

ONT

# Unwrap the value **Sobeys**

**2.99** /lb  
Fresh Pork Side Ribs breast bone removed 6.59/kg

**7.66** /lb  
From Ontario  
**So local** EXCLUSIVE  
HAYTER'S FARM Frozen Grade A Raised Without Antibiotics Turkeys product of Ontario all available sizes 3.66/kg

**8.88** /lb  
TRY WITH  
Our in-store BBQ Whiskey Marinade!  
Fresh Boneless Striploin Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Australia graded beef while supplies last 19.58/kg

**7.99**  
From Ontario  
200 PTS when you buy 2  
MIX & MATCH  
COMPLIMENTS Carrots or Onions product of Ontario 3 lb or 1.36 kg

**3.99**  
NEW CROP  
Halo Clementines or Mandarins product of USA 907 g or 2 lb or Jumbo Pomegranates product of USA  
JUMBO

**7.99**  
ULTRA NATURAL Fair Trade Honduras Shrimp cooked or raw 300 g or Atlantic Canada 3-4 oz Lobster Tail previously frozen or frozen 85 g or 2 pk of Tails 15.98

**4.94**  
HOT PRICE  
NESCAFÉ Rich or Taster's Choice Instant Coffee selected 100-170 g  
200 PTS when you buy 2

**2.97**  
HOT PRICE  
CLASSICO Pasta Sauce 218-650 mL or COMPLIMENTS Pasta 900 g

**1.99**  
HOT PRICE  
VILLAGGIO Bread 570-675 g or Buns 6-8 pk

**99¢** SAVE 50¢  
MEMBER PRICING  
749 without Scene+ Card  
COMPLIMENTS Canned Legumes 540 mL

**4.94**  
HOT PRICE  
HÄAGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk

**11.99**  
From Ontario  
Premium Red or Novelty Poinsettias in Decor Pot 6.5"

**Scene+ SPEND & GET 1000 PTS**

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

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

0 61925 86354 5

Valid Thursday, November 28 - Sunday, December 1, 2024

Offer valid November 28 to December 1, 2024 at all Sobeys locations in Ontario. 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/termsand-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 November-December 2024

THU 28 | FRI 29 | SAT 30 | SUN 1 | MON 2 | TUE 3 | WED 4

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

ONT

# black friday

## 4 DAY SALE!

Thursday, November 28<sup>th</sup> to Sunday, December 1<sup>st</sup>  
While quantities last!

**JANES**  
Pub Style Breaded Chicken Strips, Nuggets, Burgers, Chicken Fries, Popcorn or Chicken Wings 600-700 g or Breaded or Battered Fish selected 450-510 g 6.99 ea.

**SAVE \$43.96**  
WHEN YOU BUY 4

**BUY MORE SAVE MORE**

**\$5** ea when you buy 4 or more

JANES Pub Style Breaded Chicken Strips, Nuggets, Burgers, Chicken Fries, Popcorn or Chicken Wings 600-700 g or Breaded or Battered Fish selected 450-510 g 6.99 ea. REST OF THE WEEK 6.99 ea

**3 LB BAG**  
From Ontario

**SAVE \$5**

**2.99**

COMPLIMENTS Honeycrisp Apples product of Ontario, Canada, extra fancy grade 1.36 kg. REST OF THE WEEK 5.99 ea

**AAA4** **Energizer MAX** **AA8** **Energizer MAX**

**SAVE \$8**

**200 PTS** when you buy 2

**4.99**

ENERGIZER Max AA 8 pk or AAA 4 pk selected varieties. REST OF THE WEEK 9.99 ea

value size - fort

**SAVE \$7**

compliments **SATINY SOFT** Jumbo Rolls Soft Toilet Paper **DOUX ET SATINÉ**

**30 = 100** Jumbo Rolls Soft Toilet Paper

**Get 1000 PTS** When you buy 2

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

**14.99**

COMPLIMENTS Bathroom Tissue 30=100 rolls limit of 4

**WHILE SUPPLIES LAST**

Scene

TURN POINTS INTO GROCERIES



+200 PTS when you spend \$30

14.99 /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



That's like \$5 toward your groceries

+500 PTS when you buy 5

2.49  
QUAKER Dippys, Chewy or Granola Bars 120-156 g

Get 1000 PTS

When you spend \$30 on all Starbucks brew at home hot beverages.\*

That's like \$10 toward your groceries

\*before taxes.



STARBUCKS Roast & Ground Coffee 340-793 g or K-Cups® 10-44 pk, Whole Bean 907 g, Instant Coffee 90 g, Cold Brew 946 mL, Via 5-8 pk, Hot Chocolate 240-300 g or STARBUCKS by Nespresso 10 pk or Vertuo Pods 8-10 pk

1000 Points = \$10 of free groceries

**4.99** COMPLIMENTS or DAILY'S Bacon 375 g or COMPLIMENTS Marinated Boneless Pork Chops or Sirloin Kabobs 250-300 g

**6.99** /lb COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size or Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size 15.41/kg

**16.99** /lb From Nova Scotia Land-Raised Atlantic Salmon Fillets subject to availability 37.46/kg

**11.99** value size COMPLIMENTS Breakfast, Mild or Honey Garlic Pork Sausage 1-1.4 kg

**6.99** From Canada THE LITTLE POTATO COMPANY Yellow Potatoes product of Canada, 3 lbs, 1.36 kg

**2/\$6** COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA

**4.29** Homestyle Oat Bran, Mountain Grain, Good Haven or Low Fat Multigrain Bread 450 g

**1.00** off TRE STELLE Feta, Halloumi, Becconcini, Feta Cubes 200 g, Grated Parmesan 125 g, Crumbled Feta 150 g, Mascarpone 275 g or Ricotta 475 g

**2.99** /100 g COMPLIMENTS Black Forest Ham, Honey Ham, Turkey or Chicken

**Get 50 PTS** When you spend \$10-\$24.99

**Get 300 PTS** When you spend \$28 or more on Land-Raised Fresh Atlantic Salmon Fillets

**6.99** CRACKER BARREL Cheese 340-400 g, Shreds 250-320 g or BLACK DIAMOND Cheesestings 12-16 pk 252-336 g

**5.99** GAY LEA Butter 454 g (excludes sticks)

**3.99** SILK Next or Protein Beverages 1.74-1.75 L, Yogurt 500-650 g, Barista 946 mL or Shredded or Sliced Cheese 200 g

**3.99** DANONE Activia Yogurt 8 pk

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

**2/\$7** LAY'S Potato Chips 220-235 g, Poppables 130 g or Baked 177 g or TOSTITOS Tortilla Chips 205-300 g

**2/14** PEPSI or COCA-COLA Soft Drinks 12x355 mL

**5.99** KELLOGG'S Family Size Cereals selected 480-650 g

**10.97** BEEMIDA Liquid Honey 1 kg or KRAFT Peanut Butter 2 kg

**2.99** KELLOGG'S Cheez-It Crackers, Snap'd or Town House 213-391 g or CHRISTIE Mini Cookies 144-200 g

**9.99** TURTLES or TOBLERONE Chocolates 300-360 g while supplies last

**2/\$8** POPCORNERS Popcorn Chips 142 g

**2/\$3** GREEN GIANT Canned Vegetables 341-398 mL or COMPLIMENTS Canned Tomatoes 540-796 mL

**3.99** CRAVE SMART ONES or KD Deluxe Frozen Entrées 200-340 g

**19.99** That's like \$5 toward your groceries. **500 PTS** when you buy 2. CREST Rechargeable Toothbrushes, Heads or 3D Whitening System 1-10 pk selected

**Donate December 2nd-24th to support our local food bank**  
100% of your donation goes to our local food bank!

# Sobeys favourites, delivered. Just like that.



**\$60** off  
your groceries\*

USE  
CODE: **VOILAFRESH**

**Shop Now**

\*\$15 off your first four orders. New customers only. See terms and conditions for details. Expires November 30th, 2024.

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 **1400** PTS

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

That's like  
**\$14**  
toward your  
groceries



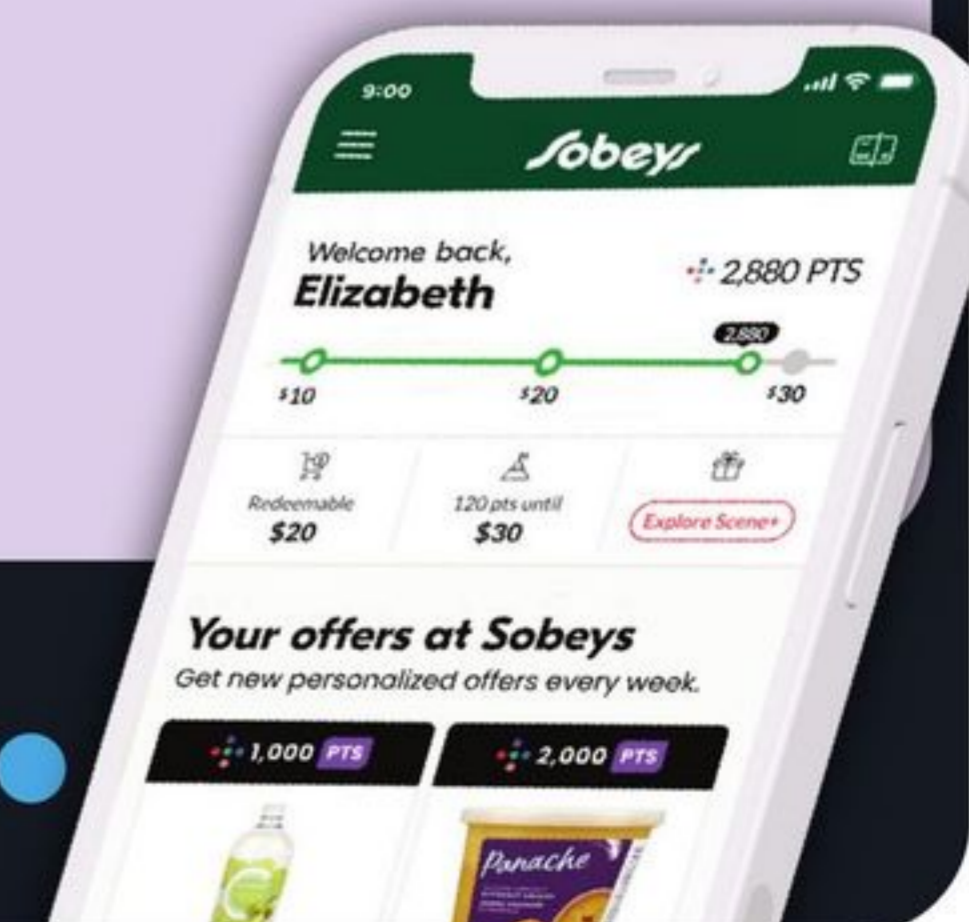
## Get **1000** PTS when you buy 1

MELITTA Ground Coffee 930 g



## Get **400** PTS when you buy 2

COMPLIMENTS Baby Wipes 72 pk



Download on the  
**App Store**



GET IT ON  
**Google Play**

Offer valid November 28<sup>th</sup> to December 4<sup>th</sup>, 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.

Special offers and inspiring recipes to simplify the holidays

So it's Sobey's Merry Maker

# So many possibilities

**12 Roasts** of Christmas  
Choose from any of our 12 holiday roasts



**Roast 4**  
**6.99** /lb  
Bourbon and Brown Sugar Seasoned Apple Stuffed Pork Tenderloin 15.41/kg

READY FOR YOU

It's easy with freshly prepared holiday trays

Get **2500 PTS**

When you spend \$200 or more on made-to-order trays

or **1000 PTS**

When you spend \$100 or more on made-to-order trays.

\*before taxes

shop our **60+** made-to-order trays



**2.49** ea when you buy 3 or more

COMPLIMENTS Herbs product of Canada, USA or Mexico assorted varieties 20-28 g 2.79 ea

LIMITED TIME ONLY

NEW

**6.99**

WILDLY DELICIOUS Toppers golden fig or Muskoka cranberry 185 mL

**100 PTS** when you buy 1

**12.79**

COMPLIMENTS Double Cream Brie or Camembert 350 g

Meal prep made easy

READY FOR YOU

Crowd-pleasing mains

**12 Roasts** of Christmas

Apps, sides, desserts and more!

Compliments Panache

Learn more



**6.49** GAY LEA Premium Butter 250 g



**4.99** COMPLIMENTS Apple Juice 1.54 L



**3.49** GAY LEA Sour Cream 425-500 mL



**4.99** DR. OETKER Momenti Pizza 160-185 g, Giuseppe Garlic Fingers 317 g or Panini 2 pk



**3.99** Dinner Rolls 24 pk or DEMPSTER'S Pull Apart Rolls 12 pk



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



**6.99** LINDT or GHIRARDELLI Bagged Chocolate 138-151 g or HERSHEY'S Pot of Gold 243-245 g while supplies last



**2.69**

PERRIER Sparkling Water or SAN PELLEGRINO Sparkling Water 750 mL-1 L



## Stock-up on family faves

A moment of holiday magic starts with the Grocery Essentials Gift Card. Visit [sobey.com/giftcards](http://sobey.com/giftcards) for details.

SBY\_WK3\_LP02\_0MT

**Stuffed Salmon Roast**  
 Roast **12**  
**12<sup>99</sup>** /lb  
 Fresh Atlantic Salmon Roasts with Imitation Crab and Shrimp Stuffing 28.64 kg  
 READ FOR YOU



**Beef Tenderloin Premium Oven Roast**  
 Sterling SILVER  
**10% off** Roast **2**  
 STERLING SILVER Fresh Beef Tenderloin Premium Oven Roast or Grilling Steak cut by your meat expert from Canada AAA grade beef  
 CERTIFIED TENDER TENDRETE CERTIFIEE



**5<sup>99</sup>** RESER'S Main Street Bistro or Sides 482-680 g  
 +100 PTS when you buy 1

**2/\$5** OCEAN SPRAY Cranberry Sauce 348 mL  
 NEW OCEAN WISE

**\$7** COMPLIMENTS Cooked Shrimp in Ring with Sauce 255 g



**BUY 2 GET 3RD FREE** SUMMI Asian Appetizers 250-350 g

**17<sup>99</sup>** 6" Cheesecakes fruit topped, strawberry topped or caramel \$25-975 g  
 +200 PTS when you buy 1



**9<sup>99</sup>** MAISON ORPHÉE Extra Virgin Olive Oil 250mL

**2<sup>29</sup>** STOVE TOP Stuffing 120 g

**5<sup>29</sup>** CLUB HOUSE La Grille or Seasoning Blends selected 65-203 g



**4<sup>99</sup>** MINUTE RICE selected varieties 500-700 g

**5<sup>99</sup>** BOUNTY Paper Towel 2-3 rolls or Napkins 200 pk



**20% off** HANDI-FOIL Roasting Pans selected varieties

**2<sup>29</sup>** COMPLIMENTS Foil Containers 2-7 pk or Parchment Paper 35 ft or Foil Wrap 25 ft  
 +100 PTS when you buy 2



**Enjoy the holidays**

SPEND \$50 IN UBER GIFT CARDS AND GET A \$5 BONUS

SOBEYS GIFT CARD

Offer valid during November 28 - December 4, 2024. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

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

SBV\_WK31\_PG3\_CHT



# so local

Made right here at home

**100 PTS** when you buy 2

**4.99** /lb From Canada  
Gourmet Mushrooms product of Canada 100-150 g

**1.29** /lb From Ontario  
Rutabaga product of Ontario 2.84/kg

**99¢** /lb From Ontario  
Green Cabbage product of Ontario 2.18/kg

**1.79** /lb From Ontario  
Fuji or Gala Apples product of Ontario, Canada extra fancy grade 4.39/kg

**3.99** /lb From Ontario  
Parsnips product of Ontario 454 g

**1.29** /lb From Ontario  
Bulk Russet Potatoes product of Ontario 2.84/kg

**7.49** /lb From Canada  
Hiros Cherry Tomatoes on the Vine product of Canada 340 g

**54.99**  
Sheared or Natural Balsam Christmas Trees 6-8 ft available at select store locations

**Celebrate with a fresh tree!**

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

### Fruity fresh...

**Driscoll's**  
Only the Finest Berries

Driscoll's New Sweetest Batch Blueberries are extra sweet! Try them with dessert or as a salad topper!

**NEW**

**8.99** /lb  
DRISCOLL'S Sweetest Batch Blueberries product of Peru or Mexico 312 g

### Veggie love...

**1.99** /lb  
Bulk Red Onions product of Canada or USA 4.39/kg

**4.99** /lb  
COMPLIMENTS Baby-Cut Carrots product of USA 907 g

**1 LB BAG**

**3.49** /lb, ea  
Green Anjou Pears product of USA extra fancy grade 7.69/kg or Fresh Limes product of Mexico 454 g 1 lb bag

**CASE**

**7.99**  
Vanilla Persimmons Case product of Spain or bulk 1.49 ea

**LARGE**

**2/\$4**  
Large Avocados product of Mexico

**5.99** /lb  
COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

**5.99** /lb  
Chestnuts product of Italy 13.21/kg

**5.99** /lb **100 PTS** when you buy 2  
Mini Watermelon product of Brazil or Mexico

**3.99** /lb From Canada  
Boston Duo Lettuce product of Canada

**1.29** /lb  
Flat Cabbage or Daikon Lo Bok product of USA no 1 grade 2.84/kg

**READY FOR YOU**

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

**READY FOR YOU**

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

**bulk**

**BUY MORE SAVE MORE**

**3.99** /lb (or when you buy 2 or more)  
COMPLIMENTS Candies selected 350-400 g 4.49 ea

**25% off**  
COMPLIMENTS Baking Nuts 200-400 g

### floral

selection may vary by store

**19.99** Starting at  
Holiday Gardens

**From Ontario**

**200 PTS** when you buy 1

**14.99**  
Fleursetta Garden 8"

**From Ontario**

**11.99**  
Large Gerbera Daisies 10-Stem Bunch

**From Ontario**

**18.99**  
Country Garden Holiday Bouquet

A moment of holiday magic starts with the Grocery Essentials Gift Card. Visit [sobeyes.com/giftcards](http://sobeyes.com/giftcards) for details.

**So tender**  
Sterling Silver  
HAND-SELECTED AAA BEEF  
Well-marbled • Aged to perfection  
Cut from Canada AAA Beef  
Exclusive to Sobseys

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

**24.99** /lb  
STERLING SILVER Fresh Boneless Rib or Rib Eye Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 55.09/kg

CERTIFIED TENDER TENDRETE CERTIFIEE

**3.79** /lb  
Fresh Chicken Legs Family Size back attached 8.36/kg

**4.99** **100 PTS** when you buy 1 pkg  
Boneless Stuffed Chicken Breast Asparagus & Mozzarella, Spinach & Feta or Red Pepper & Halloumi Cheese 175 g or 2pk 350 g 9.98

**3.49** /lb  
Fresh Pork Hock 7.69/kg

**5.99** /lb  
Fresh Pork Tenderloin Family Size cryovac 13.21/kg

**7.99** /lb **300 PTS** when you spend \$20 or more  
Fresh Premium Medium Ground Beef Chuck Burger Bacon & Cheddar, Jalapeno & Cheddar, Onion & Swiss 17.61/kg

**5.99**  
JOHNSONVILLE Breakfast or Dinner Pork Sausage 250-500 g

**16.99** /lb  
Fresh Canadian Lamb Loin Chops 37.46/kg

**10% off**  
THOMAS FARMS Lamb frozen

**READY FOR YOU**  
Ready for you marinated meats.

**6.99** /lb  
Fresh Honey Garlic or Maple Chipotle Marinated Pork Tenderloin 15.41/kg

**15.99** /lb **200 PTS** when you spend \$20 or more  
Fresh Maple Chipotle, Korean BBQ or BBQ Whiskey Marinated Beef Chuck Short Rib, Thin Cut, cut by your meat expert from Canada AA grade beef 35.25/kg

**So appetizing**  
Panache  
MIX & MATCH

**BUY 2 GET 3RD FREE**  
FREE  
POULTRY SPEARS, CORNISH HEN, PORKIES

COMPLIMENTS or PANACHE Meat or Seafood Appetizers or Chicken Wings or PANACHE Bakery Desserts frozen 300-650 g selected

**quick & easy**

**12.99** /lb  
FRETTY Fully Cooked Chicken 454 g

**4.99** **200 PTS** when you buy 2  
MAPLE LODGE FARMS Chicken Bacon or ZABIHA HALAL Breakfast Chicken Strips 375 g

**9.99** **300 PTS** when you buy 2  
COMPLIMENTS Marinated Flattened Pork Tenderloin or Belly 450-500 g

**10.99**  
COMPLIMENTS Smoked Sausages 900 g

**4.49** /lb  
COMPLIMENTS Peameal Bacon Chub 9.90/kg

**4.99**  
LEADBETTER Wood Smoked Bacon 250 g

**\$6.00** when you buy 2 or more  
NOTCO Plant-Based Chickenless Nuggets or Burgers 260-340 g 6.99 ea

**10.99** **220 PTS** when you buy 2  
COMPLIMENTS Individual Pot Pies 750 g

**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** **100 pts = \$10 in groceries**

©2020 Sobsey. Scene points redeemed at any participating Empire location must be redeemed in increments of 1000. For 3 Scene pts an extra \$1 spent. On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at [scenemembership.com/participatingstores](http://scenemembership.com/participatingstores). Visa Inc. Licensed user.

# So Local

Made right here  
at home



From Ontario

**4.49**

PELMEN Perogies  
500 g

**350 PTS**  
when you buy 1

**29.99**

MAMA YOLANDA'S  
Lasagna 2.72 kg



**5.49**

PROVISIONS  
Jams 125 mL



**100 PTS**  
when you buy 1

**8.99**

NUTS FOR CHEESE  
Cream Cheese 210 g

# seafood



**10<sup>99</sup>**  
/lb  
Coho Salmon Fillets frozen or previously frozen product of Chile 24.23/kg



**200 PTS**  
when you spend \$25 or more  
CHOOSE CANADIAN SEAFOOD  
Live Market Lobsters product of Atlantic Canada subject to availability



**9<sup>99</sup>** **100 PTS**  
when you buy 1  
Seacuterie Board with Smoked Salmon, Shrimp, Imitation Crab prepared in-store 380 g



**16<sup>99</sup>**  
Prepared In-Store Cooked Shrimp with Cocktail Sauce 570 g




**9<sup>99</sup>** **SAVE 51c**  
**10<sup>99</sup>** without Scenes+ Card  
COMPLIMENTS Steelhead, Atlantic Salmon or Gravlax 150 g



**25% off**  
COMPLIMENTS Hokkaido, Sea or Bay Scallops 340-400 g



**19<sup>99</sup>**  
AQUA STAR Atlantic Canada Snow Crab Meat 200 g or COMPLIMENTS NATURALLY SIMPLE Raw Black Tiger Shrimp 8-12 ct per lb, 454 g



**13<sup>99</sup>**  
LA FISHERIE Seafood Pie 700 g or Shrimp Mac & Cheese 620 g

# kitchen



**SAVE 15%**  
Chicken Wings available hot or chilled ready to eat



**3<sup>99</sup>** **100 PTS**  
when you buy 2  
COMPLIMENTS Salads regular potato, creamy coleslaw, macaroni or other selected varieties 426-454 g



**So festive**  
**13<sup>99</sup>** **100 PTS**  
when you buy 1  
Whole Festive Chicken Dagwood Sandwich 1.04 kg also available in 1/2 or 1/4 sandwiches.  
**6<sup>99</sup>** **200 PTS**  
when you buy 2  
Brie, Prosciutto & Fig Flatbread, Sweet Stinger Hot Honey or Cup & Char Pepperoni Flatbreads select varieties 203-305 g

**Pasta deal!**  
**BUY 1**  
Family Size OLIVIERI Pasta 500-700 g  
**& GET 1 FREE**  
OLIVIERI Regular or Skillet Gnocchi 280-350 g

# deli




**25% off**  
FRICO Gouda Mild, Medium, Spiced or Chili works out to 3.39/100 g. Smoked works out to 3.19/100 g or Aged works out to 3.59/100 g



**100 PTS**  
when you buy 2  
**6<sup>49</sup>**  
BOTHWELL Cheeses 170 g



Bring some Spanish flare to your charcuterie board  
**9<sup>49</sup>**  
RABEL Spanish Cheeses 150 g



**7<sup>99</sup>**  
MAPLE LEAF Natural Selections or SCHNEIDERS Sliced Deli Meats selected 125-175 g



**NEW**  
**400 PTS**  
when you buy 2  
**3<sup>99</sup>**  
BRANDT Sliced Meats 125-150 g selected



**SLICED FRESH**  
**3<sup>99</sup>** **100 PTS**  
/100 g when you buy 200 g or more  
MASTRO Genoa Salami, Calabrese, Pancetta, Soppressata or SAN DANIELE Prosciutto



**SLICED FRESH**  
**4<sup>29</sup>** /100 g  
HAYTER'S FARM Cooked or Montreal Smoked Turkey

# bakery



**100 PTS**  
when you buy 1  
**STARTING AT 7<sup>49</sup>**  
Cupcakes 6 pk 335-505 g



**19<sup>49</sup>**  
Fresh Fruit Flan 990 g



**LIMITED TIME ONLY**  
**9<sup>49</sup>**  
Apple Cranberry Pie 625 g



**BAKED IN STORE**  
**3<sup>99</sup>** **SAVE 50c**  
**4<sup>49</sup>** without Scenes+ Card  
Pumpernickel, Sourdough or San Francisco Sourdough Boules 450-454 g



**5<sup>49</sup>**  
ACE BAKERY Demi Baguette frozen 400 g



**BAKED IN STORE**  
**4<sup>29</sup>**  
Panini or Calabrese Buns 6 pk 250-480 g



**BAKED IN STORE**  
**2<sup>99</sup>**  
Artisan Style Baguettes 325-375 g

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)

SBV\_WK31\_SL\_OHT

# Explore products from around the world!

Shop international foods storewide.



**4<sup>99</sup>**  
ea  
Atermoya product of Egypt



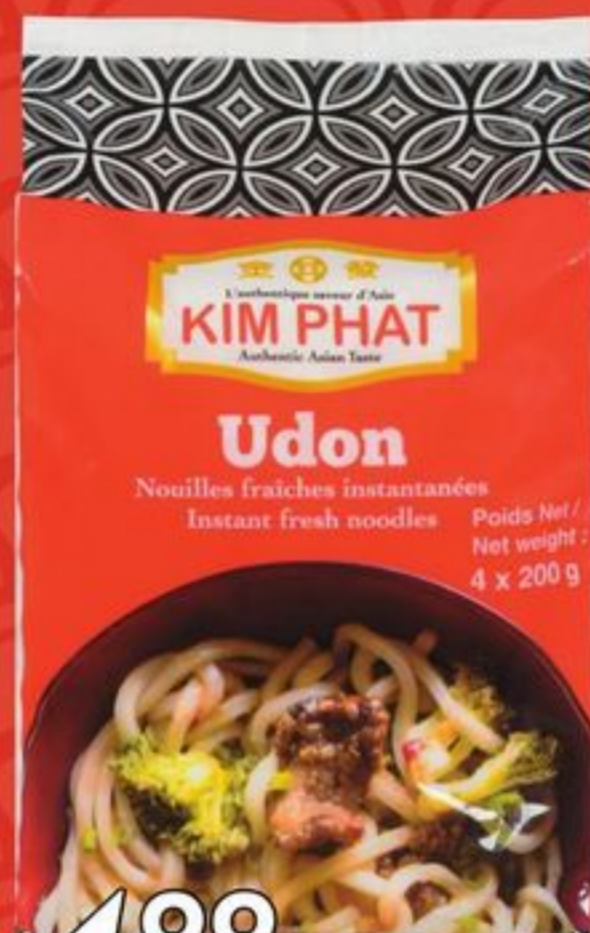
**1<sup>99</sup>**  
/lb  
From Canada  
Red Carrots product of Canada 4.39/kg



**1<sup>88</sup>**  
KIM PHAT Water Chestnuts whole or sliced 227 g



**3<sup>99</sup>**  
KIM PHAT Pad Thai Noodles 400 g



**4<sup>99</sup>**  
KIM PHAT Udon Noodles 4 pk



**1<sup>79</sup>**  
COMPLIMENTS Coconut Milk regular or light 400 mL



**1<sup>79</sup>**  
EIGHT TREASURES Coconut Milk 400 mL



**3<sup>99</sup>**  
EIGHT TREASURES Sesame Oil 185 mL



**24<sup>99</sup>**  
OXHEAD Jasmine Rice 7 kg



**1<sup>79</sup>**  
DAN-D PAK ORGANIC Chestnuts 100 g



# dairy & frozen

<p><b>4<sup>99</sup></b> NATREL Fine Filtered Milk 2 L</p>	<p><b>5<sup>99</sup></b> +100 PTS when you buy 2 INTERNATIONAL DELIGHT Creamer 946 mL or Cold Foam 396 g</p>	<p><b>5<sup>49</sup></b> +100 PTS when you buy 2 KRAFT Dips 340 g</p>	<p><b>3<sup>49</sup></b> +100 PTS when you buy 2 <b>3<sup>99</sup></b> without Scene+ Card YOPLAIT Source Yogurt 630 g</p>
<p><b>7<sup>99</sup></b> iöGO Yogurt 16 pk</p>	<p><b>4<sup>99</sup></b> SHEPHERD GOURMET SKYR Icelandic Style Yogurt 500 g</p>	<p><b>3<sup>99</sup></b> KOZY SHACK Pudding 624 g Tub or 4 pk</p>	<p><b>3<sup>49</sup></b> +100 PTS when you buy 2 TRE STELLE Cream Cheese 200 g</p>
<p><b>5<sup>49</sup></b> TASTE OF Real FRUIT FLAVOURS Real BREWED ICED TEA PURE LEAF Iced Tea 1.75 L</p>		<p><b>6<sup>49</sup></b> BURNBRAE or GRAY RIDGE Large White Eggs 18 pk</p>	<p><b>4<sup>99</sup></b> +200 PTS when you buy 2 OASIS Orange Juice Blends 1.5 L</p>
<p><b>5<sup>49</sup></b> NO ARTIFICIAL SWEETENERS. ISN'T THAT REFRESHING? TROPICANA Zero Sugar Fruit Drinks or Drinks 1.36 L</p>		<p><b>4<sup>99</sup></b> STARTING AT CHAPMAN'S Premium Ice Cream, Frozen Yogurt, Sorbet, No Sugar Added Ice Cream 1-2 L or Super Novelties 8-18 pk</p>	<p><b>10<sup>49</sup></b> CRAFTY RAMEN Frozen Ramen 520 g</p>
<p><b>7<sup>99</sup></b> STARBUCKS Iced Coffee 142 L Iced Espresso Beverage or Cold Brew Beverage 1.18 L</p>			

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

<p><b>6<sup>49</sup></b> +50 PTS when you buy 1 COMPLIMENTS Aerosol Whip Cream 400 g</p>	<p><b>3<sup>99</sup></b> COMPLIMENTS Fries 650 g</p>	<p><b>2<sup>99</sup></b> COMPLIMENTS Perogies 907 g</p>	<p><b>8<sup>99</sup></b> +200 PTS when you buy 1 BEST BUY Frozen Vegetables 2 kg</p>
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# natural health

<p><b>4<sup>49</sup></b> +50 PTS when you buy 1 AMY'S Kitchen Burritos or Gluten Free Burritos 156-170 g</p>	<p><b>9<sup>99</sup></b> +400 PTS when you buy 2 DAIYA Thin Crust Pizza or Flatbreads 346-550 g</p>	<p><b>6<sup>49</sup></b> +100 PTS when you buy 2 KASHI Granola 311-340 g, ORGANIC or Go Lean Cereal 275-460 g</p>	<p><b>2<sup>99</sup></b> TWO BEARS Assorted Lattes 207 mL or CLUB HOUSE ORGANIC Spice Bags 10-57 g</p>
<p><b>3/\$7</b> COVE Gut Healthy Soda 355 mL</p>	<p><b>4<sup>99</sup></b> THIRSTY BUDDHA All Natural Coconut Water 1 L</p>	<p><b>6<sup>49</sup></b> +100 PTS when you buy 2 NATURE'S BAKERY Blueberry Fig Bars 270-340 g</p>	<p><b>\$3</b> +50 PTS when you buy 2 COMPLIMENTS Veggie Snax 142 g</p>
<p><b>15% off</b> DR. SQUATCH Soaps 141-142 g Harry Potter or Star Wars Soaps available for a limited time at select stores</p>	<p><b>4<sup>99</sup></b> +100 PTS when you buy 2 COREPOWER Shakes 414 mL or Elite 414 mL 5.49</p>	<p><b>11<sup>99</sup></b> +200 PTS when you buy 2 LIQUID IV Drink Mix 6x16 g sticks</p>	<p><b>24<sup>99</sup></b> VEGA Protein &amp; Greens 510-526 g</p>

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# So sweet

Perfect gifts



**9<sup>99</sup>** CADBURY Dairy Milk Chocolate Mini Bars Variety Box 304 g or Mini Eggs 400 g or TOFFIFEE 400 g while supplies last



**5<sup>29</sup>** TOBLERONE Tiny Chocolates 120 g while supplies last



**10<sup>49</sup>** FERRERO ROCHER Tree 150 g while supplies last



**8<sup>99</sup>** PANACHE Peppermint or Marshmallow Cookie Bark, Pecan Clusters or COMPLIMENTS Jolly Mix Candy 330-900 g while supplies last



**12<sup>99</sup>** LINDT Advent Calendars 128 g while supplies last



**10<sup>99</sup>** HERSHEY'S or CADBURY Advent Calendars 200-212 g while supplies last



**12<sup>99</sup>** KIT KAT Advent Calendars 233 g while supplies last



**11<sup>99</sup>** KINDER Plush 116 g, Surprise Maxi 150 g or Advent Calendar 182 g while supplies last



**3<sup>99</sup>** FERRERO ROCHER Chocolate Bar 90 g 4.49 ea

\*Best New Product for Chocolate Bar in a 2024 BrandSpark® Survey.

For every occasion  
worth celebrating!



**\$3 off**  
BUD LIGHT Lager  
30x355 mL cans

**\$2 off**  
MILLER Lite Pilsner  
12x473 mL cans



**\$1 off**  
WHITE CLAW  
Vodka Smash  
8x355 mL

**\$1 off**  
COTTAGE SPRINGS  
Vodka Soda Mix Pack  
8x355 mL

**150¢ off**  
NUTRL The Mixed Pack  
12x355 mL



**\$1 off**  
BUDWEISER Lager  
6x473 mL tall cans

**\$1 off**  
FLYING MONKEYS  
Juicy Ass IPA  
6x473 mL tall cans

**75¢ off**  
SANDBAGGER  
Lemon Lime Hard Seltzer  
6x355 mL



# drinks & snacks

<p><b>400 PTS</b> when you buy 2</p> <p>AHA Sparkling Water 12x355 mL</p>	<p><b>150 PTS</b> when you buy 2</p> <p>7.49 SODASTREAM Fountain Style Syrup 440 mL</p>	<p><b>50 PTS</b> when you buy 2</p> <p>7.29 COCA-COLA Mini Bottles 8x300 mL</p>	<p><b>279</b> get when you buy 2 or more</p> <p>MAYNARDS Small Bag Candy 150-154 g 3.79 ea</p>
<p><b>100 PTS</b> when you buy 2</p> <p>\$4 LA COCINA Tortilla Chips 300-400 g</p>	<p><b>379</b></p> <p>HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g</p>	<p><b>100 PTS</b> when you buy 2</p> <p>COMPLIMENTS Potato Chips Extraa! Flavour, Kettle Chips 200 g or Flavoured Tortilla Chips 255 g</p>	<p><b>399</b></p> <p>CHRISTIE Peek Freans or Dad's Cookies 275-350 g, Crispers or Ritz Chips Family Size 240 g</p>
<p><b>499</b> <b>200 PTS</b> when you buy 2</p> <p>NESTLÉ Carnation Hot Chocolate Envelopes 7-10x25 g</p>	<p><b>2/\$7</b></p> <p>MIO Lemonade or KOOL-AID Liquid Orange or CRYSTAL LIGHT Strawberry Lemonade 48 mL, Lemon Singles 36 g or Raspberry Ice 4 pk</p>	<p><b>200 PTS</b> when you buy 2</p> <p>16.99 From Ontario BALZACS Coffee Pods 18 pk Roasted in Ancaster</p>	<p><b>100 PTS</b> when you buy 2</p> <p>4.99 CHRISTIE Family Size Crackers 350-454 g or Premium Plus Crackers 450-500 g</p>

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

**200 PTS** when you buy 4  
COMPLIMENTS Soft Drinks or Iced Tea 2 L

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

**499** **100 PTS** when you buy 1  
COMPLIMENTS Hot Chocolate Canisters 500 g or White Candy Cane 350 g

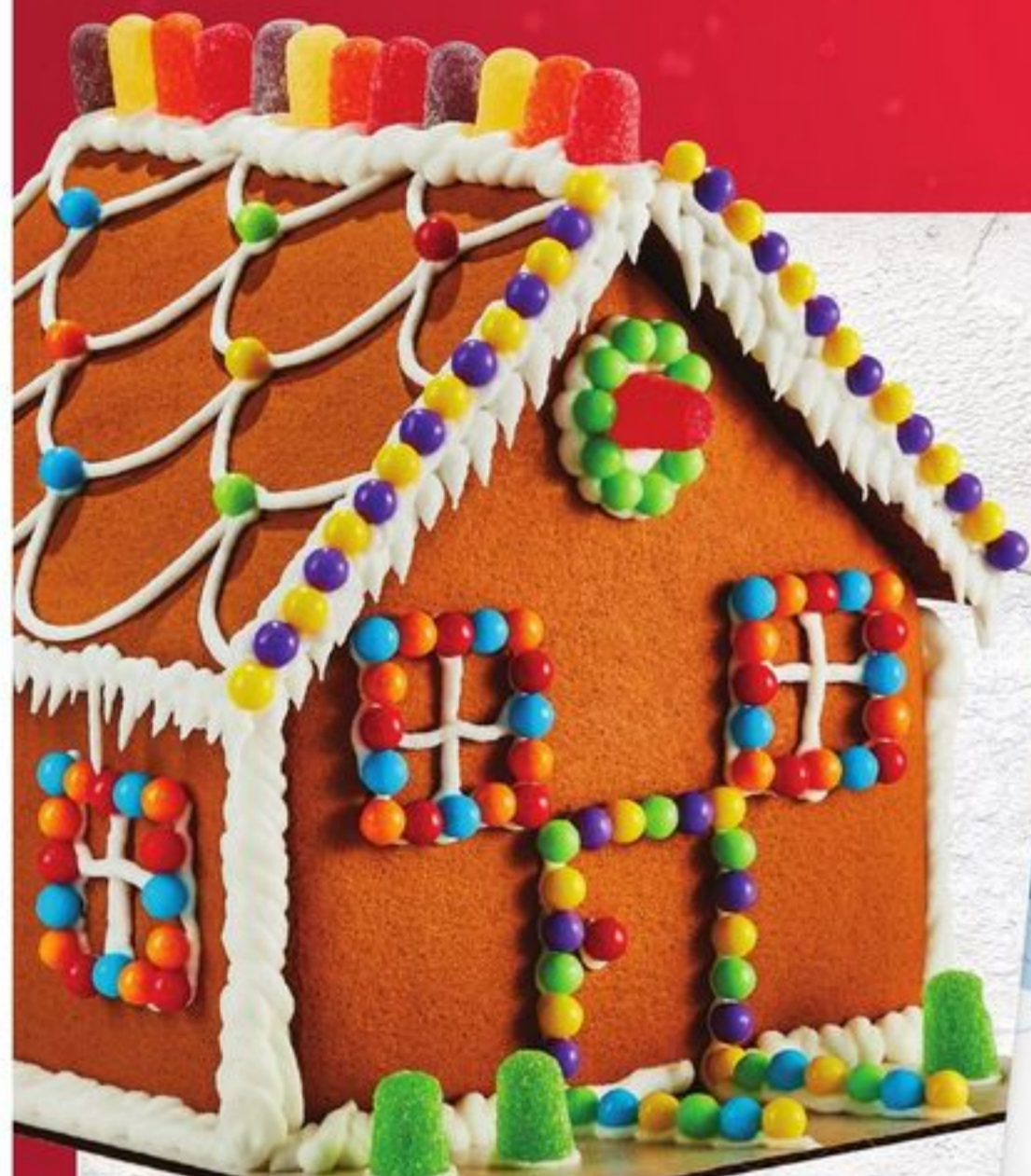
**1099** **100 PTS** when you buy 1  
COMPLIMENTS Bar Granola Chewy Chocolate Chip 1256 g

# meal makers

<p><b>1449</b></p> <p>TILDA Basmati or Basmati Brown Rice 1.81 kg</p>	<p><b>499</b></p> <p>AL'FEZ Sauces selected varieties 400 mL</p>	<p><b>449</b></p> <p>STONEMILL Bread 450-550 g, WEIGHT WATCHERS Bread 450 g or Tortillas 8 pk or DEMPSTER'S Raisin Bread 600 g</p>	<p><b>399</b></p> <p>VACHON Snacks 248-336 g, SARA LEE Little Bites 234 g or HOSTESS Mini Donuts 269 g</p>
<p><b>449</b></p> <p>BICK'S Pickles 500 mL</p>	<p><b>100 PTS</b> when you buy 2</p> <p><b>399</b></p> <p>LE GREC Salad Dressing 350 mL</p>	<p><b>299</b></p> <p>LANCIA Pasta 750 g</p>	<p><b>599</b></p> <p>CLOVER LEAF Sockeye Salmon 213 g</p>
<p><b>200 PTS</b> when you buy 3</p> <p><b>799</b></p> <p>COMPLIMENTS Beans 398 mL</p>	<p><b>549</b></p> <p>CHOLULA Hot Sauce 150 mL or Salsa 325 mL</p>	<p><b>399</b></p> <p>CRISCO Shortening 454 g or COMPLIMENTS Condensed Milk 300 mL</p>	<p><b>200 PTS</b> when you buy 2</p> <p><b>15% off</b></p> <p>COMPLIMENTS Baking Nuts selected 100 g (excludes pine nuts)</p>
<p><b>299</b></p> <p>LANTIC Brown, Yellow or Icing Sugar selected 1 kg</p>	<p><b>369</b></p> <p>CREAM OF WHEAT 336-800 g or COMPLIMENTS Granola 325 g</p>	<p><b>100 PTS</b> when you buy 1</p> <p><b>999</b></p> <p>PANACHE Maple Syrup Amber Rich 500 mL</p>	<p><b>100 PTS</b> when you buy 2</p> <p><b>499</b></p> <p>COMPLIMENTS Jam 375-500 mL</p>

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# Stock up on holidays essentials!



STARTING AT

**12<sup>99</sup>**

COMPLIMENTS Gingerbread House Kit or Pre-Built House Kit 748-874 g



STARTING AT  
**5<sup>99</sup>**

COMPLIMENTS Chocolate Peppermint Mini Cupcakes 12 pk 284 g or KIMBERLEY'S BAKESHOPPE Green & White Frosted Soft Sugar Cookies 383 g



STARTING AT  
**9<sup>99</sup>**

MCFADGEN'S Fruitcake, Plum Pudding or MONTE CRISTO Fruitcake 450-600 g



**18<sup>99</sup>**

AURORA Pandoro Classic 800 g



STARTING AT  
**9<sup>99</sup>**

MILANO Panettone 800 g



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

WENDEL'S Ginger Cookies gluten-free 160 g



Try our mistletoe muffins, available for a limited time!

**6<sup>99</sup>**

**150 PTS** when you buy 2  
COMPLIMENTS Muffins 4-6 pk 400-600 g

# home & pet care

**5/\$7**  
PURINA Fancy Feast Broths  
Singles or FRISKIES Lil' Soups  
34-40 g

**9.99**  
WHISKAS Dry Cat Food or  
BENEFUL Dry Dog Food 1.6-1.8 kg

**6.99** MEOW MIX Original  
Cat Food 1.42 kg

**200 PTS**  
when you buy 1  
**27.99** PURINA ONE  
Dog Food 6-7 kg

**16.49**  
PUREX Laundry Detergent  
4.08-4.43 L. SUNLIGHT Laundry  
Detergent 4.0 L. PERSIL Laundry  
Detergent 2.21 L or 32-42 pk

**200 PTS**  
when you buy 2  
**5.49** COMPLIMENTS  
Fabric Softener  
Sheets 120 pk

**100 PTS**  
when you buy 1  
**22.99** ROYALE Bathroom Tissue  
24=72 rolls or Paper Towel 12 pk

**7.29** WINDSOR Clean  
& Protect Pellets  
18.1 kg

**BUY MORE SAVE MORE**  
**3.49**  
go when you buy 2 or more  
PALMOLIVE  
Dish Soap  
591-628 mL  
3.99 ea

**2/\$9** **100 PTS**  
when you buy 2  
LYSOL Bathroom or Toilet Bowl  
Cleaner 650-950 mL, All Purpose  
Cleaner 650 mL-1.2 L, Shower  
Cleaner 538-680 g or Puck 100 g  
selected

**8.99** CASHMERE Bathroom Tissue  
8=16 rolls or SPONGE TOWELS 2 pk

**20% off**  
COMPLIMENTS Gift Wrap Rolls  
while quantities last

# health, beauty & baby

**1.49**  
CREST Toothpaste  
50-100 mL or ORAL-B  
Cavity Defense  
Toothbrushes 1 pk  
selected

**STARTING AT 4.99**  
PANTENE, HEAD & SHOULDERS or  
OLD SPICE Shampoo or  
Conditioner 308-400 mL or  
SECRET or OLD SPICE Deodorant  
45-85 g selected

**10.99** ALWAYS Pads, Liners or TAMPAX  
Tampons 18-162 pk selected

**7.49** OLD SPICE  
Deodorant or Spray  
selected 73-144 g

**600 PTS**  
when you buy 2  
**10.99** LISTERINE Value Size Total Care  
Mouthwash 1.5 L selected

**STARTING AT 5.99**  
DOVE Deodorant 45-85 g or Hand  
Soap 355-400 mL selected

**50 PTS**  
when you buy 2  
**20% off**  
COMPLIMENTS Body Wash, Hand  
Soap or Sanitizer 236 mL-1 L  
selected

**100 PTS**  
when you buy 1  
**15% off** ST. IVES Skincare  
selected

**BUY MORE SAVE MORE**  
**1.99**  
go when you buy 2 or more  
**200 PTS**  
when you buy 2  
BABY GOURMET Purée Pouches  
113-128 mL selected 2.49 ea

**59.99** SIMILAC Pro-Advance  
16x235 mL selected

**300 PTS**  
when you buy 2  
**15% off** HONEST CO Baby  
Care 118-532 mL  
or 288 pk

**BUY MORE SAVE MORE**  
**3.49**  
go when you buy 2 or more  
**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.

**10% off**  
VICKS DayQuil or NyQuil Cold &  
Flu 236 mL or 16 pk\* selected

**10% off** **100 PTS**  
when you buy 1  
FLORASTOR Probiotic  
Supplements 20-50pk selected

**100 PTS**  
when you buy 1  
**15% off** NEOCITRAN  
Cold & Flu Relief  
10 pk\*

**300 PTS**  
when you buy 1  
**15% off** NICORETTE  
Gum, Lozenges  
80-105 pk or  
Quick Mist or  
NICODERM 7 pk  
selected

**20% off** **300 PTS**  
when you buy 2  
TYLENOL Pain Relief 40-200 pk  
or MOTRIN Muscle & Body 40 pk  
selected\*

**150 PTS**  
when you buy 2  
**15% off** BAND-AID  
Bandages  
10-60 pk

Get diabetes care that fits your needs.  
Ask us if a personalized care plan is right for you.  
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\*Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points.

# So furry and bright

Treats for your pet



**12.99**  
PURINA One Dog Treats 566 g



**6.99**  
COOKIE PAL ORGANIC Dog Treats 300 g



**1.67**  
ed when you buy 4 or more  
CESAR Wet Food Singles 100 g 1.99 ea



**6.99**  
BLUE BUFFALO Bits, Sizzlers or Stix 113-170 g



Bring home the paw-fect gift!



**10.99**  
100 PTS when you buy 1  
PEDIGREE Dentastix 504-608 g



**2.50**  
ed when you buy 2 or more  
FRISKIES Cat Treats 170 g 3.49 ea

Fill their stockings too!

Get **300 PTS**

When you spend \$15 or more on ANY MILK-BONE products.\*

\*before taxes.



**5.49**

MILK-BONE Biscuits including dipped, stacked, celebration variety or farmer's medley 280-900 g



Bring on the happy paws! Stay tuned for new offers weekly!

# So giftable

The perfect sets

## Special spa sets



**150 PTS**  
when you buy 2

LIP SMACKER Holiday Lip Balm or Tins 1 pk selected

**300 PTS**  
when you buy 2

NATIVE Sugar Cookie or Candy Cane Body Wash 532 mL, Deodorant 75 g or Hair Care 487 mL

## Everyday essentials



**150 PTS**  
when you buy 1

NIVEA or NIVEA Men Gift Set

**150 PTS**  
when you buy 2

NIVEA Body Wash, Deodorant, Lip or Shave Care 50-500 mL, 51-52 g or 2 pk selected

STARTING AT **9.99**

**100 PTS**  
when you buy 1

SENSODYNE Pronamel Children Toothpaste or POLIGRIP Value Size 2 pk selected

## Bath time bests



**100 PTS**  
when you buy 2

OMBRA Bath Salts 350 g or Foam Bath 500 mL

**100 PTS**  
when you buy 2

DR. TEAL'S Epsom Salts 1.36 kg or Foam Bath 1 L selected

Available in selected stores while quantities last.

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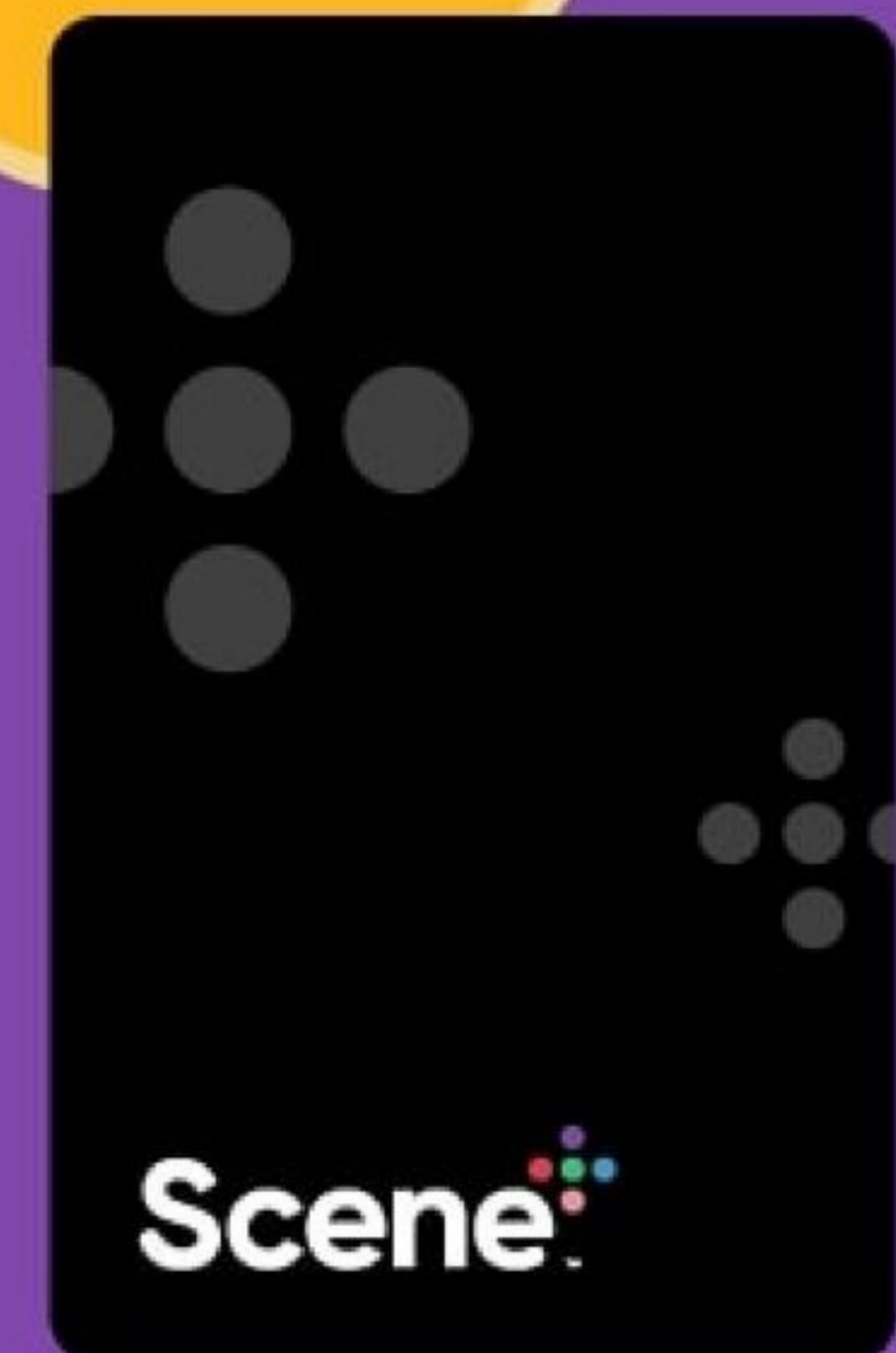
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SCENE+ PTS  
ON EVERY  
\$1 SPENT<sup>2</sup>**

**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.  
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\*Visa Int. / licensed user.



# Get diabetes care that fits **your needs.**

With a personalized care plan, our pharmacist can help you:

- Ensure your medications are working
- Understand insulin and injection techniques
- Review glucose monitoring and other technology
- Understand how blood pressure affects your diabetes

**Ask our pharmacist if a personalized care plan is right for you.**