

100% fresh
GUARANTEE*
 Guaranteed fresh or
 your money back

Sobeys

All Fresh Pork!
BUY 2 GET 1 FREE*
*of equal or lesser value see offers on page 3



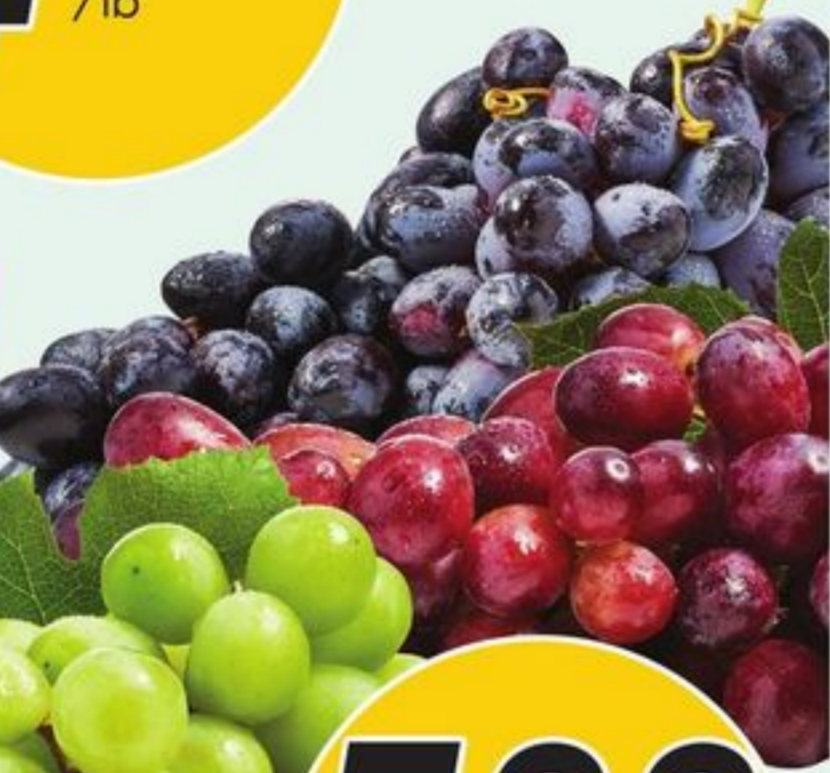
4.49
/lb. ea

Fresh Regular Ground Beef Family Size 9.90/kg or HAYTER'S FARM Fresh Extra Lean Minced Turkey 450 g

4.88
/lb

Fresh Boneless Skinless Chicken Breasts Family Size 10.76/kg

\$3



2.99



1.88
/lb

Extra Large Black, Red or Green Seedless Grapes product of USA 4.14/kg

8x 100g **ACTIVIA** active probiotics - probiotiques actifs

HOT PRICE

3.64

ACTIVIA Yogurt or Drinkable 8 pk

LAY'S Potato Chips 220-235 g, Poppables 130 g or Baked 177 g

HOT PRICE

2.79

Lay's Classic Classique 235 g, Lay's wavy ondulées Original 235 g

KELLOGG'S Family Size Cereal selected 480-650 g

HOT PRICE

5.47

Kellogg's Rice Krispies, Kellogg's Two Scoops Raisin Bran

ARMSTRONG Shredded Cheese 300-320 g, Sticks 210 g, Combos 180 g or Swirls 283-340 g

HOT PRICE

4.77

Armstrong Triple Cheddar, Parmesan, Combs, Swirls

GET UP TO 2,500 PTS There's like \$25 toward your groceries

SPEND \$50+

1st Shop GET 500 PTS
 2nd Shop GET 500 PTS
 3rd Shop GET 500 PTS
 Shop 3 times and get a 1000 PTS bonus

WHEN YOU LOAD THIS OFFER IN THE SOBEYS APP OR AT MyGroceryOffers.ca OCTOBER 31 - NOVEMBER 20, 2024

LOAD THIS OFFER AND GET 500 PTS ON 3 TRANSACTIONS OF \$50+ AND GET A 1000 PTS BONUS FOR USING ALL 3 OFFERS. See Back page for full terms & conditions. *Card must be registered and offer must be loaded, eligible \$50+ transactions must occur on 3 separate days. 1,000 points = \$10 of free groceries.

Happy Halloween

Prices and offers in effect October-November 2024

THU 31 | FRI 1 | SAT 2 | SUN 3 | MON 4 | TUE 5 | WED 6

So many deals
 Scan here for our full digital flyer

Scene
MEMBER
PRICING

Swipe your Scene+ Card and Save



MONTANA'S BBQ BAR
PORK BACK RIBS
CÔTES DE DOS DE PORC

SWISS CHALET
PORK BACK RIBS - CÔTES DE DOS DE PORC

MEMBER PRICING

9⁹⁹ **SAVE \$3**
12⁹⁹ without Scene+ Card
Pork Back Ribs 600-650 g

HIGH LINER
Pan-Sear HADDOCK

MEMBER PRICING

10⁹⁹ **SAVE \$3**
13⁹⁹ without Scene+ Card
HIGH LINER Signature Cuts or Pan-Sear or Breaded or Battered Premium Fish 425-540 g

NATURE VALLEY
SWEET & SALTY
GRANOLA BARS
DARK CHOCOLATE NUT

MEMBER PRICING

2⁹⁹ **SAVE 50c**
3⁴⁹ without Scene+ Card
NATURE VALLEY Sweet & Salty Bars or Selected Varieties 125-226 g

compliments
100 PTS when you buy 2

MEMBER PRICING

4⁴⁴ **SAVE \$1**
5⁴⁴ without Scene+ Card
COMPLIMENTS Frozen Fruit 300-600 g

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



Scene

TURN POINTS INTO GROCERIES



400 PTS when you buy 4

\$5

ASIAN INSPIRATIONS or WONG WING Entrées, Spring Rolls or Egg Rolls 360-680 g



100 PTS when you buy 2

3.49

COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g



That's like \$6 toward your groceries

600 PTS when you buy 2

10.99

NESCAFÉ Gold Espresso 200 g or COFFEE-MATE Powder 1.4 kg



That's like \$10 toward your groceries

1000 PTS when you buy 4

6.49

BUBLY Sparkling Water 12x355 mL

1000 Points = \$10 of free groceries

Scene

EARN POINTS ON HALLOWEEN TREATS

GET UP TO 1000 PTS

when you purchase Halloween Treats* October 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 \$10 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. 581_0007_11_01_001

compliments
BEEF LASAGNA
LASAGNE AU BOUF

StHubert
POULET
CHICKEN POT PIE

BUY MORE SAVE MORE
5.50
each 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

300 PTS
when you spend \$10 or more

12.99 /lb
Fresh Boneless Striploin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Australia graded beef while supplies last 28.64/kg

7.99
ST-HUBERT, SWISS CHALET or MONTANA'S Frozen Meat Pies or COMPLIMENTS Lasagna, Mac & Cheese or Chili 470 g-1 kg

1 lb
5.49
Strawberries product of USA no 1 grade 454 g clamshell

From Ontario
2.49 /lb
Honeycrisp Apples product of Ontario, Canada extra fancy grade 5.49/kg

BUY 1 GET 1 FREE
*of equal or lesser value

3.99
Small Crusty Buns 12 pk 725 g

100 PTS
when you buy 2

5.99
BOUR SIN 150 g or Cuisine 220 g

5.99
COMPLIMENTS Natural Ingredients Sliced Meats selected 175 g

4.25
CRACKER BARREL Cheese Slices 200-240 g or Snacks 168 g

5.49
COMPLIMENTS Salted Butter 454 g

3.49
SILK Beverages assorted varieties 1.75-1.89 L

2/\$8
COCA-COLA or PEPSI Soft Drinks 6x710 mL

9.99
MAXWELL HOUSE Coffee 631-925 g or STARBUCKS Coffee 340 g, Pods 10 pk, Instant 90 g or Cold Brew 946 mL

UP TO 40% off
JAMIESON Vitamins and Supplements assorted variety

10.97
KRAFT Peanut Butter 2 kg or BEE MAID Liquid Honey 1 kg

3.99
OIKOS Greek Style Yogurt 4 pk

2/\$5
LECLERC Celebration Cookies 240-350 g or VACHON Snacks 248-336 g

11.99
CASHMERE Bathroom Tissue 24-48 or 12-48 rolls, SPONGE TOWELS 6x12 rolls or SCOTTIES Facial Tissue 12 pk

19.99
TIDE Laundry Detergent 3.9 L, Pods 45-76 pk, GAIN Flings 76 pk or IVORY SNOW 3.1 L or Pods 45 pk

150 PTS
when you buy 2

STARTING AT 3.99
CREST 3D White or Prohealth Toothpaste 63-120 mL or ORAL-B Toothbrushes 1-2 pk, O-LAY 364 mL or IVORY 621 mL, Body Wash, SECRET or OLD SPICE Deodorant 45-96 g or PANTENE Hair Care 170-355 mL or 187-200 g selected

PROUDLY CANADIAN **sobeys.com** **Partners in Growth** For every ton of paper used in the printing of this flyer, SJC's Partners in Growth program will contribute to the planting of a tree through Trees for Life Canada.

This flyer is printed with vegetable based ink. Please recycle when facilities exist. We reserve the right to correct any unintentional errors that may occur in the copy or in illustration. In stores open 24 hours, flyer prices are effective from 4 pm Thursday until Midnight Wednesday. We reserve the right to limit quantities to reasonable family requirements. Some specials are not available at all stores. This flyer is not effective at any Sobeys Urban Fresh, Sobeys Express or Clark & Hills locations. Flyer is effective in Ontario only.

*Card must be registered. Offer valid and available to be loaded from October 31st to November 20th 2024, at all Sobeys locations in Canada. Minimum \$50 spend must be made in a single transaction. Limit (1) 500 points per transaction, and three (3) total activations per month (1) per transaction. 1000 points bonus to be awarded within 48 hours of the end of the offer period and awarding partners must be made on different days. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-deductible or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/income offers. SCENE+ registered digital or physical card must be presented. Visit <https://www.sobeys.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Sobeys Plus IP Corporation used under license by Sobeys Capital Incorporated.

The Sobeys Capital Program is available at all participating Sobeys locations within Ontario. No base Sobeys points earned. Base weekly offers for limited days to earn Sobeys points. All weekly Sobeys offers include taxes, delivery charges, full payments, etc. except, rental fees, event tickets, gift cards, fuel, dairy products in Atlantic regions, air-seal cards, postal products, and services. Maximum Union, McCulloch/Tim Hortons/Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, veterinary products, deposits, environmental charges, fuel and other goods and services which are non-deductible or excluded by law. Redeem 1000 Sobeys points for \$10 towards your purchase up to a maximum of 50000 Sobeys points (\$500 per day) for full Sobeys Terms & Conditions or towards your guests, visit <https://www.sobeys.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Sobeys Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle when facilities exist.

SPR_WEEKLY_P08_001

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 **450** PTS

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

That's
like over
\$4
toward your
groceries



Get **250** PTS when you buy 3

COMPLIMENTS Canned Tomatoes 796 mL



Get **200** PTS when you buy 2

EIGHT TREASURES Coconut Milk 400 mL



Download on the
App Store



GET IT ON
Google Play

Offer valid October 31st to November 6th, 2024 at all Sobeys locations in Ontario. 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.

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

7.49 /lb
Red Carrots product of Canada 3.28/kg

5.49
PANJIMI Mini Naan 500 g

16.99
INDIA GATE Premium Basmati Rice 4.54 kg

4.49
TRE STELLE Paneer 350 g

2/\$9
Pomegranates product of USA

So.local
Grown right here at home

1.29 /lb
Rutabaga product of Ontario 2.84/kg

2/\$6 50 PTS when you buy 2
GOODLEAF Microgreens product of Ontario 50 g

2/\$8 50 PTS when you buy 2
GOODLEAF Lettuce Blends product of Ontario 113 g

2.49 3 LB BAG
COMPLIMENTS Carrots product of Ontario 3 lb 1.36 kg

4/\$5 From Ontario
Garlic product of Ontario

3.49 From Canada
COMPLIMENTS ORGANIC Button Mushrooms product of Canada 227 g

5.99 2L
Bosc Pears product of Ontario, Canada extra fancy grade 2 L clamshell

2.49 /lb
Bartlett or Bosc Pears product of Ontario, Canada extra fancy grade 5.49/kg

5.99 3 LB BAG
COMPLIMENTS Honeycrisp Apples product of Ontario, Canada extra fancy grade 1.36 kg

100% fresh GUARANTEE
Guaranteed fresh or your money back

Fruity fresh...

3.99 5 PACK
Avocados product of Mexico 5 pk

4.99 100 PTS when you buy 2
Whole Golden Large Pineapple or Prepared Fresh Daily Cored Pineapple product of Costa Rica

1.69 From Ontario
Sweet Potatoes product of Ontario 3.73/kg

2.49 ORGANIC 4.49
Iceberg Lettuce product of USA or Mexico

5.49 Kiwi product of New Zealand 454 g

3.99 Cantaloupe product of USA

1.79 Methi product of Mexico

2.75 Celery product of USA

2/\$5 100 PTS when you buy 2
Mangoes product of Brazil

1.79 /lb
Navel Oranges product of South Africa 3.95/kg

5.79 3 PACK
Rainbow Peppers product of Canada or Mexico 3 pk

2/\$9 From Canada
COMPLIMENTS Caesar Salad Kit 280 g, FRESH ATTITUDE Caesar Bacon Salad 171 g or Spring Mix Salad 155 g product of Canada

bulk

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

25% off BUY 1 GET 2ND
Prepared Fresh Daily In-Store Taco or Guacamole Dip, Pineapple Salsa or Bruschetta Mix assorted sizes

5.99
COMPLIMENTS Snack or Trail Mixes selected 400-500 g

8.99
WONDERFUL No Shell Pistachios selected 155-170 g

floral

4.99 From Ontario
Frosty Fern 4" or Zygo "Christmas" Cactus 4"

5.99 100 PTS when you buy 1
Fleurette 4.5"

12.99 From Ontario
Rainbow Gerbera Bouquet 10-Stem

12.99 From Ontario
Rose & Alstroemeria Bouquet

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

RICARDO

Simple gourmet meal solutions for your family



Quebec-based celebrity chef Ricardo



BUY 2 GET 1 FREE*

*of equal or lesser value

RICARDO Marinated Chicken Breast, Marinated Pork Chop, Tenderloin, Marinated Beef or Veal Flap Steak or Risotto Stuffed Chicken Breast starting at 8.99/lb, 19.82/kg



20% off RICARDO Dips 300 g or Dressings 250 mL



500 PTS when you buy 2 RICARDO Boxed Sides or Entrées

[Learn more](#)

Simplify meal prep with the new selection of easy, chef quality meal solutions Available Exclusively at Sobeys Ontario

Cheers to great fall choices!



\$3 off
COORS Original Lager
30x355 mL cans



\$1 off
BUDWEISER Lager
6x473 mL tall cans



\$1 off
COORS Original Lager
12x473 mL tall cans



\$1 off
GEORGIAN BAY
Gin Smash Mixed
Pack 12x355 mL



\$1 off
From Ontario
SANDBAGGER Hard Seltzer
Mixed Pack 12x355 mL



\$1 off
COORS Seltzer Slushie
Flavour Pack 12x355mL cans

CERTIFIED TENDER
TENDRETE CERTIFIEE

so.tender

Starling
ESTABLISHED 1978

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

AS A BONUS FOR YOU

CERTIFIED TENDER
TENDRETE CERTIFIEE

79⁹⁹ /lb
STERLING SILVER Fresh Capless Prime Rib Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef 44.07/kg

119⁹⁹ /lb
STERLING SILVER Fresh Boneless Sirloin Tip Roast Royale seasoned, prime rib fat added, cut by your meat expert from Canada AAA grade beef 26.43/kg

200 PTS
when you spend \$20 or more

14⁹⁹ /lb
Fresh Beef Chuck Short Ribs, Thick English Style or Thin Sliced Family Size cut by your meat expert from Canada AA grade beef 33.05/kg

100 PTS
when you buy 1 plg

6⁴⁹ /lb
COMPLIMENTS Fresh AIR-CHILLED Bone-In Chicken Breast Halves Family Size 14.31/kg

HAYTER'S FARM
LOCAL | WHOLESOME | FARM FRESH | 3 GENERATIONS OF FAMILY
TASTE & TRADITION

BUY 2 OR MORE & GET 25% off
HAYTER'S FARM Fresh Turkey Meatballs or Meatloaf starting at 7.99 ea

Taste the Hayter's Turkey Difference

- Local to Ontario
- Raised without antibiotics
- Humanely-raised
- No added hormones or steroids*

*Not all labels & brands. Excludes to **Jobey's**

100 PTS
when you spend \$10 or more

4⁹⁹ /lb
Fresh Beef Liver sliced 11.00/kg

300 PTS
when you buy 2

5⁹⁹ MAPLE LODGE FARMS Chicken Sausages 375-500 g

12⁴⁹ SUNGOLD Lamb Tonnigt 284-375 g

5⁴⁹ OLYMEL Breakfast or Dinner Pork Sausages 375-450 g

All Fresh Pork!
BUY 2 GET 1 FREE
*of equal or lesser value

value size Fresh Pork Shoulder Picnic Roast hock removed

value size Fresh Pork Shoulder Blade Roast or Family Size Steak

value size Fresh Pork Loin Back Ribs cryovac

value size NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs

value size Fresh Pork Side Ribs breast bone removed, regular cut or sweet & sour cut

value size Fresh Whole Skinless Pork Belly cryovac

quick & easy

150 PTS
when you buy 2

9⁹⁹ LILYDALE Oven Roasted Chicken or Turkey 300 g

350
when you buy 2 or more

3⁹⁹ SCHNEIDERS Lunch Mate Stackers or Adult Kits or GREENFIELD Kits 74-120 g selected 3.99 ea

STARTING AT 6⁹⁹
when you buy 2 or more

6⁹⁹ LOU'S Fully Cooked Entrées or Bacon 375-400 g or LIL' JUAN'S Mexican Style Entrées 300-400 g

6⁹⁹ PANACHE Simple-Curve Ham 15.41/kg

120 PTS
when you buy 2

5⁹⁹ WHOLLY VEGGIE! Cauliflower Wings Buffalo, Ranch, Hot Honey, Japanese Inspired BBQ or CHEF BOMBAY Indian Inspired Appetizers 240-375 g

12⁹⁹ **260 PTS**
when you buy 2

12⁹⁹ COMPLIMENTS Traditional Beef Burgers 4 oz, Chicken or Turkey Burgers 850-907 g or TACO TRUCK Kits Crispy Chicken with Mexican Style Sauce or Crispy Pork with Chipotle & Lime Sauce 840 g Makes 12 Tacos!

13⁹⁹
when you buy 2 or more

13⁹⁹ PINTY'S Eatwell Gluten Free Breaded Chicken Burgers, Strips or Nuggets 765-790 g

16⁹⁹ **value size**

16⁹⁹ POGO Minis 32 pk, Original 20 pk or Value Size 960 g-15 kg

GET TO FREE GROCERIES FASTER

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

GET 500 PTS ON EVERY \$1 SPENT

1000 pts = \$10 in groceries

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

©2025 Sobey's. \$10 in groceries. Scene points redeemed at any participating Empire location must be redeemed in increments of 1000. Scene Visa Card. On eligible everyday purchases. Excludes participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at scotiabank.com/participatingstores. Visa Inc. Licensed user.



Everyone deserves more reasons to eat bacon



150 PTS
when you buy 2

5⁹⁹

COMPLIMENTS Turkey Bacon 375 g



100 PTS
when you buy 2

5⁹⁹

COMPLIMENTS Bacon 375 g



100 PTS
when you buy 2

5⁴⁹

COMPLIMENTS Bacon Rounds 375 g



BUY MORE SAVE MORE

value size

13⁹⁹

ea when you buy 2 or more

COMPLIMENTS Thick Cut Bacon 1 kg 15.99 ea

seafood

compliments
Crab or Lobster-Flavoured Alaskan Pollock 227 g

150 PTS when you buy 2

2.99

5.99

Fresh Mussels 907 g or Bacon Wrapped Scallops Skewer 100 g previously frozen or MUSSEL KING Whole Cooked PEI Mussels frozen 454 g

10.99 /lb

Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg

300 PTS when you buy 2

25% off

COMPLIMENTS Hokkaido, Bay or Sea Scallops 340-400 g

14.99 /lb

Fresh Wild Icelandic Cod Fillets subject to availability 33.05/kg

3.50 ea

Authentic Maryland Crab Cakes Fillets 120 g frozen or previously frozen or 2 pk of cakes for 7.00

100 PTS when you buy 1

10.99

COMPLIMENTS Smoked Sockeye, Steelhead, Atlantic Salmon or Gravlax 140-150 g

9.99

EARLS Restaurant Clam Chowder frozen 550 mL

11.99

IFC Coldwater Cooked Shrimp 150-250 ct. 350 g

100 PTS when you buy 1

\$12

BEST BUY Battered Popcorn Shrimp or Squid Rings 800 g

13.99

WATERVIEW MARKET Lemon Garlic Shrimp & Pasta 907 g or Shrimp Lo Mein Meal Kits 877 g

6.99

IFC Seafood Appetizer Trio 312 g

bakery

7.99 SAVE 80¢

8.79 without Scene* Card

Brownie Cakes 310-390 g

MIX & MATCH
Small or Large Patisseries

BUY 4 GET 5TH FREE
of equal or lesser value

150 PTS when you buy 1

21.99

BAKER STREET Cakes 675-800 g

BUY MORE SAVE MORE

6.99 ea when you buy 2 or more

TASTY SELECTIONS Bundt Cake 500 g 7.99 ea

BAKED IN STORE

75 PTS when you buy 2

3.99

Strudel Fingers 228 g

9.99

TOP DESSERT Carrot or Banana Cake 485 g

BAKED IN STORE

100 PTS when you buy 2

6.49

100% Butter Danish 4 pk. 420 g

LIMITED TIME ONLY

9.49

TABLE TALK Apple Caramel or Apple Cranberry Pie 625 g

4.99

STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g

BAKED IN STORE

3.99

Focaccia Breads 315-340 g

BAKED IN STORE

4.29

Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g

Sign up for Sobey's E-Flyer & **SAVE \$5** off your next purchase of \$40 or more!
www.sobeys.com/getflyer



PROTEIN PACKED MEALS WITH BEYOND.

Cooks and grills like meat.

INTRODUCING BEYOND STEAK®

7⁹⁹

BEYOND STEAK Plant-Based Seared Tips 226 g

NEW



24 g OF PROTEIN*

*Per 100 g serving



6⁹⁹

BEYOND CHICKEN Plant-Based Breaded Tenders 226 g, BEYOND BREAKFAST SAUSAGE Plant-Based Links 8 pk 235 g or BEYOND BURGER Plant-Based Burgers 2 pk 226 g



7⁹⁹

BEYOND BEEF Plant-Based Ground 340 g or BEYOND SAUSAGE Plant-Based Links mild or hot Italian 4 pk 400 g

18⁹⁹

BEYOND BURGER Plant-Based Burgers 6 pk 678 g

*†Than the average leading brands of Hot/Mild Italian Sausage

Pizza & Wings Halloween meal deal.

READY
FOR
YOU



149
ea.

PLUS add one
1-litre
Coca-Cola
product

500 PTS
when you buy
Pizza & Wings

That's like
\$5
toward your
groceries

BUY 1
14" Take & Bake Pizza
& GET
Wings
for only
\$12 /lb



Get **250 PTS**
When you buy
200 g or more
Ready for you Meal Kits
Value Sized or Individual Sized
Chilled Meals

READY
FOR
YOU



READY
FOR
YOU

17⁹⁹

Charcuterie
Boards
460-508 g

TRY OUR NEW

11⁹⁹

Artisanal
Spanish Tray
215 g



Scene[®]
**MEMBER
PRICING**
5⁹⁹ SAVE \$1
6⁹⁹ without
Scene[®]
Card COMPLIMENTS Sliced
Cheese 150-170 g

50 PTS
when you buy 1
9⁹⁹ PILLER'S Family
Size Pepperoni
Toppings 400 g

3⁷⁹ /100 g
SCHNEIDERS Ham,
Summer Sausage or
Thuringer Sausage



100%
fresh
GUARANTEE

Guaranteed fresh
or your money back

*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.

So Local

Made right here
at home

Proudly supporting local since 1907

Our partnership with Venturepark Labs, a non-profit organization that helps consumer goods brands grow, is propelling the future of local entrepreneurs and paving the way for homegrown brands. We support diverse-owned businesses on our shelves. Here are a few local products you can find close to home.

Sobeys | VENTUREPARK LABS

Helping aspiring food entrepreneurs take their innovative ideas to market. For details visit ventureparklabs.ca

Meet Janine Rane, cofounder and CEO of Zing Pantry

A Venturepark Cohort 12 alumni, Janine Rane is the co-founder and CEO of Zing Pantry, a brand bringing diverse, third-culture flavours to Canadian home cooks.



ZING PANTRY Seasonings
250 g or Condiments 175 mL

dairy & frozen

100 PTS when you buy 2
5.99 LIBERTÉ Kefir 1 L

5/\$5 YOPLAIT Yop Drinkable Yogurt 200 mL

7.49 YOPLAIT Source 16 pk or LIBERTÉ Greek Yogurt 900 g-1 kg

3.99 without Scene+ Card
4.99 SHEPHERD GOURMET SKYR Icelandic Style Yogurt 500 g

100 PTS when you buy 2
5.49 KRAFT PHILADELPHIA Dips 340 g

1.99 SEALTEST Chocolate Milk 750 mL

6.99 LACTANTIA Healthy Attitude Omega-3 or Olivina 850 g or PARKAY Margarine Quarters 1.36 kg

200 PTS when you buy 2
4.97 PHILADELPHIA Cream Cheese 227-250 g selected varieties

4.99 COMPLIMENTS Cozy Coop Large White Eggs 12 pk

3.49 CRAVE Scramble Kit 57-85 g

4.99 KOZY SHACK Pudding 6 pk

200 PTS when you buy 4
3.49 go when you buy 2 or more
 PILLSBURY Biscuits, Rolls, Pizza or Pie Crust 318-400 g, Cinnamon Rolls 351 g or Cookies 468 g (excludes seasonal) 3.99 ea

3.99 CAVENDISH FARMS Quick Crisp Fries 650 g

3.99 CAVENDISH FARMS Hashbrowns 800 g

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

100 PTS when you buy 2
4.94 HÅGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk

1.99 SWANSON Pies 200 g

6.99 MCCAIN Regular Fries 1.5 kg

14.99 MCCAIN Pizza Pockets 12 pk

4.99 CRAVE or KD or SMART ONES Frozen Entrées 200-340 g

1.99 SIMPLY PICKED Frozen Vegetables 300 g

150 PTS when you buy 2
11.99 P.F. CHANG'S or BERTOLLI Multi Serve Meals 624 g

200 PTS when you buy 2
5.49 COMPLIMENTS Ice Cream Sandwiches selected 12 pk

50 PTS when you buy 1
3.99 COMPLIMENTS Lemonade or Iced Tea 1.54 L

50 PTS when you buy 1
3.79 COMPLIMENTS Cheddar Flavour Slices 400 g

50 PTS when you buy 1
5.99 COMPLIMENTS Cottage Cheese 750 g

100 PTS when you buy 2
5.49 COMPLIMENTS Greek Yogurt 650 g

6.99 COMPLIMENTS Mini Pizzas 8 pk

99¢ COMPLIMENTS Frozen Punch 283 mL

2.99 COMPLIMENTS Perogies 907 g

3.49 BEST BUY FROZEN VEGETABLES 750 g

drinks & snacks

<p>5⁹⁹ ORVILLE REDENBACHER Microwave Popcorn 6-8 pk, 249-492 g or Gourmet Popping Corn 850 g</p>	<p>2/\$8 STACY'S Pita Chips 208-227 g</p>	<p>2/\$9 RUFFLES Potato Chips 180-200 g or MISS VICKIE'S Kettle Chips 190-200 g</p>	<p>2/850 TOSTITOS Tortilla Chips 205-300 g</p>
<p>2/\$4 GATORADE 710 mL</p>	<p>150 PTS when you buy 2 SODASTREAM Fountain Style 440 mL</p>	<p>100 PTS when you buy 2 MONSTER Energy Drinks 444-473 mL</p>	<p>300 PTS when you buy 2 COMPLIMENTS Soft Drinks or Sparkling Water 12x355 mL</p>
<p>4⁴⁹ HERSHEY'S Bagged Chocolate 160-290 g, EXCEL Bottle Gum or 5 Gum 35 pk</p>	<p>120 PTS when you buy 2 5⁹⁹ HARIBO Candy 284 g</p>	<p>2/\$4 CADBURY King Size Bars 66-90 g or MARS Singles 30-57 g</p>	<p>50 PTS when you buy 2 2/444 NESTLE Juniors 65-112 g</p>
<p>9⁹⁹ RED ROSE Orange Pekoe Tea 216 pk</p>	<p>3⁷⁹ ALLEN'S Juice 8x200 mL tetra</p>	<p>4⁹⁹ NESTLE Carnation Hot Chocolate Envelopes 7-10x25 g</p>	<p>200 PTS when you buy 2 4⁴⁹ SUNRYPE Slim 1.36 L</p>
<p>50 PTS when you buy 2 2⁹⁹ DARE Breton or Vinta Crackers 135-225 g or Veggie Crisps 100 g</p>	<p>3⁹⁹ CHRISTIE Crisps or Ritz Chips Family 240 g, KELLOGG'S Cheez-It, Snap'D or Town House Crackers 213-391 g</p>	<p>2/\$5 DARE Econo Cookies 280 g</p>	<p>100 PTS when you buy 2 3⁴⁹ COMPLIMENTS Cookies selected 300-350 g</p>
<p>4⁴⁹ ARNOTT'S Tim Tam Biscuits 175-200 g, LOTUS Biscoff 250 g or MCVITIE'S Cookies 300-400 g</p>	<p>3⁹⁹ CHRISTIE Mini Cookies 150-225 g 3.49 ea</p>	<p>8⁹⁹ KELLOGG'S Pop-Tarts 1.152 kg, Rice Krispies Squares 660 g or Special K Bars 500 g</p>	

Here for your budget and lifestyle

<p>5⁹⁹ SAVE \$1 6⁹⁹ without scene+ Card COMPLIMENTS Peanut Butter Bites 340 g or Milk or Dark Chocolate Covered Almonds or Milk Chocolate Covered Cashews 350-400 g</p>	<p>100 PTS when you buy 1 16⁴⁹ PANACHE Belgian Deluxe Biscuits Tin 650 g while supplies last</p>	<p>4⁹⁹ COMPLIMENTS Roasted Peanuts 700 g</p>	<p>100 PTS when you buy 2 4⁹⁹ COMPLIMENTS Potato Chips 200 g</p>
<p>100 PTS when you buy 2 3⁴⁹ COMPLIMENTS Soda Crackers 450 g</p>	<p>250 PTS when you buy 2 6⁹⁹ COMPLIMENTS Roast & Ground Coffee 300 g</p>	<p>250 PTS when you buy 2 6⁹⁹ COMPLIMENTS Coffee Pods 12 pk</p>	<p>4/\$5 COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L</p>



We all deserve great snacks!



100 PTS when you buy 1

COMPLIMENTS Milk Chocolate Toffee Hazelnuts 250 g while supplies last

High in / Elevé en
Sat fat / Gras sat
Sugars / Sucres



250 g



75 g

100 PTS when you buy 1

COMPLIMENTS Mixed Nuts with Truffle Flavouring 275 g while supplies last

value size

100 PTS when you buy 1

COMPLIMENTS Mixed Nuts assorted varieties 1.13 kg



value size · format valeur

compliments DELUXE MIXED NUTS 40% CASHEWS NOIX MÉLANGÉES DE LUXE 40 % DE NOIX DE CAJOU

1.13 kg

ADD SOME Panache

Add some sweetness to your everyday!

Panache

CHOCOLATE TRUFFLES TRUFFES AU CHOCOLAT

Sumptuous chocolate truffles dusted in premium cocoa

De somptueuses truffes au chocolat saupoudrées de cacao de première qualité



200 g

PHOTO ENLARGED · SUGGESTED SERVING PHOTO AGRANDIE · PRÉSENTATION SUGGÉRÉE

50 PTS when you buy 1

5.49

PANACHE Chocolate Truffles 200 g while supplies last

meal makers

 <p>2⁹⁹ COMPLIMENTS Sauce 350 mL or Soy Sauce 450 mL selected varieties</p>	 <p>3⁹⁹ COMPLIMENTS Jasmine or Basmati Rice 900 g</p>	 <p>STARTING AT 6⁹⁹ SCHAR Bread or Buns 200-400 g</p>	 <p>3⁴⁹ DEMPSTER'S White or 100% Whole Wheat Bread 675 g, White or Whole Wheat Texas Toast 675 g or COMPLIMENTS Grain Bread 600 g</p>
 <p>4⁹⁹ GENERAL MILLS Cereal selected varieties 297-430 g</p>	 <p>3⁹⁹ COMPLIMENTS Granola 325 g or CREAM OF WHEAT 336-800 g</p>	 <p>5⁴⁹ SNACK PACK Pudding 12 pk</p>	 <p>100 PTS when you buy 2 4⁴⁹ JIF or ADAMS Peanut Butter 500 g</p>
 <p>3⁹⁹ CRISCO Shortening selected varieties 454 g or COMPLIMENTS Chocolate Chips 250-300 g</p>	 <p>20% off COMPLIMENTS Baking Nuts 100 g selected (excludes pine nuts)</p>	 <p>100 PTS when you buy 2 5⁹⁹ E.D. SMITH Pure Pumpkin 796 mL</p>	 <p>4⁴⁹ BETTY CROCKER Cake, Cookie, Brownie or Bisquick Mix 263 g-1.13 kg or MRS. DASH Seasonings selected 70 g</p>
 <p>4⁹⁹ SPAM Luncheon Meat or HEREFORD Corned Beef 340 g</p>	 <p>4⁹⁹ CHOLULA Hot Sauce 150 mL or Salsa 325 mL</p>	 <p>50 PTS when you buy 5 49¢ COMPLIMENTS Instant Noodles 85 g</p>	 <p>100 PTS when you buy 2 2⁹⁹ COMPLIMENTS Ready To Eat Soup 540 mL</p>
 <p>1⁹⁹ ALLEN'S White Vinegar 1 L</p>	 <p>1⁶⁹ CLUB HOUSE French Fry Seasoning 25-27 g</p>	 <p>9⁹⁹ RAO'S Pasta Sauce 660-680 mL</p>	 <p>50 PTS when you buy 2 3²⁹ CATELLI Gluten Free or Supergreens Spaghetti 300-340 g</p>

natural health

 <p>100 PTS when you buy 2 7⁴⁹ ELMHURST Plant-Based Beverages 946 mL, Creamers 473 mL or Sour Cream 227 mL</p>	 <p>50 PTS when you buy 1 5⁹⁹ KASHI ORGANIC or Go Lean Cereal 275-460 g or Granola 311-340 g</p>	 <p>100 PTS when you buy 1 8⁹⁹ CHOSEN FOODS Dressing 237 mL</p>	 <p>100 PTS when you buy 2 4⁴⁹ DAIYA Cheese Style shreds, slices or blocks 185-220 g</p>
 <p>19⁹⁹ or 1.79 ea SAVE \$3 22⁹⁹ without Scene+ or 1.99 ea Card KIND Bars 12 x 40 g</p>	 <p>20% off LEAN FIT Whey or Plant Protein Powders 715-875 g</p>	 <p>15% off THE UNSCENTED COMPANY Laundry Detergent, Dish Soap, Hand Soap, Shampoo or Conditioners 465 mL-4 L, 3-30 pk</p>	 <p>NEW 2/\$8 EARTH'S OWN Beverages 1.75-1.89 L or Creamers 946 mL</p>
 <p>10⁹⁹ KICKING HORSE Ground Coffee 284 g</p>	 <p>2/\$7 SENSIBLE PORTIONS Chips or Straws 120-142 g</p>	 <p>3⁹⁹ MADE GOOD Bars, Minis or Rice Crisps 120-132 g</p>	 <p>2/\$5 GUAYAKI Yerba Mate Beverages 458 mL</p>

RECIPES, STORIES, TIPS & TRICKS and more, all at Sobey's.com

Explore products from around the world!

Shop international foods storewide.



179
/lb

Asian Yellow Pear
product of China 3.95/kg



229
/lb

Indian Eggplant
product of Dominican Republic 5.05/kg



999

Persimmon Case
product of South Africa



NEW

349

CHALO Naan
500 g



1699

QILLA Premium
Basmati Rice 4.54 kg



579

AURORA
Arborio Rice 750 g



779

HENGSTENBERG
Knax Gherkins 1.5 L



399

HENGSTENBERG Red Cabbage
720 mL selected varieties



399

HENGSTENBERG Mildessa
Mild Wine Sauerkraut 796 mL



699

THAI KITCHEN
Fish Sauce 200 mL

Happy
Diwali

Find everything you need
for your festivities.



16⁹⁹
INDIA GATE Premium
Basmati Rice 4.54 kg



1⁹⁹
/lb Long Squash
product of Mexico
4.39/kg



1⁷⁹
ea Methi
product of USA or
Mexico



3⁴⁹
CHALO! Naan
500 g



16⁹⁹
BRAR'S Desi Ghee
800 g



3⁹⁹
THE SPICE TAILOR
Meal Kits 215-375 mL



49¢
MAGGI Masala Noodles
70 g



2²⁹
FROOTI
Mango Juice
1 L



1⁶⁹
HALDIRAM Indian Snacks
selected varieties 150 g



1⁴⁹
PARLE-G Biscuits
300 g



10⁹⁹
TEA VALLEY Orange Pekoe Tea 685 g



4⁹⁹
KFI Butter Chicken
Cooking Sauce
selected varieties
375-455 mL



10⁴⁹
BRAR'S
Rasmalai 850 g



9⁹⁹
BRAR'S
Milk Cake
400 g



7⁹⁹
BRAR'S
Gulab Jamun
850 g

home & pet care



12⁹⁹ PURINA Tidy Cats Cat Litter 2.72 L



125 20 when you buy 4 or more FANCY FEAST Li'l Soups Broths or Pettes Singles 34-79.4 g 1.59 ea



12⁹⁹ PURINA ONE Smart Blend Dog Food 1.71-1.82 kg or Treats 566 g



350 PTS when you buy 10 10/10 COMPLIMENTS Wet Cat Food 156 g



14⁹⁹ **400 PTS** when you buy 2 FINISH Dish Tabs 30-55 pk or Jet-Dry Rinse Aid 946 mL



35⁹⁹ TIDE Pods 85-112 pk or Power Pods 63 pk



6⁹⁹ DOWNY or GAIN Fabric Softener 1.31 L, DOWNY Infusions 946-960 mL or GAIN Flings! 16-32 pk



10⁹⁹ FLEECY Sheets 200 pk, Fabric Softener 3.5 L or PALMOLIVE Dish Soap 4.27 L



24⁹⁹ **200 PTS** when you buy 1 SPONGE TOWELS 12=18 rolls



20⁹⁹ **400 PTS** when you buy 2 CHARMIN Bathroom Tissue 12=48 rolls or BOUNTY Paper Towels 4-6 pk



13⁹⁹ ZIPLOC Mega Pack Storage Bags 60-270 pk



82⁹⁹ **100 PTS** when you buy 1 COMPLIMENTS Waste Bags 90 L 24-30 pk or Blue Recycling 20 pk

health, beauty & baby



25% off DIAL Body Wash 473 mL, BLISTEX Lip Care 1 pk, SPEED STICK Deodorant 45-70 g or L'OREAL Kids or CAROL'S DAUGHTER Hair Care 265-355 mL selected



20% off L'ORÉAL Excellence Hair Colour 1 pk or MARC ANTHONY Hair Care 50-250 mL selected



4⁹⁹ LADY SPEED STICK 65 g or GARNIER Shampoo or Conditioner 354-370 mL or HERBAL ESSENCES Mousse 170-194 g selected



5⁹⁹ **300 PTS** when you buy 2 LISTERINE Mouthwash 1 L selected



94⁹⁹ **200 PTS** when you buy 2 U BY KOTEX Liners or Pads 28-129 pk selected



54⁹⁹ **50 PTS** when you buy 2 SENSODYNE or PRONAMEL Toothpaste 75-100 mL selected



2/30 **400 PTS** when you buy 2 NATIVE Deodorant 75 g selected



15% off GARNIER Skincare 50 mL selected



26⁹⁹ PAMPERS Super or HUGGIES Giga Diapers 38-120 pk



34⁹⁹ **400 PTS** when you buy 3 NESTLÉ Gerber Snacks 42-155 g



64⁹⁹ **200 PTS** when you buy 2 JOHNSON & JOHNSON Baby Care 400-600 mL or 632 g



34⁹⁹ **200 PTS** when you buy 2 COMPLIMENTS Baby Wipes 64-72 pk 3.99 ea

pharmacy

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



15% off **500 PTS** when you buy 2 NEUTROGENA Acne Products selected



15% off **300 PTS** when you buy 2 VISINE Eye Care 15 mL selected



15% off **200 PTS** when you buy 2 VICK'S Dayquil or Nyquil 25.4 mL or 24 pk or Vaporub 190 mL*



10% off **250 PTS** when you buy 1 NICORETTE Gum or Lozenges 160-210 pk or Quickmist Duo†



15% off **500 PTS** when you buy 2 ADVIL Pain Relief 40-150 pk* or CHILDREN'S ADVIL Liquid 230 mL or Chews 40 pk*



15% off **100 PTS** when you buy 2 TIGER BALM Healing Ointment 18 g

Get diabetes care that fits your needs.

Ask us if a personalized care plan is right for you.

360Health | **Jobey**

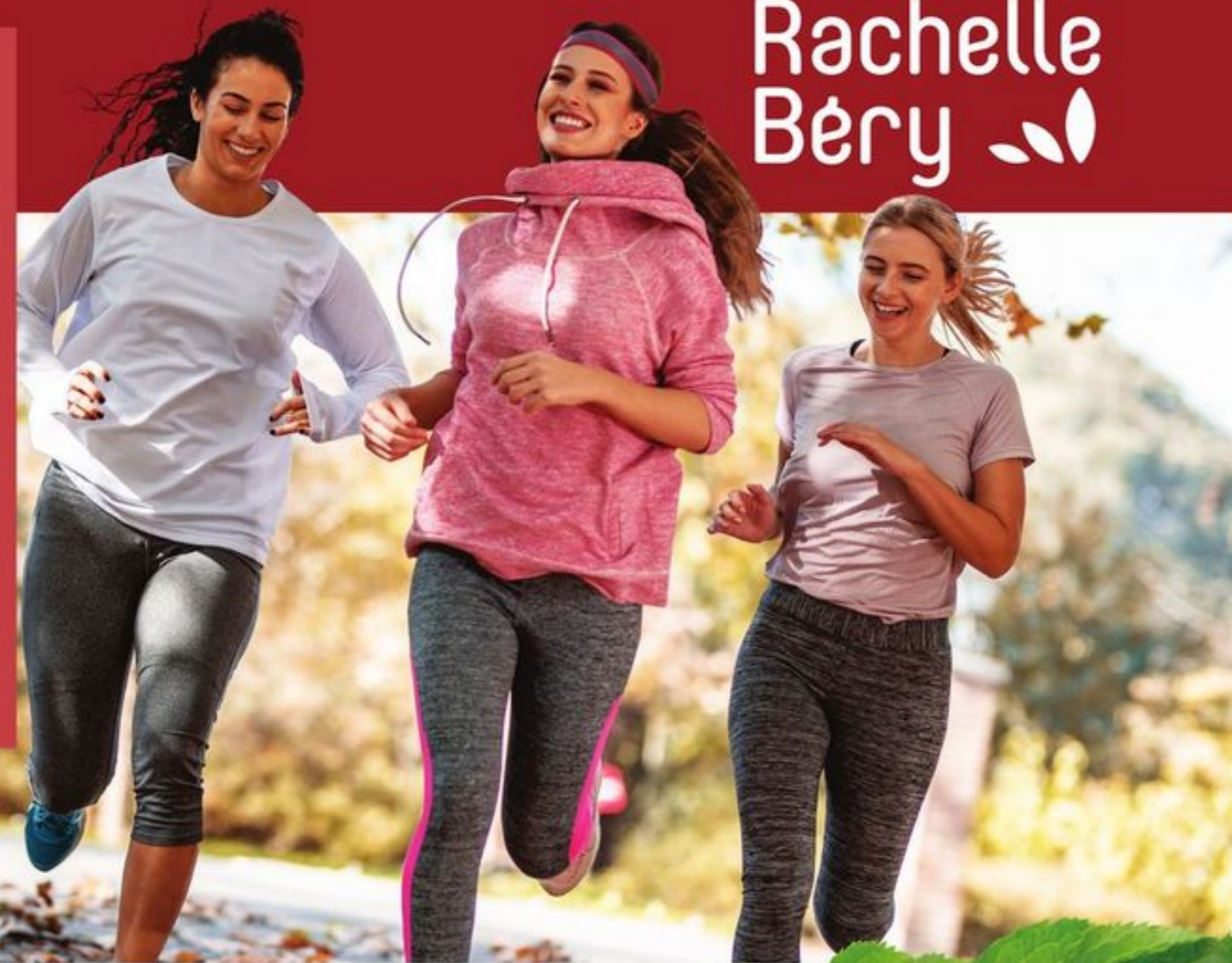
Scene+ JOIN SCENE+ TODAY. sceneplus.ca/register

*Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points.

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 Sobeyes store

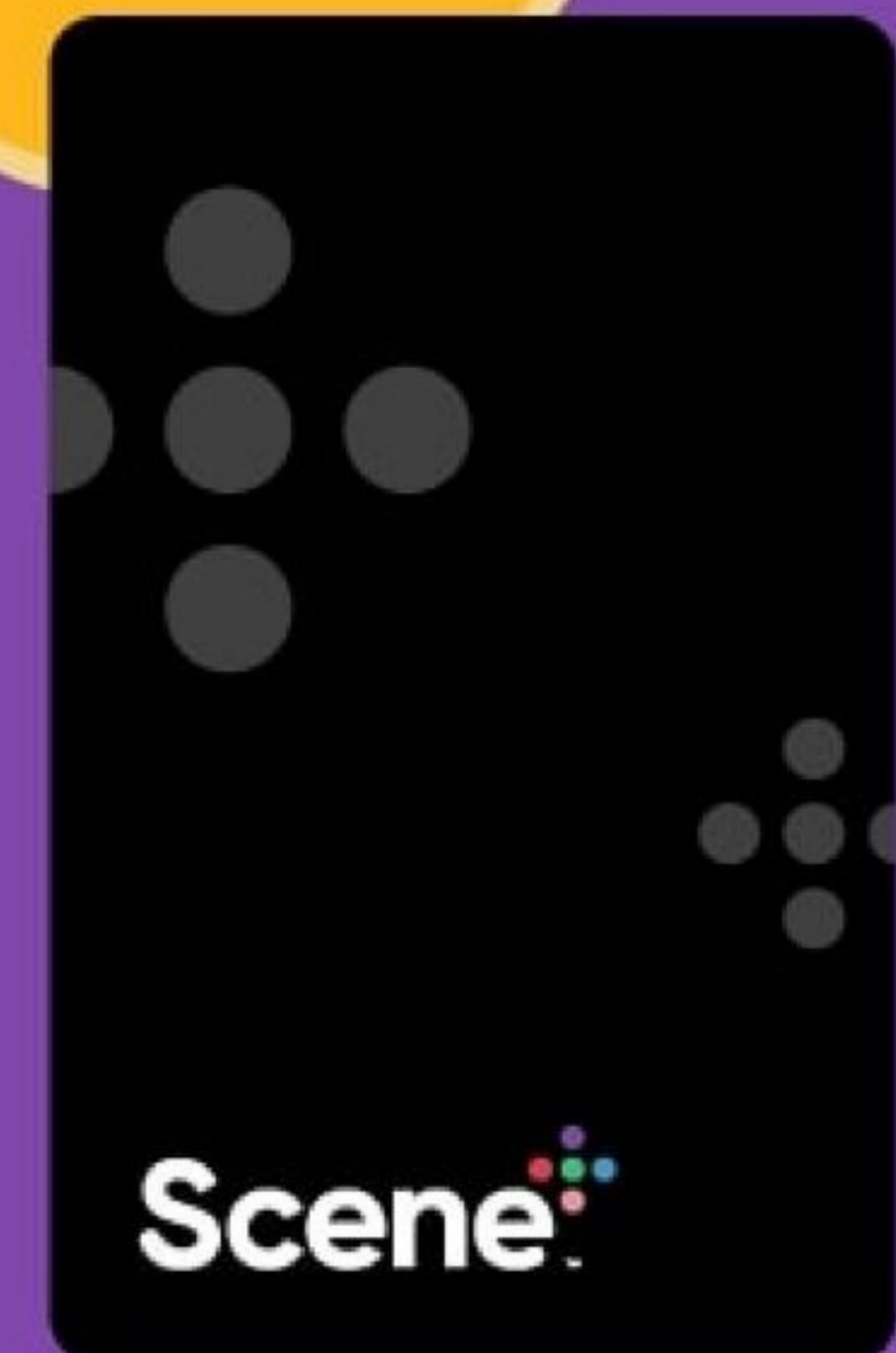
GET TO **FREE** GROCERIES FASTER

when you scan your **Scene+ membership card** and pay with your **Scotiabank® Scene+™ Visa* Card**.

APPLY NOW

**GET 2
SCENE+ PTS
ON EVERY
\$1 SPENT²**

**1000 pts
= \$10 in
groceries¹**



¹1000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1000.
²Get 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.

Subscribe to Emails from Sobeys to get *more*



Get everything you love about Sobeys like:

- Access to weekly flyers
- Email exclusive offers
- Recipes plus tips & tricks from our experts
- Important 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