philly Cheesesteak 540 g

**value size Big format Big value**

**6<sup>99</sup>** /lb  
 STERLING SILVER Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 15.41/kg

**1000 PTS** when you buy 1  
 That's like **\$10** toward your groceries

**500 PTS** when you buy 1  
**3<sup>99</sup>** /lb  
 Pork Belly skin on frozen 8.80/kg

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

Check for this symbol in store!

**quick & easy**

**6<sup>99</sup>**  
 LOU'S Quick-n-Easy Entrées or Applewood Smoked Bacon 375-400 g or LIL' JUAN'S Mexican Style Entrées 300-400 g

**150** pts when you buy 2 or more  
 CARL BUDDIG Sliced Meats 55 g 1.99 ea

**4<sup>99</sup>**  
 SUNRISE Bologna thick or thin slices 375 g

**250 PTS** when you buy 2  
**7<sup>49</sup>**  
 OLYMEL Bacon 375 g

**3<sup>99</sup>**  
 COMPLIMENTS Stuffed Chicken Cutlets 284 g

**6** pts when you buy 2 or more  
 NOTCO Plant-Based Chickenless Nuggets or Burgers 260-340 g 6.99 ea

**200 PTS** when you buy 2  
**14<sup>99</sup>**  
 COMPLIMENTS Shepherd's or Farmhouse Pie 900 g or PANACHE Rich & Creamy Meat Lasagna 1.13 kg

**250 PTS** when you buy 2  
**14<sup>99</sup>**  
 BELMONT, CARDINAL Roadhouse Angus, JACK ASTOR'S Beef Burgers or COMPLIMENTS Burgers selected varieties 680 g-1.02 kg

**GET TO FREE GROCERIES FASTER**

when you open your Scene membership card and pay with your Scotiabank Scene Visa Card

**1000 PTS** when you spend \$10 on groceries

**1000 PTS** when you spend \$10 on groceries

©2025 Sobey's. \$10 in groceries. Scene points redeemed at any participating Empire location must be redeemed in increments of 1000. Scan Scene points on every \$10 spent. On eligible everyday purchases. Excludes participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at [Scotiabank.com/participatingstores](http://Scotiabank.com/participatingstores). Visa Inc. Licensed user.

# seafood



**100 PTS** when you buy 1  
**4.99** COMPLIMENTS Crab-Flavoured Seafood 454 g



**300 PTS** when you buy 2  
**25% off** COMPLIMENTS Bay, Atlantic or Hokkaido Scallops 340 g or PANACHE Bacon-Wrapped Scallops 250 g



**100 PTS** when you buy 1  
**\$12** BEST BUY Breaded Popcorn Shrimp or Squid Rings 800 g



**11.99** SAVE \$3  
**14.99** without Scene+ Card COMPLIMENTS Cooked Shrimp in Bag with Cocktail Sauce 680 g

**READY FOR YOU** Ready for you seafood.

**7.99** Jalapeno Poppers Stuffed with Imitation Crab & Seafood Stuffing 17.61/kg

**8.99** Stuffed Mushroom Caps with Imitation Crab & Seafood Stuffing 19.82/kg

**13.99** Fresh Atlantic Salmon Roasts with Apple Chipotle Flavoured Imitation Crab & Seafood Stuffing 30.84/kg

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

**What a catch!** Prepared in-store by our seafood experts, our salmon roasts are easy enough for a weeknight meal idea or fancy enough to serve for company!



**8.99** ULTRA NATURAL Fair Trade Honduras Shrimp cooked or raw 300 g



**12.99** IFC Mahi-Mahi Portions 454 g



**100 PTS** when you buy 1  
**8.99** HIGH LINER Breaded or Battered Haddock or Pollock, Butterfly or Popcorn Shrimp, Chips & Fish or Fish Cakes 330-700 g



**3.99** COMEAU Seafood Spreads shrimp or lobster 140 g

# deli



**6.99** ILE DE FRANCE Petit Brie 125 g or KERRYGOLD Irish Reserve, Dubliner or Irish Blarney 198 g

**100 PTS** when you buy 400 g or more  
**20% off** FRICO Gouda mild, medium or spiced works out to 3.59/100 g or Smoked works out to 3.39/100 g

**100 PTS** when you buy 1  
**14.49** COMPLIMENTS Sliced Cheeses 440 g



**9.49** RABEL Queso Iberico, Cabra al Vino or Cabra al Romero 150 g

**100 PTS** when you buy 2  
**6.99** MARCANGELO Sliced Italian Deli Meats selected 100 g

**100 PTS** when you buy 2  
**3.99** LA BELLE BRETAGNE Pate selected 150 g



**BUY MORE SAVE MORE**  
**8.99** COOMBE CASTLE Dorset Drum, Irish Porter or Coastal Rugged Cheddar 200 g or ILCHESTER Applewood Smoked 150 g 9.99 ea

**SLICED FRESH**  
**200 PTS** when you buy 300 g or more  
**PANACHE** Ham, Turkey, Chicken or Beef selection varies by store

**SLICED FRESH**  
**50 PTS** when you buy 100 g or more  
**3.99** SAN DANIELE Prosciutto



**STARTING AT**  
**5.99** SOMETHING SPECIAL Gourmet Antipasto or Jelly selected 250-300 g

**SLICED FRESH**  
**STARTING AT**  
**3.79** /100 g MCLEAN Deli Meat selection varies by store

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

Scene MEMBER **3.49** SAVE 30c  
 3.79 without Scene+ Card  
 COMPLIMENTS Dips or Hummus 227 g

**12.99**  
 MAPLE LEAF Raised Without Antibiotics Chicken 900 g-1 kg

**2/\$8**  
 COMPLIMENTS Snack Hummus or Tzatziki 4 pk Mini 228 g

**READY FOR YOU**  
**This week's family meal deals.**  
**250 PTS** when you buy 1 family meal deal  
**149 ea.** PLUS add one 1-litre Coca-Cola product  
**Feed a family of 4 for \$4.75 ea.**  
**BUY 1** Whole Assorted Dagwood Sandwich 1.15 kg **for only 18.99**  
**+1** SUMMER FRESH Salad 750-800 g

**READY FOR YOU**  
**100 PTS** when you buy 250 g or more  
 Ready for you Meal Kits Value Sized or Individual Sized Chilled Meals

**100 PTS** when you buy 1  
 RANA Meal and Pasta Kits 454-540 g

**100 PTS** when you buy 1  
 COMPLIMENTS Fresh Pasta or Sauce 350-360 g or 170-300 mL

# bakery

**11.49**  
 MONSTER Cake 705 g

Scene MEMBER **6.99** SAVE \$1  
 7.99 without Scene+ Card  
 BROWNIES 550-585 g

**200 PTS** when you buy 1  
**18.99**  
 Cheesecake chocolate or chocolate caramel 6" 850-875 g

**5.99**  
 All Butter Croissants or Pastries 4 pk 275-400 g

**200 PTS** when you buy 2  
**12.99**  
 PANACHE Cheesecakes frozen 600 g

**200 PTS** when you buy 2  
**6.99**  
 Chocolate Iced Ring Donut 6 pk

**100 PTS** when you buy 2  
**5.99**  
 Cookies assorted 10 pk 310 g

**100 PTS** when you buy 2  
**3.99**  
 Hot Dog or Hamburger Buns 8 pk

**3.49**  
 Bagels 4 pk 450 g

**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

# Stay on top of your family's wellness this fall.

Make appointments for

- flu shots
- COVID immunizations
- shingles immunizations
- other immunizations

with the 360Health scheduler.



Click on Pharmacy  
in your grocery app

[Book today](#)



# frozen & dairy

 <p><b>100 PTS</b> when you buy 2</p> <p><b>4.99</b> COMPLIMENTS Orange Juice 1.54 L</p>	 <p><b>6.99</b> DAIRY ISLE Butter 454 g</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>4.49</b> MCCAIN Breakfast Bowls 200 g</p>	 <p><b>5.99</b> GREEN GIANT Veggie Tots or Fries 340-454 g</p>
 <p><b>8.99</b> PHILADELPHIA Cream Cheese 450 g</p>	 <p><b>6.99</b> STOK Cold Brew Coffee 1.42 L</p>	 <p><b>4.49</b> MCCAIN Superfries 454-800 g</p>	 <p><b>3/\$5</b> COMPLIMENTS Frozen Lemonade 283 mL</p>
 <p><b>BUY MORE SAVE MORE</b></p> <p><b>3.49</b> per when you buy 2 or more 4.49 ea</p>	 <p><b>4.99</b> GAY LEA Spreadable Butter 227 g or COMPLIMENTS 68% Vegetable Oil Margarine 850 g</p>	 <p><b>6.49</b> MCCAIN Hashbrown Patties 20 pk</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>7.49</b> DR. OETKER The Good Baker Pizza 300-390 g, GIUSEPPE Easy Pizza 560-600 g or Tradizionale Pizza 385-415 g</p>
 <p><b>200 PTS</b> when you buy 2</p> <p><b>7.49</b> STARBUCKS Coffee Creamer 828 mL</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>3.99</b> KRAFT Dips 227 g</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>4.99</b> HUNGRY-MAN XL Bowls 368-397 g</p>	 <p><b>3.49</b> MCCAIN Pizza Pockets 3 pk</p>
 <p><b>6.99</b> IÖGO Yogurt 16 pk</p>	 <p><b>6.99</b> SIGGI'S Yogurt 650-750 g</p>	 <p><b>3.49</b> PILLSBURY Toaster Strudel 326 g</p>	 <p><b>3.49</b> MICHELINA'S Grande Entrées 454 g</p>
 <p><b>3.99</b> YOPLAIT Minigo Yogurt 6 pk or Yogurt Tubes 8 pk</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>4.99</b> IÖGO Nano Drinkables 6x93 mL</p>	 <p><b>50 PTS</b> when you buy 1</p> <p><b>5.99</b> RUSTICA Single Serve Pizza 360-382 g</p>	 <p><b>8.99</b> CATARINA Mexican Snacks 320 g</p>

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

\*For details see COMPLIMENTS.ca

 <p><b>50 PTS</b> when you buy 1</p> <p><b>3.79</b> COMPLIMENTS Cheddar Flavour Slices 400 g</p>	 <p><b>4.99</b> COMPLIMENTS Cozy Coop Large White Eggs 12 pk</p>	 <p><b>3/\$5</b> COMPLIMENTS Frozen Entrées selected 227-284 g</p>	 <p><b>50 PTS</b> when you buy 1</p> <p><b>6.49</b> COMPLIMENTS Aerosol Whipped Cream 400 g</p>
 <p><b>100 PTS</b> when you buy 2</p> <p><b>2.99</b> COMPLIMENTS Lemonade or Watermelon Beverage 1.75 L</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>4.99</b> COMPLIMENTS Cheese Sticks 210 g or Cheese Strings 8 pk or 168 g</p>	 <p>That's like <b>\$5</b> toward your groceries</p> <p><b>500 PTS</b> when you buy 3</p> <p><b>5.99</b> COMPLIMENTS Classic Crust Pizza 437 g</p>	 <p><b>100 PTS</b> when you buy 2</p> <p><b>2.99</b> COMPLIMENTS Frozen Waffles 8 pk, 280 g</p>

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

# voilà

by *Sobeys*



**FREE**  
**Grocery Pickup!\***

**\$0 FEES. \$0 MINIMUM SPEND.**

**Shop Online**

\*See full T&Cs at [voila.ca](http://voila.ca)

# So spooky!

Trick or Treat



**120**  
**19<sup>99</sup>**

HERSHEY Assorted Candy  
120 pk white  
supplies last



**4<sup>49</sup>**

HERSHEY  
Harry Potter  
Kisses 180 g



**100 PTS**  
when you buy 2

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

MARS Fun Size  
Assorted Chocolate  
50 pk white  
supplies last



**100 PTS**  
when you buy 2

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

MARS Chocolate Bars  
Variety Pack 16 pk  
white supplies last



**100 PTS**  
when you buy 1

**11<sup>49</sup>**

NESTLÉ Assorted Minis  
50 pk white supplies last



FERRERO Kinder or  
Bueno Chocolate  
Minis 297-330 g  
white supplies last

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



# drinks & snacks

<p><b>3.49</b></p> <p>CHRISTIE Cookies selected 212-303 g or COMPLIMENTS Soda Crackers 450 g</p>	<p><b>10.99</b></p> <p>LAURA SECORD Hot Chocolate Pods 12 pk or VAN HOUTTE Coffee K-Cup® Pods 10-12 pk or STARBUCKS Instant Coffee 90 g</p>	<p><b>3.49</b></p> <p>GRAVES Apple Juice 1.36 L</p>	<p><b>2/\$6</b></p> <p>DEL MONTE on Ice 1.89 L</p>
<p><b>3.99</b></p> <p>CHRISTIE Peek Freans 275-350 g or Dad's Cookies 300-320 g</p>	<p><b>3.99</b></p> <p>CHRISTIE Ritz Chips or Crispers Family Size 240 g</p>	<p><b>5.79</b></p> <p>FRITO-LAY Snacks 275-480 g</p>	<p><b>2/\$9</b></p> <p>MISS VICKIE'S Kettle Chips 190-200 g or DORITOS Tortilla Chips 210-280 g</p>
<p><b>2/\$3</b></p> <p>SPARKLING ICE Sparkling Water 503 mL or PEACE TEA 695 mL</p>	<p><b>2.99</b></p> <p>MONSTER, NOS, REIGN or FULL THROTTLE Energy Drinks 355-473 mL</p>	<p><b>2.50</b></p> <p>BUY MORE SAVE MORE</p> <p>CADBURY Family Bars 95-100 g 2.99 ea</p>	<p><b>1.00</b></p> <p>COMPLIMENTS Kettled Cooked Peanuts 275 g</p>
<p><b>2/\$5</b></p> <p>BAI Beverage 530 mL</p>	<p><b>7.49</b></p> <p>HERSHEY'S Halloween Chocolates or Candy 25 pk while supplies last or NESTLE Cellos 380-400 g</p>	<p><b>5.99</b></p> <p>KINDER Surprise 100 g while supplies last</p>	<p><b>6.99</b></p> <p>NATURE VALLEY Midsize or Trail Mix Granola Bars or BETTY CROCKER Fruit Gushers selected varieties 340-525 g</p>

**Here for your budget and lifestyle**

<p><b>200</b> PTS when you buy 2</p> <p>COMPLIMENTS Snack Crackers 200-225 g, Rice Crackers 100 g or Jazz Crackers 200 g</p>	<p><b>50</b> PTS when you buy 1</p> <p>COMPLIMENTS Solid Milk Halloween Chocolate Balls 250 g while supplies last</p>	<p><b>100</b> PTS when you buy 2</p> <p>COMPLIMENTS Potato Chips Extraa! Flavour 200 g</p>	<p><b>200</b> PTS when you buy 2</p> <p>BIG 8 Soft Drinks 12x355 mL</p>
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# natural health

<p><b>2/\$9</b></p> <p>POPCORNER'S Kettle Corn Mas Alla Marinera 142 g</p>	<p><b>3.49</b></p> <p>KIJU Beverages 1 L or 4 pk</p>	<p><b>5.99</b> SAVE \$1</p> <p>6.99 without Scaener Card</p> <p>MARY'S ORGANIC Crackers 155-184 g</p>	
<p>There's like \$4 toward your groceries</p> <p><b>400</b> PTS when you buy 2</p> <p><b>30%</b> off</p> <p>WEBBER NATURALS Vitamins and Supplements assorted varieties</p>	<p><b>50</b> PTS when you buy 1</p> <p><b>5.49</b></p> <p>YOGI Tea 16 pk</p>	<p><b>9.99</b></p> <p>ATKINS Endulge Bars 5 pk</p>	<p><b>20%</b> off</p> <p>EVERYONE Body Lotions or Body Wash selected 946 mL</p>
<p><b>7.99</b></p> <p>WHOLLY VEGGIE! Plant-Based Mozza or Cheddar Sticks 250-283 g</p>	<p><b>50</b> PTS when you buy 1</p> <p><b>9.99</b></p> <p>LUNDBERG Rice 907 g</p>	<p><b>100</b> PTS when you buy 2</p> <p><b>5.99</b></p> <p>CHICKAPEA One Pot Pasta 198 g</p>	<p><b>100</b> PTS when you buy 2</p> <p><b>5.79</b></p> <p>DAIYA Plant-Based Deluxe Cheezy Mac 300 g</p>

SOBEYS MARKS\_POS\_ATT\_ML\_NB\_REL\_M10

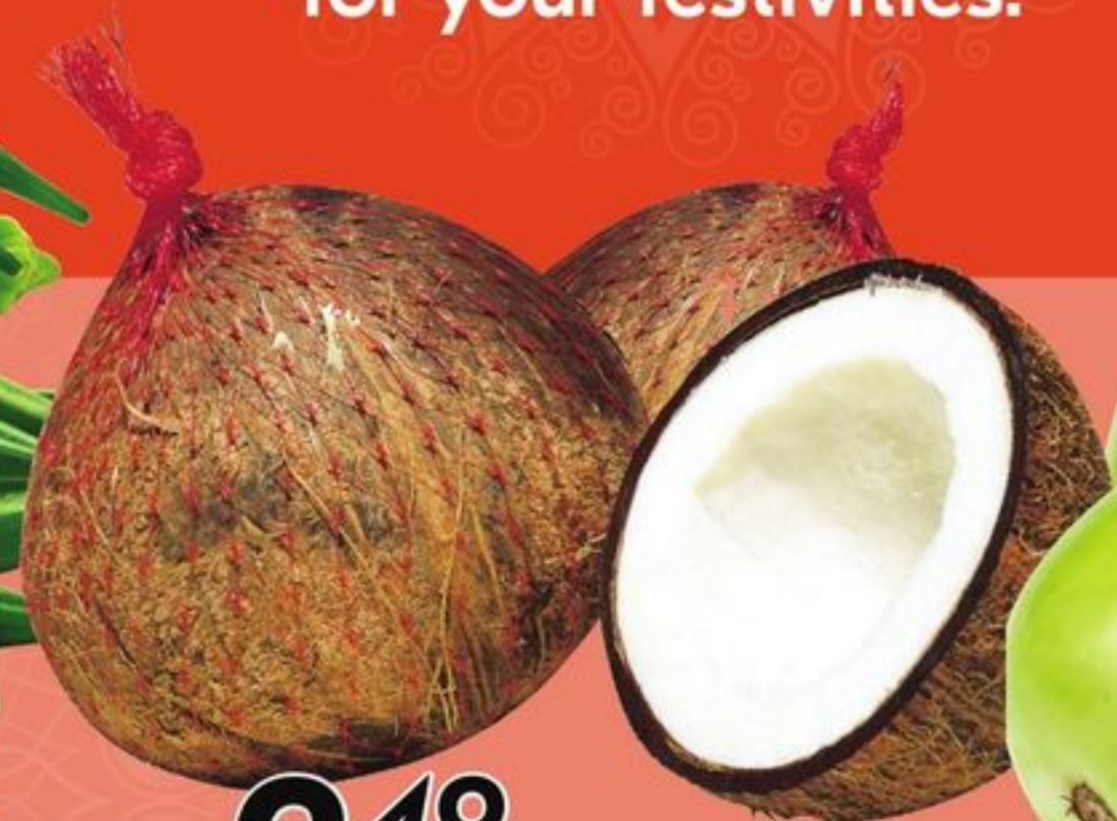


Celebrate  
**Diwali**

Find everything you need  
for your festivities.



**4<sup>99</sup>**  
/lb  
Indian Okra  
product of Honduras  
11.00/kg



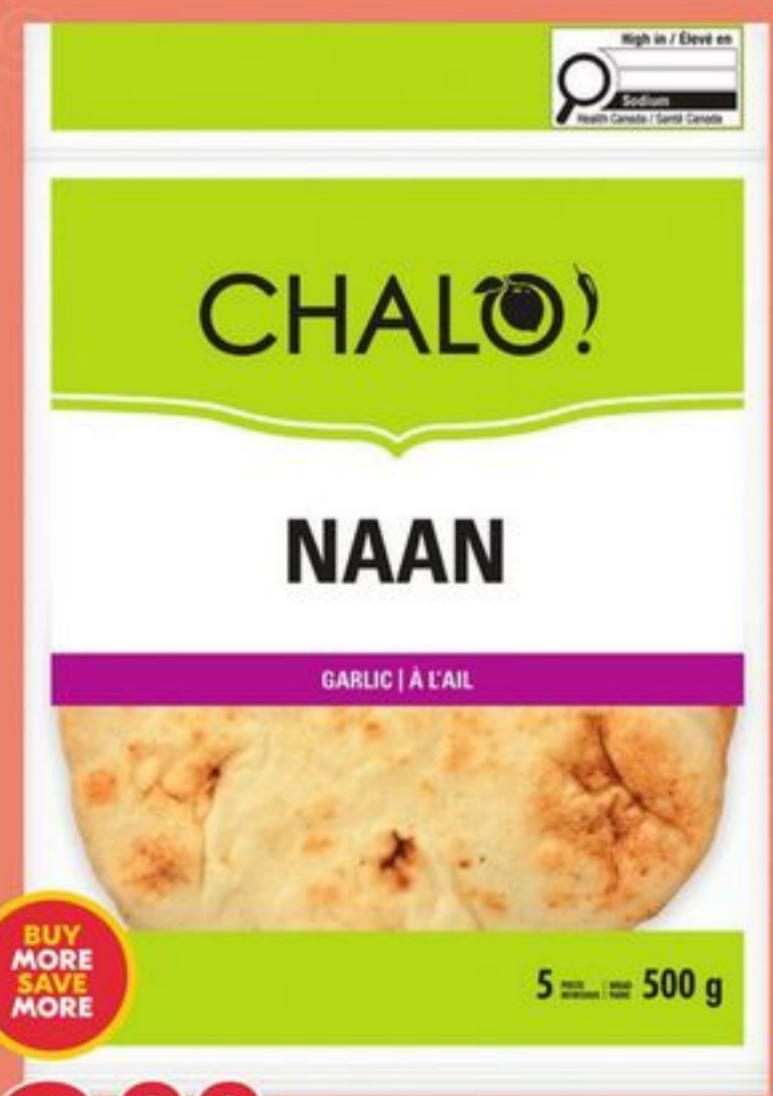
**2<sup>49</sup>**  
Husk Coconuts  
product of Dominican  
Republic



**1<sup>99</sup>**  
/lb  
Long Squash  
product of Mexico  
4.39/kg



**16<sup>99</sup>**  
INDIA GATE Basmati Rice  
4.54 kg



**2<sup>99</sup>**  
ea when you  
buy 2 or more  
3.49 ea  
CHALO! Naan 500 g



**3/99¢**  
MAGGI Masala  
Noodles 70 g



STARTING AT  
**10<sup>99</sup>**  
BRAR'S Rasmalai  
Frozen Dessert  
850-908 g



**2<sup>49</sup>**  
FROOTI Juice  
Mango 1 L



**4<sup>49</sup>**  
BESTROPICS  
Coconut Water 1 L



**2<sup>99</sup>**  
SURATI Snacks  
250-341 g

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Shop international foods storewide.



**7<sup>99</sup>** /lb  
Asian Yellow Pears  
product of China  
4.39/kg



From Canada  
**99¢** /lb  
Bok Choy or Napa  
Cabbage product of  
Canada 2.18/kg



**7<sup>49</sup>**  
THAI KITCHEN  
Coconut Milk  
160 mL



**5<sup>99</sup>**  
KIKKOMAN Oyster  
Flavoured Sauce  
290 mL



**3<sup>29</sup>**  
100 PTS  
when you buy 2  
SUNRISE Tofu  
Firm 500 g or  
Soynatic Xtra  
Firm 350 g



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



**5<sup>99</sup>**  
KIKKOMAN  
Mirin Sauce  
291 mL



**4<sup>29</sup>**  
GOLDEN DRAGON  
Sauce 455 mL  
selected varieties



# meal makers

 <p><b>769</b> without Scene+ Card COMPLIMENTS Coconut Milk regular or light 400 mL</p>	 <p><b>3.49</b> TILDA Ready to Heat Rice selected varieties 250 g</p>	 <p><b>15.99</b> BERIO Olive Oil 500 mL</p>	 <p><b>2.69</b> FRENCH'S Mustard 325 mL</p>
 <p><b>3.99</b> STAGG Chili 425 g</p>	 <p><b>4.99</b> FRENCH'S Worcestershire Sauce 295 mL</p>	 <p><b>4.29</b> CATELLI Pasta 900 g +50 PTS when you buy 1</p>	 <p><b>5.99</b> PAM Cooking Sprays 113-170 g (excluding Non-GMO or ORGANIC)</p>
 <p><b>1.99</b> COMPLIMENTS Broth 900 mL +100 PTS when you buy 3</p>	 <p><b>2.99</b> COMPLIMENTS Medium or Mild Salsa 430 mL or Refried Beans 398 mL +100 PTS when you buy 2</p>	 <p><b>49¢</b> MR. NOODLES Instant Noodles 85 g</p>	 <p><b>2/\$7</b> CAMPBELL'S Chunky Soup 515 mL +200 PTS when you buy 4</p>
 <p><b>4.99</b> CROSBY'S Molasses selected 675 g</p>	 <p><b>5.99</b> QUAKER Muffin or Cookie Mix 900 g or Oat Flour 700 g +200 PTS when you buy 2</p>	 <p><b>6.49</b> CLUB HOUSE Seasoning Blends selected 65-248 g</p>	 <p><b>7.99</b> YELLOWSTONE Seasoning Blends 135-160 g NEW</p>
 <p><b>9.99</b> BBQ PIT BOYS Seasonings selected 240-408 g</p>	 <p><b>2/\$8</b> QUAKER Harvest Crunch Cereal selected varieties 350-600 g +200 PTS when you buy 2</p>	 <p><b>5.99</b> GENERAL MILLS Family Size Cheerios selected varieties 526-778 g</p>	 <p><b>4.99</b> DEL MONTE Canned Fruit 796 mL</p>
 <p><b>5.99</b> KRAFT Cheez Whiz 450 g</p>	 <p><b>9.99</b> COMPLIMENTS Strawberry or Raspberry Jam 1 L value size +150 PTS when you buy 1</p>	 <p><b>4.99</b> DEMPSTER'S 10" Tortillas 366-610 g or SUN-MAID Cinnamon Raisin Bread 450 g +100 PTS when you buy 2</p>	 <p><b>2/\$5</b> HOSTESS Snacks 121-225 g Cupcakes Twinkies</p>

**Here for your budget and lifestyle**

 <p><b>200 PTS</b> when you buy 2 COMPLIMENTS Canola Oil 946 mL</p>	 <p><b>500 PTS</b> when you buy 1 PANACHE Olive Oil 1 L</p>	 <p><b>75 PTS</b> when you buy 2 <b>2/\$4</b> COMPLIMENTS Smoked Oysters or Mussels 85 g</p>	 <p><b>50 PTS</b> when you buy 2 <b>2/2.98</b> COMPLIMENTS Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL</p>
 <p><b>100 PTS</b> when you buy 3 <b>3/4.98</b> COMPLIMENTS Pudding Cups 4 pk</p>	 <p><b>20% off</b> COMPLIMENTS Baking Nuts 400 g</p>	 <p><b>2.79</b> COMPLIMENTS Pure Pumpkin 398 mL</p>	

# Pet wellness month

We know how to treat your pet right

*Paws-itively perfectly!*



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

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

**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>5.49</b> MILK-BONE Biscuits Farmer's Medley, Dipped, Stacked or Celebration Biscuits 280-900 g</p>	<p><b>8.99</b> DENTALIFE Chews 439-595 g or PURINA Cat Chow 1.6-2 kg</p>	<p><b>18.99</b> ARM &amp; HAMMER Cat Litter selected 12.7 kg</p>	<p><b>\$1.74</b> <small>per 75 g when you buy 4 or more</small> SHEBA Bistro Wet Cat Food 75 g 1.79 ea</p>
<p><b>35.99</b> TIDE Pods 85-112 pk or Power Pods 63 pk</p>	<p><b>6.99</b> <small>+200 PTS when you buy 2</small> DAWN Powerwash Starter Kit 473 mL</p>	<p><b>12.99</b> <small>+300 PTS when you buy 2</small> FEBREZE Plug-Ins Dual Refills assorted 2 pk</p>	<p><b>11.49</b> <small>+250 PTS when you buy 2</small> FINISH Dish Tabs 21-30 pk, Dishwasher Cleaner 250 mL or Jet Dry 500-621 mL</p>
<p><b>15.99</b> <small>+200 PTS when you buy 2</small> CASHMERE Bathroom Tissue 12=36 Rolls or SPONGE TOWELS Ultra Choose-A-Size 6=9 Rolls</p>	<p><b>24.99</b> CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towel 6-8 Rolls</p>	<p><b>7.49</b> <small>+100 PTS when you buy 2</small> GLAD Tall Kitchen Catchers 26-52 pk or Compostable 10 pk</p>	<p><b>20% off</b> CANDLE-LITE Jar Candles 397-511 g while quantities last</p>

# health, beauty & baby

<p><b>3.79</b> <small>STARTING AT</small> COLGATE Total or Crest Pro-Health Toothpaste or Toothbrushes 70-500 mL or 1-3 pk selected</p>	<p><b>5.49</b> ALWAYS Pads, Liners or TAMPAX Tampons 12-54 pk or LIVE CLEAN Hand Soap 400-500 mL selected</p>	<p><b>Get more for your little one</b> <i>Oh baby!</i></p>	
<p><b>6.99</b> <small>+100 PTS when you buy 2</small> SECRET or IVORY Deodorant 68-73 g selected</p>	<p><b>2/23.99</b> <small>+300 PTS when you buy 2</small> NATIVE Body Wash 532 mL or Hair Care 177-487 mL selected</p>	<p><b>62.99</b> <small>+300 PTS when you buy 1</small> ENFAMIL A+ Ready To Feed Formula 18x237 mL selected varieties</p>	<p><b>53.99</b> SIMILAC Pro-Advance Powder 837-859 g</p>
<p><b>6.49</b> OLAY Body Wash 364 mL or HEAD &amp; SHOULDERS or OLD SPICE Shampoo or Conditioner 315-400 mL selected</p>	<p><b>15% off</b> <small>+100 PTS when you buy 1</small> ST. IVES Skincare selected</p>	<p><b>1.99</b> <small>BUY MORE SAVE MORE</small> <small>per 2.49 ea when you buy 3 or more</small> NESTLÉ Baby Purees 2.49 ea</p>	<p><b>15% off</b> <small>+300 PTS when you buy 2</small> HONEST CO. Baby Care or Wipes selected</p>
<p><b>350 PTS</b> <small>when you spend \$20 or more</small> COMPLIMENTS Baby Assortment Products</p>		<p><b>15% off</b> <small>+300 PTS when you buy 2</small> HONEST CO. Baby Care or Wipes selected</p>	

# pharmacy

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

<p><b>10% off</b> <small>+250 PTS when you buy 2</small> TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle &amp; Body 40 pk selected*</p>	<p><b>10% off</b> <small>+200 PTS when you buy 2</small> ZARBEE'S Baby or Children's Cough Syrup 59 mL or 118 mL</p>	<p><b>19.99</b> <small>+300 PTS when you buy 2</small> POISE Pads or DEPEND Underwear selected</p>	<p><b>49.99</b> <small>+150 PTS when you buy 1</small> COLD-FX 150 pk or Extra Strength 100 pk</p>
<p><b>15% off</b> <small>+150 PTS when you buy 2</small> IMODIUM 20-24 pk selected</p>	<p><b>15% off</b> <small>+200 PTS when you buy 1</small> NEOCITRAN Cold or Flu Relief 10 pk*</p>	<p><b>Book your flu shot today</b></p> <p>360healthpharmacy.ca</p> <p>360Health   Sobey</p>	



**Live well  
this fall**

Eat well, get active,  
practice mindfulness -  
and feel good!

Gluten- and  
soy-free;  
made in Canada

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

NAKED & SAUCY Natural Dressings 250 mL



**100 PTS**  
when you buy 2  
**4<sup>49</sup>**

DAIYA Cheese Style Shreds, Slices or Blocks 170-227 g



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

DAIYA Thin Crust Pizza 346-550 g



**5<sup>99</sup>**

KATZ Gluten-Free Donut Holes 170 g



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

CARBONAUT Gluten-Free Bagels 335 g, Tortillas 210 g or Pizza Crust 164-216 g



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

CHICKAPEA Pasta 227 g



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

SIMPLY PROTEIN Chips



**100 PTS**  
when you buy 1  
**7<sup>49</sup>**

SAVE DA SEA Plant-Based Salmon or Tuna 100 g



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

GREEN & BLACK'S Chocolate Bar 90 g  
Decadent Fair-trade organic 70% dark chocolate



**50 PTS**  
when you buy 1  
**11<sup>99</sup>** **NEW**

KICKING HORSE K-Cup® Pods 10-24 pk 11.99-24.99 ea

**2<sup>29</sup>**  
ZEVIA Sodas 355 mL or 6 pk 6.99



**7<sup>49</sup>**

SANTA CRUZ 100% Juice 473 mL



**6<sup>49</sup>**

NATREL ORGANIC MILK 2 L



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

MINOR FIGURES Barista Oat or Oat ORGANIC Milk 946 mL



Get **100 PTS**  
When you buy 1  
or  
Get **300 PTS**  
When you buy 2

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

RIVIERA Kefir 946 mL or Greek Vegan Delights 500 g

Contains 50% more calcium per serving than dairy milk  
**2/\$5**



BLUE DIAMOND Almond Breeze 946 mL



**200 PTS**  
when you buy 1  
**5<sup>99</sup>**

EARTH'S OWN The Alt or Naked Oat Beverages 1.75 L or Oat Creamers 946 mL



**50 PTS**  
when you buy 1  
**5<sup>99</sup>**

OLYMPIC ORGANIC Yogurt Drinks 4 pk 190 mL



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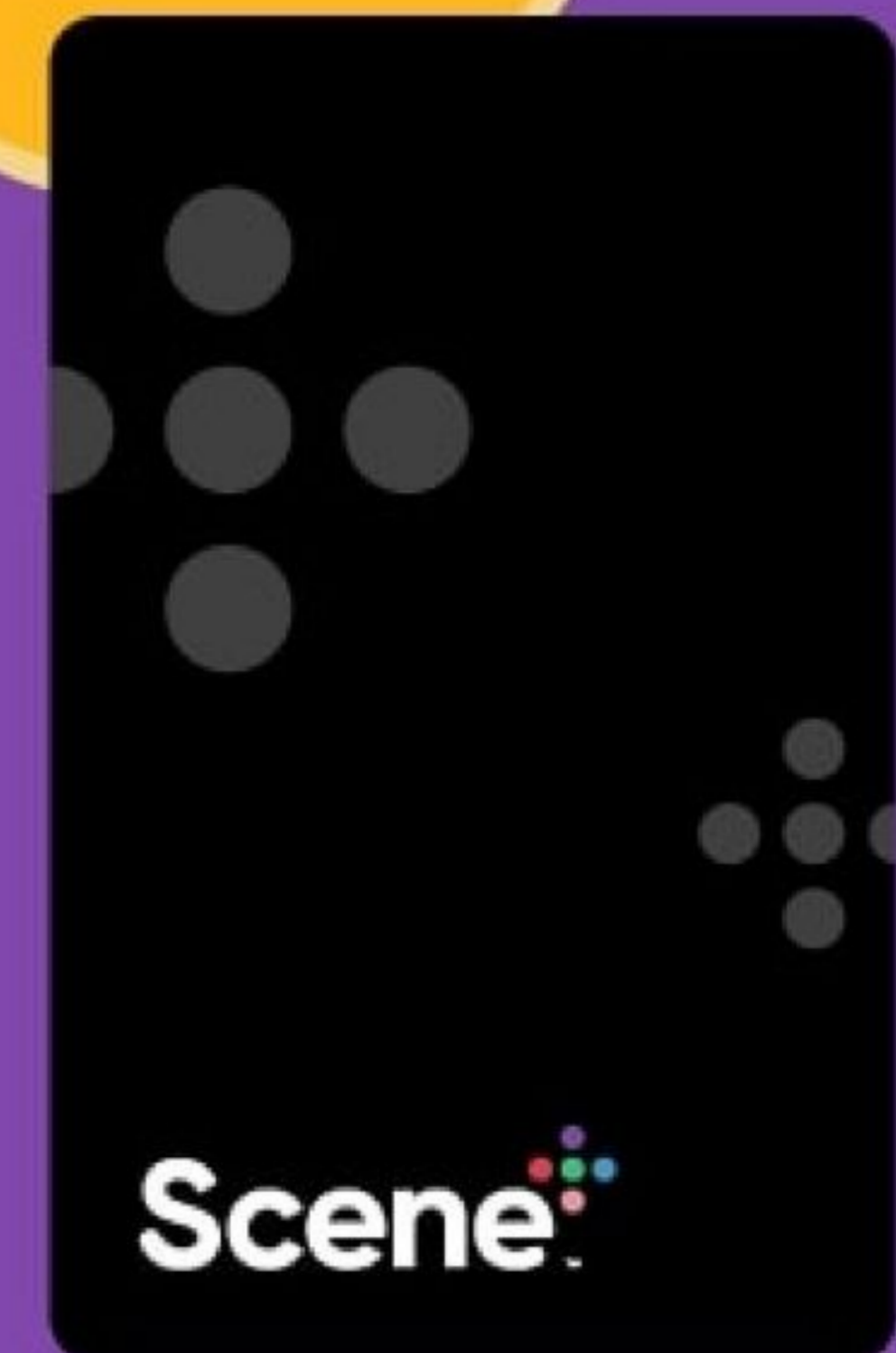
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**GET 2  
SCENE+ PTS  
ON EVERY  
\$1 SPENT<sup>2</sup>**

**1000 pts  
= \$10 in  
groceries<sup>1</sup>**



<sup>1</sup>1000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1000.  
<sup>2</sup>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](https://scotiabank.com/participatingstores).  
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