

Sobeys

Verified Prices

LOWEST PRICE

on featured products or automatically receive the difference in Scene+ points*

Scene+

Verified
888
/lb

Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Australia graded beef while supplies last 19.58/kg

HAYTER'S FARM Frozen Grade A Raised Without Antibiotics Turkeys all available sizes 3.65/kg

Verified
229
/lb

Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 5.05/kg

Verified
166
/lb



200 PTS when you buy 4
Verified
249

MIX & MATCH
From Atlantic Canada
Carrots or Onions product of Atlantic Canada 3 lb or 1.36 kg

Verified
399

EXCLUSIVE TO SOBEYS
NEW CROP
VILLA LA MARTINA Clementines product of Spain or Morocco 907 g or 2 lb bag

Verified
799
/lb, ea

Haddock Loins frozen 17.61/kg or ULTRA NATURAL Fair Trade Honduras Shrimp cooked or raw 300 g



200 PTS when you buy 2
Verified
494



Verified
297



Verified
249



Verified
494

HÄAGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk



Verified
999

Premium Red or Novelty Poinsettias in Décor Pot 6.5"

*Verified Prices. For a limited time only. If a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

Scene+
SPEND & GET

SPEND \$125 OR MORE ON GROCERIES, GET
1000 PTS

That's like \$10 toward your groceries

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



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

Offer valid November 28 to December 1, 2024 at all Sobeys locations in Atlantic Canada. Receive 1000 Scene+ points when you spend a minimum qualifying purchase of \$125 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery Offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

Prices and offers in effect
November-December 2024 Nova Scotia
THU 28 | FRI 29 | SAT 30 | SUN 1 | MON 2 | TUE 3 | WED 4



So many deals
Scan here for our full digital flyer

INS_NB_PE

Sobey's

black friday 4 DAY SALE!

Thursday, November 28th to Sunday, December 1st
While quantities last!



SAVE \$87.92
WHEN YOU BUY 8

BUY MORE SAVE MORE

\$5 ea when you buy 8 or more

JANES Pub Style Breaded Chicken Strips, Nuggets, Burgers, Chicken Fries, Popcorn or Chicken Wings 500-700 g or Breaded or Battered Fish selected 450-510 g 6.99 ea
REST OF THE WEEK 6.99 ea



3 LB BAG
From Atlantic Canada

SAVE \$4

3.49

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



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 - format

SAVE \$7

compliments SATINY SOFT 30=100 SINGLE ROLL 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

SBP_0010101_01_01_01_01_01_01

Scene



TURN POINTS INTO GROCERIES



200 PTS
when you spend \$30

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



That's like
\$5
toward your
groceries

500 PTS
when you buy 5

2⁴⁹
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

11.99 SUNRISE Waxed Bologna 2 kg

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

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

\$1 off TRE STELLE Feta, Halloumi, Boccoccini, 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

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

75 PTS when you buy 1

75 PTS when you buy 2

100 PTS when you buy 2

500 PTS when you buy 500 g or more

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

6.99 IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

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 BEEMAID 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

19.99 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!

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check or you may buy the item at the advertised price when it becomes available, if you prefer, we'll offer you a similar item at a comparable price. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or discounts. All our locations process effective from our Thursday morning until midnight Wednesday evening. The Smart Loyalty Program is available at participating Sobeys locations within Nova Scotia. No base Sobeys points earned. See weekly offers for current ways to earn Sobeys points. All weekly Sobeys offers include taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, MasterCard, Visa Network (purchase products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1000 Sobeys points for \$10 towards your purchase up to a maximum of 50,000 Sobeys points per day. For full Sobeys Terms & Conditions or to redeem your points, visit <https://www.sobey.com/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Sobeys Plus Inc. Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based ink. Nova Scotia. Supplement to The Telegraph-Journal, The Daily Express & The Chronicle Herald.

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Partners in Growth

1 1

MIX Paper from FSC FSC® C021332

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Empire Company Limited will match donations made in-store to a maximum of \$250,000 on December 14th - 15th, 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



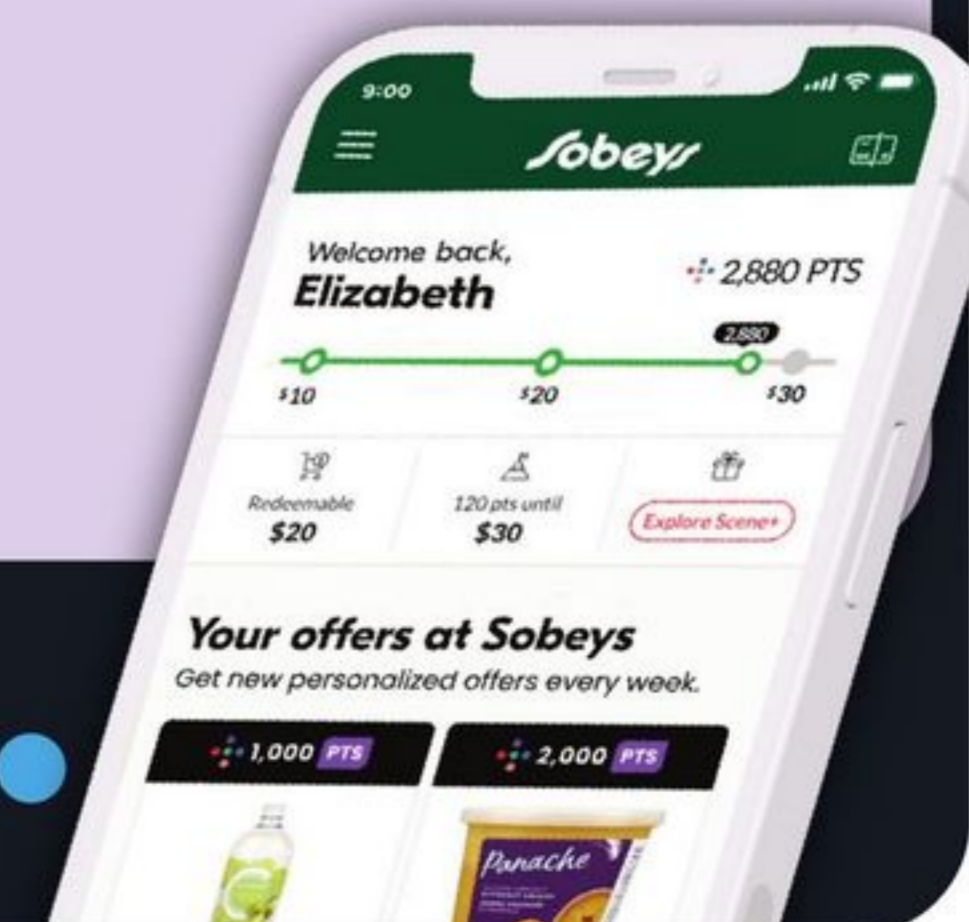
Get **1000** PTS when you buy 1

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 28th to December 4th, 2024 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

Special offers and inspiring recipes to simplify the holidays

So it's Sobey's Merry Maker

Meal prep made easy

READY FOR YOU

Crowd-pleasing mains

12 Roasts of Christmas

Apps, sides, desserts and more!

Compliments Panache

Learn more



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.



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



6.49 DAIRY ISLE Butter 454 g



4.99 COMPLIMENTS Apple Juice 1.54 L



4.49 Sour Cream 500 mL brands vary by province



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



3.49 Dinner 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 HERSEY'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 for details

SBF_A01_P02_ATEL_NL_NL_P01



Roast 12
12⁹⁹ /lb
 Fresh Atlantic Salmon Roasts with Imitation Crab and Shrimp Stuffing 28.64 kg

READY FOR YOU



CERTIFIED TENDER
TENDRETE CERTIFIÉE

Beef Tenderloin Premium Oven Roast

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



100 PTS when you buy 1

5⁹⁹ RESER'S Main Street Bistro or Sides 482-680 g



2/\$5 OCEAN SPRAY Cranberry Sauce 348 mL



NEW

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



BUY 2 GET 3RD FREE

200 PTS when you buy 1

17⁹⁹ 6" Cheesecakes fruit topped, strawberry topped or caramel 825-975 g



4⁹⁹ MAISON ORPHÉE Vinaigrette 250 mL



2²⁹ STOVE TOP Stuffing 120 g



5²⁹ CLUB HOUSE La Grille or Seasoning Blends selected 65-203 g



4⁹⁹ MINUTE RICE selected varieties 500-700 g



5⁹⁹ BOUNTY Paper Towel 2-3 rolls or Napkins 200 pk



20% off

HANDI-FOIL Roasting Pans selected varieties



100 PTS when you buy 2

2²⁹ COMPLIMENTS Foil Containers 2-7 pk or Parchment Paper 35 ft or Foil Wrap 25 ft

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

so local

Made right here at home

100 PTS when you buy 2

3.99 From Canada
COMPLIMENTS ORGANIC White or Cremini Sliced Mushrooms product of Canada 227 g

1.19 From Atlantic Canada
Turnip or Green Cabbage product of Atlantic Canada 2.62/kg

1.99 From Atlantic Canada
Golden Delicious or Gala Apples product of Atlantic Canada, Canada extra fancy grade 4.39/kg

4.49 From Atlantic Canada
Parsnips product of Atlantic Canada 454 g

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

1.99 From Ontario
Sweet Potatoes product of Ontario 4.39/kg

34.99
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 DRISCOLL'S Sweetest Batch Blueberries product of Peru or Mexico 312 g

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

8.99 CASE
Vanilla Persimmons Case product of Spain or bulk 1.69 ea

5.99 Chestnuts product of Italy 454 g

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

Veggie love...

1.99 From Atlantic Canada
Bulk Red Onions product of Atlantic Canada 4.39/kg

4.99 COMPLIMENTS Baby-Cut Carrots product of USA 907 g

1.79 LARGE
Large Avocados product of Mexico

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

4.49 From Canada
Boston Duo Lettuce product of Canada

1.29 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

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 (each 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

24.99 Starting at
Holiday Gardens

250 PTS when you buy 1
19.99 Fleursetta Garden 8"

\$14 Large Gerbera Daisies 10-Stem Bunch

21.99 Country Garden Holiday Bouquet

A moment of holiday magic starts with the Grocery Essentials Gift Card. Visit sobey.com/giftcards for details.

*For an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product tag for receipt and we will provide you with the appropriate replacement. Restrictions apply, see www.sobey.com/value-tag for details.

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

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

5.99 /lb
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

300 PTS when you spend \$20 or more

100 PTS when you buy 1 pkg

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
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

200 PTS when you spend \$20 or more

So appetizing
Panache
MIX & MATCH

BUY 2 GET 3RD FREE
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 /lb
MAPLE LODGE FARMS Chicken Bacon or ZABIHA HALAL Breakfast Chicken Strips 375 g

9.99 /lb
COMPLIMENTS Marinated Flattened Pork Tenderloin or Belly 450-500 g or CHRIS BROTHERS Bologna 1.5 kg

10.99 /lb
COMPLIMENTS Smoked Sausages 900 g

7.99 /lb
CHRIS BROTHERS Corned Beef Brisket 17.61/kg

12.99 /lb
ATLANTIC MEATS Pork Riblets 1.8-2 kg

6.99 ea
NOTCO Plant-Based Chickenless Nuggets or Burgers 260-340 g

10.99 /lb
COMPLIMENTS Individual Pot Pies 750 g

200 PTS when you buy 2

220 PTS when you buy 2

GET TO FREE GROCERIES FASTER
when you open your Scotia membership card and pay with your Scotiabank Scotia Visa Card.

GET 500 PTS ON EVERY \$1 SPENT

1000 pts = \$10 in groceries

©2020 Sobey's. \$10 in groceries. Scotia points redeemed at any participating Empire location must be redeemed in increments of 1000. For full details on participating Empire locations, visit us at sobeys.com. Other restrictions apply. See full list of participating merchants across Canada at sobeys.com/participatingmerchants. Visa Inc. Licensed user.

181_WK31_N05_A1L_N5_N6

So local

Made right here
at home



From
New Brunswick

16⁹⁹

SALTWINDS Ocean Air Coffee
340 g



From
Nova Scotia

13⁹⁹

BENJAMIN BRIDGE Nova
Zero 4x250 mL



From
New Brunswick

27⁹⁹

WABANAKI Maple Gift Set
300 mL



From
Nova Scotia

4⁹⁹

ATLANTIC BAKERS Bread & Roll Mix
1.36 kg



From
New Brunswick

3⁹⁹

FALAVORY Gourmet Soup Seasoning Blends
41-49 g

seafood

10⁹⁹ /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

9⁹⁹ **100 PTS** when you buy 1
Seacuterie Board with Smoked Salmon, Shrimp, Imitation Crab prepared in-store 380 g

29⁹⁹ **CHOOSE CANADIAN SEAFOOD**
BLUE TIDE Wild Caught Atlantic Canada Lobster Meat 200 g

9⁹⁹ **SAVE \$1**
10⁹⁹ without Scenes+ Card
COMPLIMENTS Steelhead, Atlantic Salmon or Gravlax 150 g

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

14⁹⁹
COMEAU Bacon Wrapped Sea Scallops 340 g or PHILLIPS Crab Claw Meat 227 g

13⁹⁹
LA FISHERIE Seafood Pie 700 g or Shrimp Mac & Cheese 620 g

kitchen

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

3⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Salads regular potato, creamy coleslaw, macaroni or other selected varieties 426-454 g

so festive
13⁹⁹ **100 PTS** when you buy 1
Whole Festive Chicken Dagwood Sandwich 1.04 kg also available in 1/2 or 1/4 sandwiches
6⁹⁹ **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

6⁴⁹ **100 PTS** when you buy 2
BOTHWELL Cheeses 170 g

Bring some Spanish flare to your charcuterie board
9⁴⁹ RABEL Spanish Cheeses 150 g

7⁹⁹
MAPLE LEAF Natural Selections or SCHNEIDERS Sliced Deli Meats selected 125-175 g

3⁹⁹ **400 PTS** when you buy 2
BRANDT Sliced Meats 125-150 g selected

100 PTS when you buy 200 g or more
3⁹⁹ MASTRO Genoa Salami

2³⁹ /100 g
CHRIS BROTHERS Mild or Hot Pepperoni available from deli service case

bakery

100 PTS when you buy 1
STARTING AT 7⁴⁹
Cupcakes 6 pk 335-505 g

19⁴⁹ Fresh Fruit Flan 990 g

9⁴⁹ Apple Cranberry Pie 625 g

3⁹⁹ **SAVE 50c**
4⁴⁹ without Scenes+ Card
Pumpnickel, Sourdough or San Francisco Sourdough Boules 450-454 g

5⁴⁹ ACE BAKERY Demi Baguette frozen 400 g

4²⁹ Panini or Calabrese Buns 6 pk 250-480 g

2⁹⁹ 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

Explore products from around the world!

Shop international foods storewide.



Atemoya product of Egypt
5.99
/lb



1.99
/lb

From Canada
Red Carrots product of Canada 4.39/kg



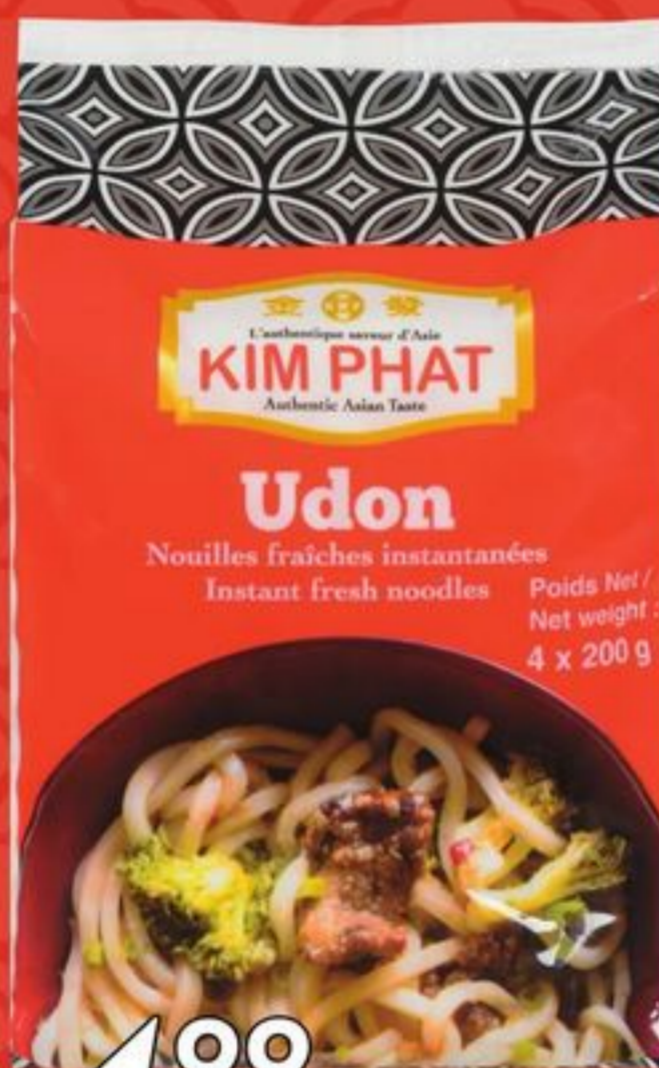
1.88

KIM PHAT Water Chestnuts whole or sliced 227 g



3.99

KIM PHAT Pad Thai Noodles 400 g



4.99

KIM PHAT Udon Noodles 4 pk



1.79

COMPLIMENTS Coconut Milk regular or light 400 mL



1.79

EIGHT TREASURES Coconut Milk 400 mL



3.99



EIGHT TREASURES Sesame Oil 185 mL

dairy & frozen

4⁹⁹ NATREL Fine Filtered Milk 2 L

5⁹⁹ INTERNATIONAL DELIGHT Creamer 946 mL or Cold Foam 396 g **100 PTS** when you buy 2

5⁴⁹ KRAFT Dips 340 g **100 PTS** when you buy 2

3⁴⁹ YOPLAIT Source Yogurt 630 g **SAVE 50c** without Scene+ Card

7⁹⁹ iöGO Yogurt 16 pk

4⁹⁹ SHEPHERD GOURMET SKYR Icelandic Style Yogurt 500 g

3⁹⁹ KOZY SHACK Pudding 624 g Tub or 4 pk

3⁴⁹ TRE STELLE Cream Cheese 200 g **100 PTS** when you buy 2

5⁴⁹ PURE LEAF Iced Tea 1.75 L

6⁹⁹ MARITIME PRIDE Large White Eggs 18 pk

4⁹⁹ OASIS Orange Juice Blends 1.5 L **200 PTS** when you buy 2

5⁴⁹ TROPICANA Zero Sugar Fruit Drinks or Drinks 1.36 L

4⁹⁹ OASIS Orange Juice Blends 1.5 L

7⁹⁹ STARBUCKS Iced Coffee 142 L Iced Espresso Beverage or Cold Brew Beverage 118 L

4⁹⁹ CHAPMAN'S Premium Ice Cream, Frozen Yogurt, Sorbet, No Sugar Added Ice Cream 1-2 L or Super Novelties 8-18 pk

10⁴⁹ CRAFTY RAMEN Frozen Ramen 520 g

6⁴⁹ COMPLIMENTS Aerosol Whip Cream 400 g **50 PTS** when you buy 1

3⁹⁹ COMPLIMENTS Fries 650 g

2⁹⁹ COMPLIMENTS Perogies 907 g

8⁹⁹ BEST BUY Frozen Vegetables 2 kg **200 PTS** when you buy 1

natural health

4⁹⁹ AMY'S Kitchen Burritos or Gluten Free Burritos 156-170 g **50 PTS** when you buy 1

9⁹⁹ DAIYA Thin Crust Pizza or Flatbreads 346-550 g **400 PTS** when you buy 2

6⁴⁹ KASHI Granola 311-340 g, ORGANIC or Go Lean Cereal 275-460 g **100 PTS** when you buy 2

2⁹⁹ TWO BEARS Assorted Lattes 207 mL or CLUB HOUSE ORGANIC Spice Bags 10-57 g

3/\$7 COVE Gut Healthy Soda 355 mL

4⁹⁹ THIRSTY BUDDHA All Natural Coconut Water 1 L

6⁴⁹ NATURE'S BAKERY Blueberry Fig Bars 270-340 g **100 PTS** when you buy 2

2⁹⁹ COMPLIMENTS Veggie Snax 142 g **50 PTS** when you buy 2

15% off DR. SQUATCH Soaps 141-142 g Harry Potter or Star Wars Soaps available for a limited time at select stores

4⁹⁹ COREPOWER Shakes 414 mL or Elite 414 mL 5.49 **100 PTS** when you buy 2

11⁹⁹ LIQUID IV Drink Mix 6x16 g sticks **200 PTS** when you buy 2

24⁹⁹ VEGA Protein & Greens 510-526 g

So sweet

Perfect gifts



9⁹⁹ CADBURY Dairy Milk Chocolate Mini Bars Variety Box 304 g or Mini Eggs 400 g or TOFFIFEE 400 g while supplies last



5²⁹ TOBLERONE Tiny Chocolates 120 g while supplies last



10⁴⁹ FERRERO ROCHER Tree 150 g while supplies last



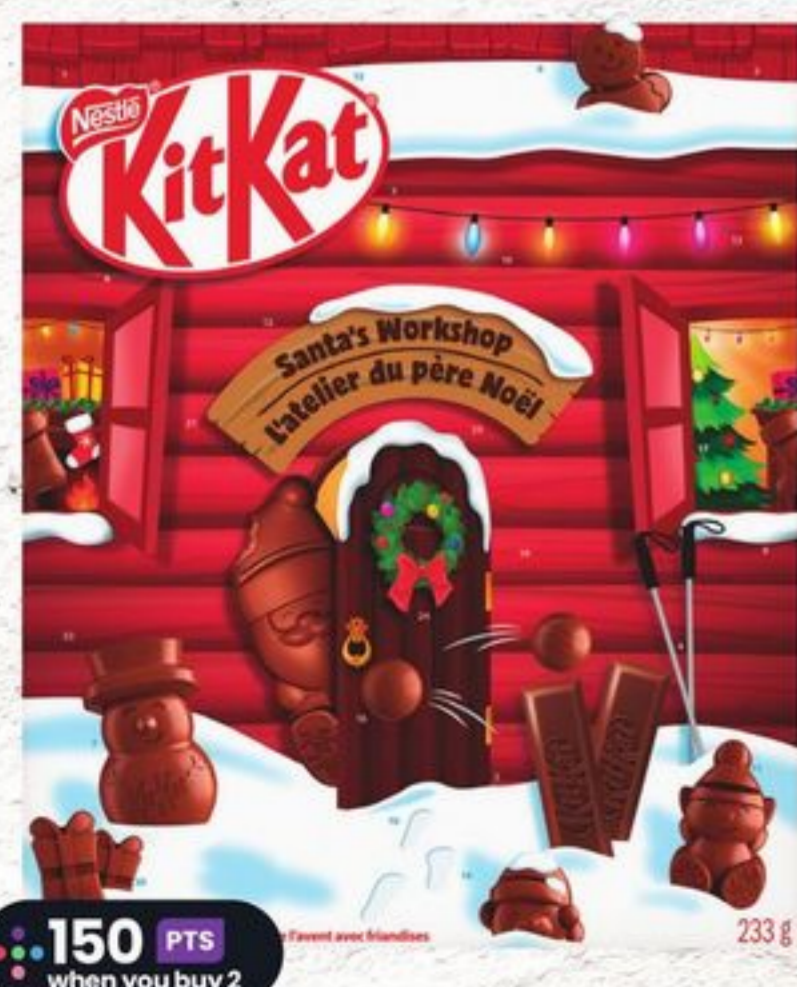
8⁹⁹ PANACHE Peppermint or Marshmallow Cookie Bark, Pecan Clusters or COMPLIMENTS Jolly Mix Candy 330-900 g while supplies last



12⁹⁹ LINDT Advent Calendars 128 g while supplies last



10⁹⁹ HERSHEY'S or CADBURY Advent Calendars 200-212 g while supplies last



12⁹⁹ KIT KAT Advent Calendars 233 g while supplies last



11⁹⁹ KINDER Plush 116 g, Surprise Maxi 150 g or Advent Calendar 182 g while supplies last



3⁹⁹ FERRERO ROCHER Chocolate Bar 90 g 4.49 ea

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

drinks & snacks

<p>400 PTS when you buy 2</p> <p>AHA Sparkling Water 12x355 mL</p>	<p>150 PTS when you buy 2</p> <p>7.49 SODASTREAM Fountain Style Syrup 440 mL</p>	<p>50 PTS when you buy 2</p> <p>7.29 COCA-COLA Mini Bottles 8x300 mL</p>	<p>279 get when you buy 2 or more</p> <p>MAYNARDS Small Bag Candy 150-154 g 3.79 ea</p>
<p>100 PTS when you buy 2</p> <p>3.99 LA COCINA Tortilla Chips 300-400 g</p>	<p>3.79 HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g</p>	<p>100 PTS when you buy 2</p> <p>COMPLIMENTS Potato Chips Extraa! Flavour, Kettle Chips 200 g or Flavoured Tortilla Chips 255 g</p>	<p>3.99 CHRISTIE Peek Freans or Dad's Cookies 275-350 g, Crispers or Ritz Chips Family Size 240 g</p>
<p>4.99 200 PTS when you buy 2</p> <p>NESTLÉ Carnation Hot Chocolate Envelopes 7-10x25 g</p>	<p>2/\$7 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>5.49 50 PTS when you buy 1</p> <p>KING COLE Orange Pekoe Tea Bags 30-60 pk or MORSES 72 pk</p>	<p>100 PTS when you buy 2</p> <p>4.99 CHRISTIE Family Size Crackers 350-454 g or Premium Plus Crackers 450-500 g</p>

Here for your budget and lifestyle

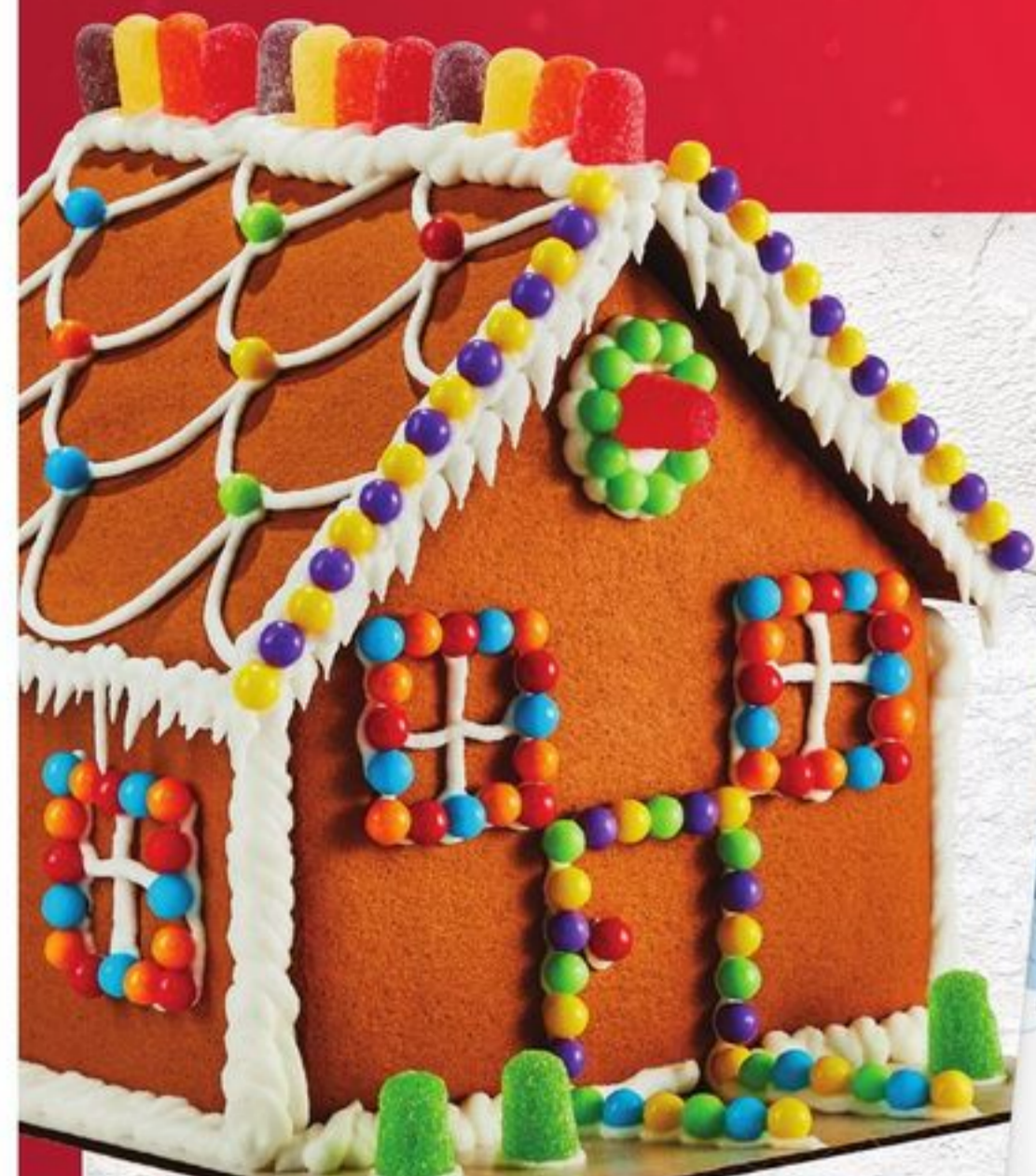
<p>200 PTS when you buy 4</p> <p>BIG 8 Soft Drinks or Sparkling Water 2 L</p>	<p>200 PTS when you buy 2</p> <p>COMPLIMENTS Cookies selected 300-350 g</p>	<p>4.99 100 PTS when you buy 1</p> <p>COMPLIMENTS Hot Chocolate Canisters 500 g or White Candy Cane 350 g</p>	<p>10.99 100 PTS when you buy 1</p> <p>COMPLIMENTS Bar Granola Chewy Chocolate Chip 1256 g</p>
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meal makers

<p>14.49 TILDA Basmati or Basmati Brown Rice 1.81 kg</p>	<p>5.29 AL'FEZ Sauces selected varieties 400 mL</p>	<p>4.49 WEIGHT WATCHER'S Bread 450 g, Tortillas 8 pk or Bagels 6 pk or SUN-MAID Cinnamon Raisin Bread 450 g</p>	<p>3.99 VACHON Snacks 248-336 g or SARA LEE Little Bites 234 g</p>
<p>4.49 BICK'S Pickles 500 mL</p>	<p>100 PTS when you buy 2</p> <p>3.99 LE GREC Salad Dressing 350 mL</p>	<p>2.99 LANCIA Pasta 750 g</p>	<p>5.99 CLOVER LEAF Sockeye Salmon 213 g</p>
<p>200 PTS when you buy 3</p> <p>7.99 COMPLIMENTS Beans 398 mL</p>	<p>5.49 CHOLULA Hot Sauce 150 mL or Salsa 325 mL</p>	<p>3.99 CRISCO Shortening 454 g or COMPLIMENTS Condensed Milk 300 mL</p>	<p>200 PTS when you buy 2</p> <p>15% off COMPLIMENTS Baking Nuts selected 100 g (excludes pine nuts)</p>
<p>2.99 LANTIC Brown, Yellow or Icing Sugar selected 1 kg</p>	<p>3.69 CREAM OF WHEAT 336-800 g or COMPLIMENTS Granola 325 g</p>	<p>100 PTS when you buy 1</p> <p>9.99 PANACHE Maple Syrup Amber Rich 500 mL</p>	<p>100 PTS when you buy 2</p> <p>4.99 COMPLIMENTS Jam 375-500 mL</p>

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

Stock up on holidays essentials!



STARTING AT

12⁹⁹

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



STARTING AT
5⁹⁹

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



STARTING AT
9⁹⁹

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



5⁹⁹

WENDEL'S Ginger Cookies gluten-free 160 g



BAKED IN STORE

5⁹⁹

Mini Plain or Chocolate Shortbread Cookies 18 pk 270 g



18⁹⁹

AURORA Pandoro Classic 800 g



STARTING AT
9⁹⁹

MILANO Panettone 800 g



Try our mistletoe muffins, available for a limited time!

6⁹⁹

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



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Scene

Get **50** PTS

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home & pet care

 <p>5/\$7 PURINA Fancy Feast Broths Singles or FRISKIES Lil' Soups 34-40 g</p>	 <p>9.99 WHISKAS Dry Cat Food or BENEFUL Dry Dog Food 1.6-1.8 kg</p>	 <p>6.99 MEOW MIX Original Cat Food 1.42 kg</p>	 <p>27.99 200 PTS when you buy 1 PURINA ONE Dog Food 6-7 kg</p>
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 <p>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</p>	 <p>5.49 200 PTS when you buy 2 COMPLIMENTS Fabric Softener Sheets 120 pk</p>	 <p>22.99 100 PTS when you buy 1 ROYALE Bathroom Tissue 24=72 rolls or Paper Towel 12 pk</p>	 <p>7.29 WINDSOR Clean & Protect Pellets 18.1 kg</p>
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 <p>3.49 BUY MORE SAVE MORE PALMOLIVE Dish Soap 591-628 mL 3.99 ea <small>go when you buy 2 or more</small></p>	 <p>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</p>	 <p>8.99 CASHMERE Bathroom Tissue 8=16 rolls or SPONGE TOWELS 2 pk</p>	 <p>20% off COMPLIMENTS Gift Wrap Rolls while quantities last</p>
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health, beauty & baby

 <p>1.49 CREST Toothpaste 50-100 mL or ORAL-B Cavity Defense Toothbrushes 1 pk selected</p>	 <p>STARTING AT 4.99 PANTENE, HEAD & SHOULDERS or OLD SPICE Shampoo or Conditioner 308-400 mL or SECRET or OLD SPICE Deodorant 45-96 g selected</p>	 <p>10.99 ALWAYS Pads, Liners or TAMPAX Tampons 18-162 pk selected</p>	 <p>7.49 OLD SPICE Deodorant or Spray selected 73-144 g</p>
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 <p>10.99 600 PTS when you buy 2 LISTERINE Value Size Total Care Mouthwash 1.5 L selected</p>	 <p>STARTING AT 5.99 DOVE Deodorant 45-85 g or Hand Soap 355-400 mL selected</p>	 <p>20% off 50 PTS when you buy 2 COMPLIMENTS Body Wash, Hand Soap or Sanitizer 236 mL-1 L selected</p>	 <p>15% off 100 PTS when you buy 1 ST. IVES Skincare selected</p>
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 <p>1.99 BUY MORE SAVE MORE 200 PTS when you buy 2 BABY GOURMET Purée Pouches 113-128 mL selected 2.49 ea</p>	 <p>59.99 SIMILAC Pro-Advance 16x235 mL selected</p>	 <p>15% off 300 PTS when you buy 2 HONEST CO Baby Care 118-532 mL or 288 pk</p>	 <p>3.49 BUY MORE SAVE MORE 200 PTS when you buy 2 COMPLIMENTS Baby Wipes 64-72 pk 3.99 ea</p>
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pharmacy

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

 <p>10% off VICKS DayQuil or NyQuil Cold & Flu 236 mL or 16 pk* selected</p>	 <p>10% off 100 PTS when you buy 1 FLORASTOR Probiotic Supplements 20-50pk selected</p>	 <p>15% off 100 PTS when you buy 1 NEOCITRAN Cold & Flu Relief 10 pk*</p>	 <p>15% off 300 PTS when you buy 1 NICORETTE Gum, Lozenges 80-105 pk or Quick Mist or NICODERM 7 pk selected</p>
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 <p>20% off 300 PTS when you buy 2 TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle & Body 40 pk selected*</p>	 <p>15% off 150 PTS when you buy 2 BAND-AID Bandages 10-60 pk</p>	 <p>Get diabetes care that fits your needs. Ask us if a personalized care plan is right for you. 360Health Jobey PHARMACY & WELLNESS</p>
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**Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points. SBY_WK31_S4_A1L_N5_N6_PD

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 1.36-1.81 kg or Foam Bath 1 L selected

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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.
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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.