

100% FRESH GUARANTEE
GUARANTEED FRESH OR YOUR MONEY BACK

SAFEWAY

Sobeys

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

COMPLIMENTS
 Fresh AIR-CHILLED Split Chicken Wings Family Size 13.21/kg
5.99 /lb

4.49 /lb
 Fresh Regular Ground Beef Family Size 9.90/kg

Fresh Steelhead Trout Fillets product of Western Canada all size packages
3.49 /100 g

5.99 **4LB BOX** **FIRST OF THE SEASON**
 Chinese Mandarins product of China 1.81 kg or 4-lb box

Cauliflower product of Canada or USA no 1 grade
3.99

ACTIVIA active probiotics - probiotiques actifs
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, Lay's wavy ondulées Original

KELLOGG'S Family Size Cereal selected 480-650 g
HOT PRICE 5.47
 Rice Krispies, Two Scoops Raisin Bran

ARMSTRONG Cheese 600 g, Shreds 450-500 g or SAPUTO Mozzarellissima 690 g
HOT PRICE 7.97
 Armstrong Triple Cheddar, Armstrong Mozzarella

GET UP TO 2,500 PTS That's like \$25 toward your groceries
WHEN YOU LOAD THIS OFFER IN THE SOBEYS OR SAFEWAY 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



More deals!
 Scan here for our full flyer



Scene

MEMBER

PRICING

Swipe your Scene+ Card and Save



MEMBER PRICING

9.99 **SAVE \$3**

12.99 without Scene+ Card
 SWISS CHALET or MONTANA'S Pork Back Ribs 600-650 g

MEMBER PRICING

10.99 **SAVE \$3**

13.99 without Scene+ Card
 HIGH LINER Signature Cuts or Pan-Seared or Breaded or Battered Premium Fish 425-540 g

MEMBER PRICING

2.99 **SAVE 50¢**

3.49 without Scene+ Card
 NATURE VALLEY Sweet & Salty Bars or Selected Varieties 125-226 g

100 PTS when you buy 2

MEMBER PRICING

4.44 **SAVE \$1**

5.44 without Scene+ Card
 COMPLIMENTS Frozen Fruit 300-600 g

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

Scene MEMBER DAY

TUESDAY ONLY! TUESDAY, NOVEMBER 5, 2024 EXCLUSIVELY FOR SCENE+ MEMBERS

GET 10% OFF

OR 200 PTS

FOR EVERY \$20 SPENT¹ ON A MINIMUM \$50 GROCERY PURCHASE!¹

See back page for details

ALL TREATS. NO TRICKS! HAPPY HALLOWEEN

Scene

TURN POINTS INTO GROCERIES



400 PTS when you buy 4
\$5
MULDOON'S Boneless Dry Pork Bites, Asian Inspirations or WONG WING Entrées, Spring Rolls or Egg Rolls 360-680 g



100 PTS when you buy 2
349
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
10⁹⁹
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
749²
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 \$20-29⁹⁹, GET **250 PTS**

SPEND \$30-39⁹⁹, 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. No rain checks or special orders. Offer valid from Oct. 24-31, 2024. 1000 PTS = \$10 of free groceries. ©2024 Scene. All rights reserved.

compliments
BEEF LASAGNA
LASAGNE AU BOUF

StHubert
POULET
CHICKEN PASTA

Johnsonville
BUY MORE MORE
550
see when you buy 2 or more

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

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

8.99 /lb
Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AA or USDA Select grade beef while supplies last 19.82/kg

BUY 1 GET 1 FREE
*of equal or lesser value

MARINA DEL REY Raw Argentinian Shrimp 20-40 ct per lb peeled and deveined or Shrimp Meat 300 g

4.99 /lb
Strawberries product of USA no 1 grade 454 g clamshell

2.99 /lb
Honeycrisp Apples product of British Columbia, Canada extra fancy grade 6.59/kg

3.99
BAKED IN STORE
Small Crusty Buns 12 pk 480-725 g

5.99
BOURSIN 150 g or Cuisine 220 g

5.99
SAN DANIELE Prosciutto 100 g

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

6.99
100 PTS when you buy 1
Bece! Margarine 637-850 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 BEEHIVE 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
PUREX Bathroom Tissue 24=48 or 12=48 rolls, SPONGE TOWELS 6=12 rolls or SCOTTIE'S 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, OLAY 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

Score+ Member Day: *Discount with minimum \$50 grocery purchase and Score+ card. Minimum purchase must be made in a single transaction. See in-store for details. †Points with minimum \$50 grocery purchase and Score+ card. Get 200 Score+ points for every \$25 in eligible grocery purchases. Minimum purchase must be made in a single transaction. See in-store for details.

PROUDLY CANADIAN safeway.ca | 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.

*Card must be registered. Offer valid and available to be loaded from October 31st to November 20th, 2024, at all Sobeys or Safeway locations within Western Canada. Minimum \$50 spend must be made in a single transaction. Limit 11,500 points allotment per transaction, and three (3) total allotments on three (3) separate transactions. 1000 points bonus to be awarded within 4 weeks of the end of the offer period and qualifying purchases must be made on different days. Digital Offer has no cash value and cannot be combined with any other offers. Offer includes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other maximum spend/receive offers. †SCENE is registered digital or physical card must be presented. Visit https://www.safeway.ca/terms-and-conditions to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Score Plus IP Corporation used under license by Sobeys Capital Incorporated.

We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, October 31, 2024 to Wednesday, November 6, 2024. Advertised prices do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as advertised. *No other* refers to prescriptions and fiscal items only. On-Sale, some restrictions may apply. On-Buy ONE GET ONE FREE (BOGO) items customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental levies on the purchased and free items. Manufacturer's coupons apply to purchased items only - not free items. Limit one coupon per purchase item. The Score+ Loyalty Program is available at all participating Sobeys or Safeway locations within Western Canada. No base Score+ points earned on the weekly offers for current week to earn Score+ points. All weekly Score+ offers exclude taxes, delivery charges, toll payments, service fees, rental fees, event tickets, gift cards, fuel, daily products in Western Canada regions, pre-paid cards, postal products and services, Western Union, McAfee/7M, Hibernia/Starbuck products and services in select regions, prescription drugs, non-prescription pharmacy products, liquor and alcohol beverages, tobacco products, lottery prizes, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1000 Score+ points for \$10 towards your purchase up to a maximum of 50,000 Score+ points (\$500) per day. For full Score+ Terms & Conditions or to redeem your points, visit https://www.safeway.ca/terms-and-conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Score Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist.

S&B_S&W_W&Z_P&L_W&T_AB_#M_#K

Scene
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

- 1 Download the Sobeys or Safeway 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** or **Safeway** app or at [MyGroceryOffers.ca](https://www.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 and Safeway locations in Western 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.

HAPPY **DIWALI**



2.49 /lb
Red Carrots product of Canada 5.49/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/\$6
Pomegranates product of USA

Fresh Picks. Grown here.



1.29 /lb
Rutabaga product of Western Canada 2.84/kg



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



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



2.99 3 LB BAG
COMPLIMENTS Carrots product of Western Canada 3 lb 1.36 kg



3.49 3 LB BAG
COMPLIMENTS ORGANIC Button Mushrooms product of Canada 227 g



2.99 /lb
Bosc Pears product of British Columbia, Canada extra fancy grade 6.59/kg



6.99 3 LB BAG
COMPLIMENTS Honeycrisp Apples product of British Columbia, Canada extra fancy grade 1.36 kg

100% FRESH GUARANTEE **GUARANTEED FRESH OR YOUR MONEY BACK**

Fruity Fresh...



4.99 5 PACK
Avocados product of Mexico



5.99 100 PTS when you buy 2
Whole Golden Large Pineapple or Prepared Fresh Daily Cored Pineapple product of Costa Rica



5.49
Kiwi product of New Zealand 454 g



3.99
Cantaloupe product of USA



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



2.29 /lb
Navel Oranges product of Australia 5.05/kg

Veggie love...



1.99 /lb
Sweet Potatoes product of USA 4.39/kg



2.49
Methi product of Mexico



6.49 3 PACK
Rainbow Peppers product of Canada or Mexico 3 pk



2.99 ORGANIC 4.49
INSPIRED GREENS Living Lettuce product of Western Canada or Iceberg Lettuce product of USA no 1 grade or ORGANIC Iceberg Lettuce product of USA or Mexico no 1 grade



2.99
Celery product of USA



2/\$9
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
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



26.99 100 PTS when you buy 1
Rose Lily Bouquet assorted colours



14.99 STARTING AT
Phalaenopsis Orchids in Ceramic Pot assorted colours and sizes



11.99
Potted Rose assorted colours 6"



15.99
6-Stem Garden Roses from Ecuador assorted colours

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

Introducing

RICARDO

NEW

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 and Safeway

CERTIFIED TENDER TENDRETE CERTIFIÉE

Sterling SILVER PREMIUM BEEF

HAND-SELECTED AAA BEEF

Well-marbled Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys or Safeway

300 PTS when you spend \$15 or more

READY FOR YOU

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

11⁹⁹ /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

12⁹⁹ /lb

Fresh Capless Prime Rib Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AA or USDA Choice grade beef while supplies last 28.64/kg

100 PTS when you buy 1 pkg

6⁴⁹ /lb

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

9⁹⁹ /lb

Fresh Boneless Skinless Turkey Breast 22.02/kg

READY FOR YOU

7⁴⁹ /lb

Marinated In-Store Fresh Bone-In Chicken Breast Halves 16.51/kg

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 Tonnage 284-375 g

5⁴⁹

OLYME! 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

Fresh Pork Shoulder Blade Roast or Family Size Steak

value size

Fresh Pork Loin Back Ribs cryovac

value size

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

value size

Fresh Whole Skinless Pork Belly cryovac

value size

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

quick & easy

150 PTS when you buy 2

9⁹⁹

LILYDALE Oven Roasted Chicken or Turkey 300 g

STARTING AT

7⁹⁹

GRIMM'S Pepperoni or Bites 300-450 g

STARTING AT

6⁹⁹

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

6⁹⁹ /lb

PANACHE Simple-Carve Ham 15.41/kg

NEW

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

NEW

12⁹⁹ **260 PTS** when you buy 2

COMPLIMENTS Traditional Beef 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

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

value size

16⁹⁹ **32**

POGO Minis 32 pk, Original 20 pk or Value Size 960 g-1.5 kg

GET TO FREE GROCERIES FASTER

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

100 pts = \$10 in groceries

©2020 Sobeys. \$10 in groceries. Scene points redeemed at any participating Empire location must be redeemed in increments of 1000. Scan & Save: pts on every \$1 spent. On eligible everyday purchases. In participating grocery stores. Offer conditions apply. See full list of participating merchants across Canada at sobeys.com/participatingstores. Visa Inc. Licensed user.

SBV_SNV_30K27_P03_WST_LAB_M8_S8



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

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

5.99

2.49 /100 g

Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam

300 PTS when you buy 2

25% off

COMPLIMENTS Hokkaido, Bay or Sea Scallops 340-400 g

1.99 /100 g

Fresh Wild Pacific Rockfish Fillets product of British Columbia subject to availability

1.75 /100 g

MRS. FRIDAY'S Crab-Style Crab Cakes 65 g previously frozen or 8 pk frozen for \$12.99

100 PTS when you buy 1

9.99

COMPLIMENTS Smoked Steelhead, Atlantic Salmon or Gravlax 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 BREADED 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

9.99

HIGH LINER Wild Pacific Salmon Fillets 400 g or AQUA STAR Wild Pacific Salmon Fillet 567 g product of USA

bakery

7.99 SAVE 80¢

8.79 without Scene+ Card

Brownie Cakes 310-390 g

BUY 4 GET 5TH FREE of equal or lesser value

MIX & MATCH Small or Large Patisseries

150 PTS when you buy 1

18.99

ELITE SWEETS Cakes 700 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 315-365 g

BAKED IN STORE

4.29

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

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

17.99

Charcuterie
Boards
400-500 g



Scene
MEMBER
PRICING
5.99
SAVE \$1
6.99 without
Scene's
Card
COMPLIMENTS Sliced
Cheese 150-170 g

50 PTS
when you buy 1
9.99
PILLER'S Family
Size Pepperoni
Toppings 400 g

3.79
/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 or www.safeway.ca/value-flyer for details.



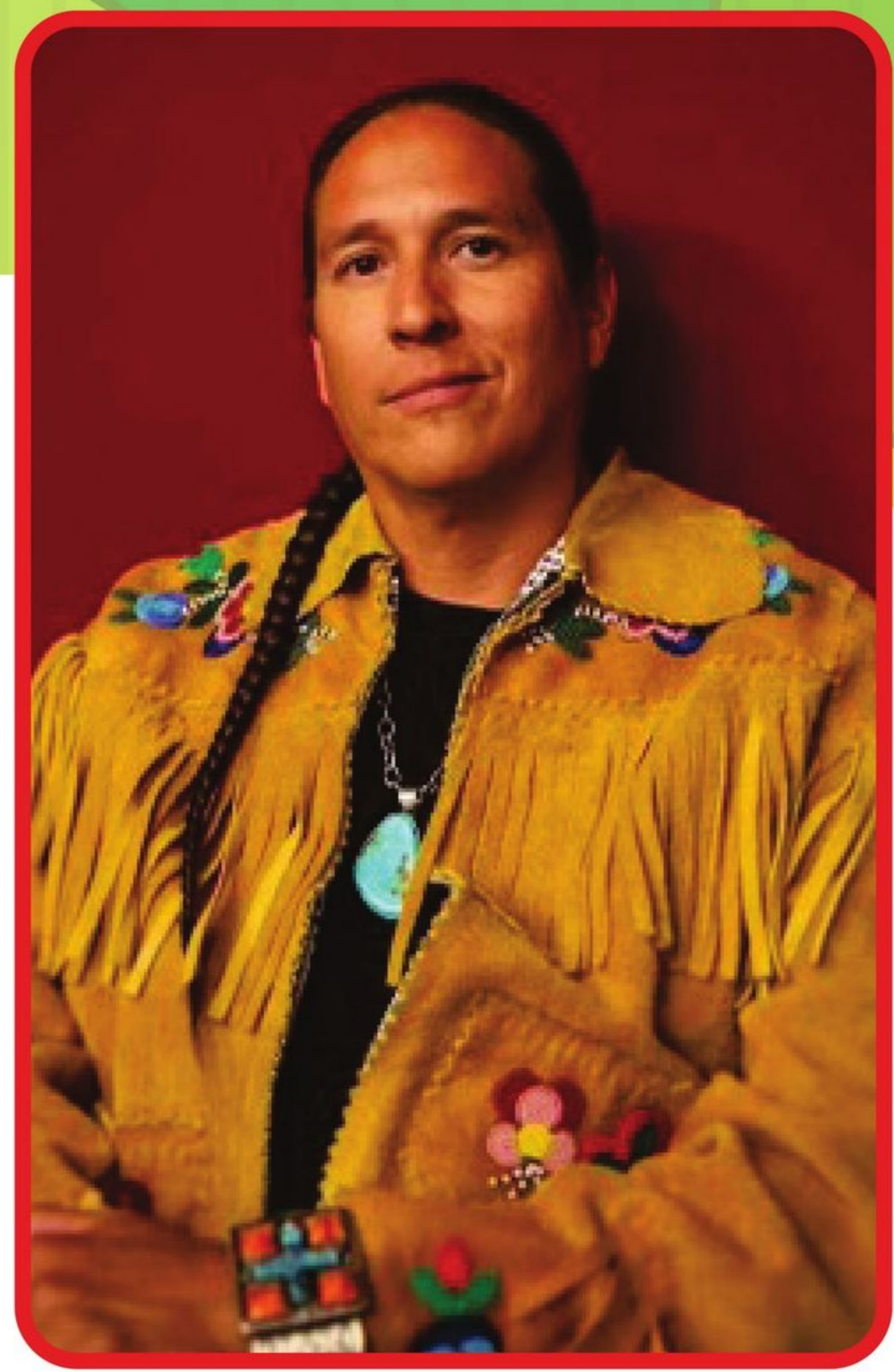
Local gems you'll love.

Proudly supporting Western Canadians

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.



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



Meet Ian Gladue, founder of Mitsoh

A current Cohort 18 member and originally from Bigstone Cree Nation, Ian Gladue founded Mitsoh in 2018 to share traditional Indigenous foods with the world. Mitsoh uses local ingredients bringing pemmican to prairie store shelves.



MITSOH Pemmican Strips selected 23 g

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 **SAVE \$1** without Scene+ Card
SHEPHERD GOURMET SKYR Icelandic Style Yogurt 500 g

100 PTS when you buy 2

5.49 KRAFT PHILADELPHIA Dips 340 g

1.99 LUCERNE Chocolate Milk 750 mL

6.99 PARKAY Margarine Quarters 1.36 kg or Soft Tub 1.28 kg or LACTANTIA Health Attitude Omega-3 or Olivina 850 g

4.97 **200 PTS** when you buy 2
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 Sun-On Riced Hash Browns 800 g

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

4.94 **100 PTS** when you buy 2
HÄAGEN-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 SUPER SWEET CORN 300 g

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

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

Here for your budget and lifestyle **Compliments BEST BUY**

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

SBY_SKYR_SKW27_PDS_WST_LAB_ML_SK

drinks & snacks

5⁹⁹ **ORVILLE REDENBACHER** Microwave Popcorn 6-8 pk, 249-492 g or Gourmet Popping Corn 850 g

2/\$8 **STACY'S Pita Chips** 208-227 g

2/\$9 **RUFFLES** Potato Chips 180-200 g or **MISS VICKIE'S** Kettle Chips 190-200 g

2/850 **TOSTITOS** Tortilla Chips 205-300 g

2/\$4 **GATORADE** 710 mL

150 PTS when you buy 2
SODASTREAM Fountain Style 440 mL

100 PTS when you buy 2
MONSTER Energy Drinks 444-473 mL

300 PTS when you buy 2
COMPLIMENTS Soft Drinks or Sparkling Water 12x355 mL

4⁴⁹ **HERSHEY'S** Bagged Chocolate 160-290 g, **EXCEL** Bottle Gum or 5 Gum 35 pk

120 PTS when you buy 2
HARIBO Goldbears

2/\$4 **CADBURY** King Size Bars 66-90 g or **MARS** Singles 30-57 g

50 PTS when you buy 2
NESTLE Juniors 65-112 g

9⁹⁹ **RED ROSE** Orange Pekoe Tea 216 pk

9⁹⁹ **SUNRYPE** Juice 3.78 L

4⁹⁹ **NESTLE** Carnation Hot Chocolate Envelopes 7-10x25 g

200 PTS when you buy 2
SUNRYPE Slim 1.36 L

50 PTS when you buy 2
DARE Breton or Vinta Crackers 135-225 g or Veggie Crisps 100 g

3⁹⁹ **CHRISTIE** Crisps or Ritz Chips Family 240 g, **KELLOGG'S** Cheez-It, Snap'D or Town House Crackers 213-391 g

2/\$5 **DARE** Econo Cookies 280 g

100 PTS when you buy 2
COMPLIMENTS Cookies selected 300-350 g

4⁴⁹ **ARNOTT'S** Tim Tam Biscuits 175-200 g, **LOTUS** Biscoff 250 g or **MCVITIE'S** Cookies 300-400 g

3⁹⁹ when you buy 2 or more
CHRISTIE Mini Cookies 150-225 g 3.49 ea

8⁹⁹ **KELLOGG'S** Pop-Tarts 1.152 kg, Rice Krispies Squares 660 g or Special K Bars 500 g

Here for your budget and lifestyle **compliments panache**

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

100 PTS when you buy 1
16⁴⁹ **PANACHE** Belgian Deluxe Biscuits Tin 650 g while supplies last

4⁹⁹ **COMPLIMENTS** Honey or Dry Roasted Peanuts 700 g

100 PTS when you buy 2
COMPLIMENTS Potato Chips 200 g

100 PTS when you buy 2
3⁴⁹ **COMPLIMENTS** Soda Crackers 450 g

250 PTS when you buy 2
6⁹⁹ **COMPLIMENTS** Roast & Ground Coffee 300 g

250 PTS when you buy 2
6⁹⁹ **COMPLIMENTS** Coffee Pods 12 pk

4/\$5 **COMPLIMENTS** Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L

SBY_SWW_WK27_S2_W51_LAB_ML_5K



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 Whole Wheat Texas Toast, White or 100% Whole Wheat Bread 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 Salsa 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>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 Beverages 458 mL</p>

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Indian Eggplant
product of Dominican
Republic 5.49/kg



5/\$5

Passion Fruit
product of Colombia



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

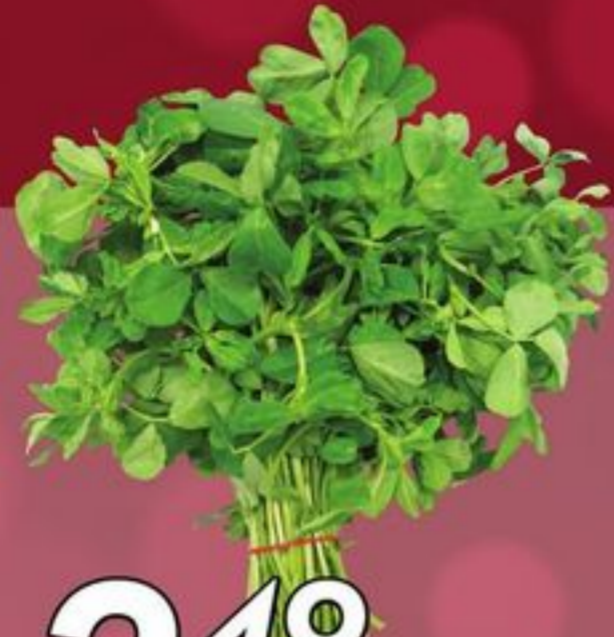
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16⁹⁹
INDIA GATE Premium
Basmati Rice 4.54 kg



1⁹⁹
/lb Long Squash
product of Mexico
4.39/kg



2⁴⁹
ea Methi
product of USA or
Mexico



3⁴⁹
NEW
CHALO! Naan
500 g



19⁹⁹
BRAR'S Desi Ghee
800 g



3⁹⁹
THE SPICE TAILOR
Meal Kits 215-375 mL



49¢
MAGGI Masala Noodles
70 g



2⁴⁹
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



10⁹⁹
BRAR'S Rasmalai,
Kaisar Rasmalai or Mango
Rasmalai 850 g



8⁹⁹
BRAR'S
Milk Cake
400 g



6⁹⁹
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[®] 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



400 PTS when you buy 2
14⁹⁹ 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



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



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



13⁹⁹ ZIPLOC Mega Pack Storage Bags 60-270 pk



100 PTS when you buy 1
8²⁹ 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



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



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



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



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



250 PTS when you buy 2
15% off GARNIER Skincare 50 mL selected



26⁹⁹ PAMPERS Super or HUGGIES Giga Diapers 38-120 pk



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



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



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

pharmacy

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*Select products only available when a pharmacist is on duty.



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



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



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



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



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



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

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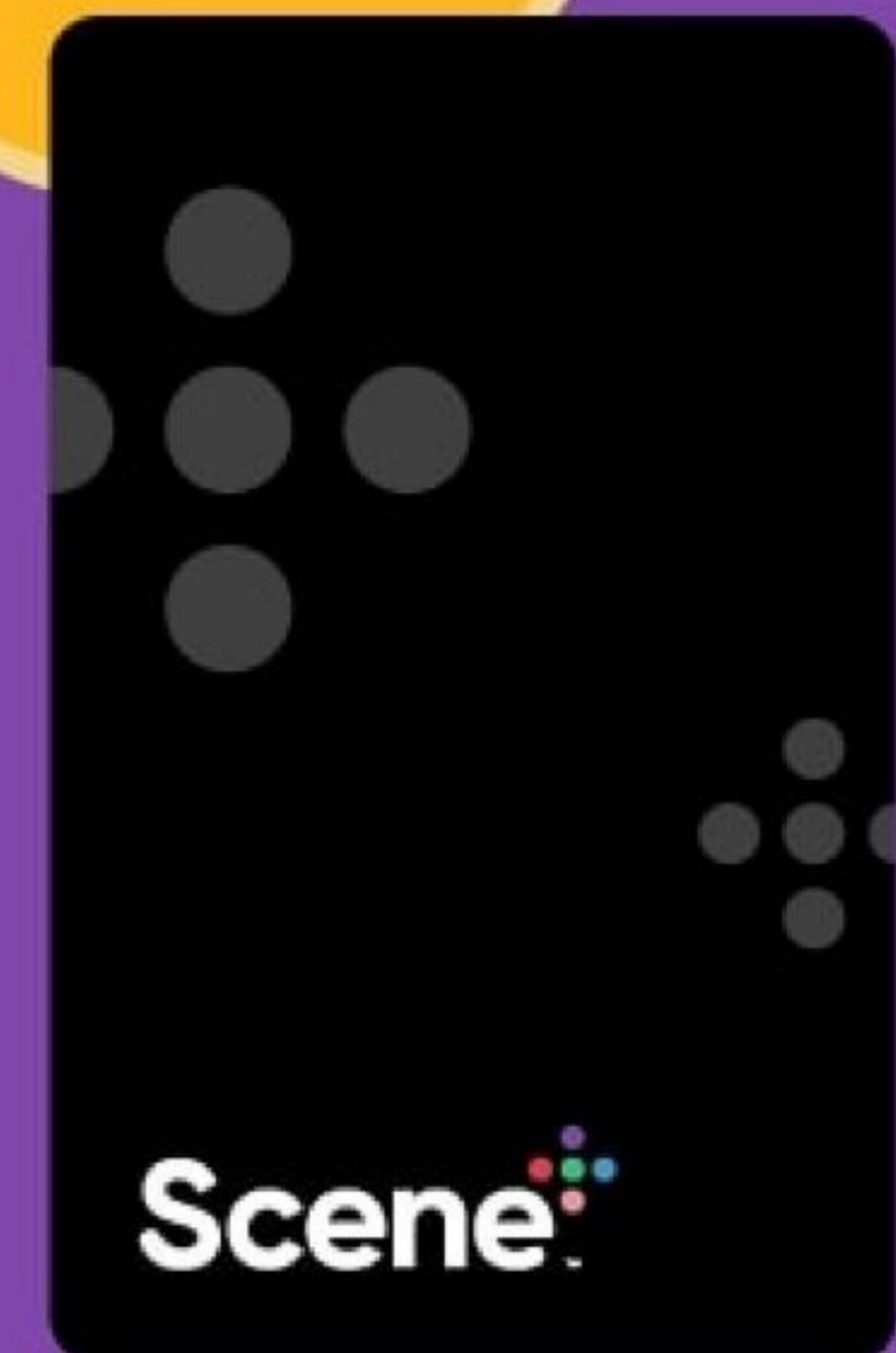
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groceries¹**



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