

FRESH CO

Flyer in effect November 21-27, 2024
Prices in effect in Western Canada

ZONE 1

FRENZY DAYS



3 lb

EQUAL TO

388
/lb

Lean Ground Beef
Tube 1.36 kg
reg 17.00
Save \$1.79/lb
SALE PRICE \$11.64



297



Blueberries Pint
Product of Peru
No. 1 Grade



Armstrong Cheese Bars 400 g
Armstrong Shreds 320 g
reg 6.77-7.77

SAVE \$3
477



Seedless Cucumbers 3 pk
Product of Canada, Canada No. 1

397



Lou's Kitchen Fully Cooked
Pork Back Ribs 585-610 g
reg 12.99

SAVE \$5.03
796



Maple Leaf Prime Raised Without Antibiotics
Chicken Drumsticks, Thighs or Split Wings
Frozen 750 g-1 kg
Schneiders Schnitzel Chicken Cutlet
Frozen 450 g reg 10.00-13.99

SAVE \$6.23
776



General Mills
Honey Nut Cheerios
292 g
WHILE SUPPLIES LAST

195



Dr. Oetker Ristorante or
Casa di Mama Pizza
320-410 g
reg 6.49

SAVE \$3.02
347



NuPak Rice 8 kg
reg 17.97

SAVE \$4
1397

Lowering food prices

FRENZY DAYS BIG DEALS. LIMITED TIME.

Lay's Potato Chips
177-235 g or
Poppables 130 g
Smartfood 150-220 g
Lay's Multicultural 165 g
reg. 3.47-4.69

SAVE UP TO \$1.72

2.97

Compliments
Muffins 4-6 pk

LOCKED & LOW

\$6

BEST BUY
VALEUR PLUS

MEAT
LASAGNA
or
LASAGNE
À LA VIANDE

2.27 kg

LOCKED & LOW

\$10

Best Buy
Meat Lasagna
Frozen 2.27 kg

Smart Ones Frozen Entrées
255-283 g
Heinz Bagel Bites 198 g
reg. 3.99-4.29

SAVE UP TO \$2.32

1.97

Yoplait Source
Yogurt Tubes 630 g
reg. 3.47

SAVE 51¢

2.96

OR BUY 1 at \$2.69
Pepsi Soft Drinks 2 L
Selected Varieties

BUY MORE SAVE MORE

1.97 ea

Rogers Lantic Sugar
2 kg reg. 3.29

SAVE 82¢

2.47

Colgate Total Toothpaste
70 mL or Kids Toothpaste
75 mL Selected Varieties
Softsoap Hand Soap
221 mL
reg. 2.29-2.97

SAVE UP TO \$1.04

1.93

Tide Liquid 2.48 L or
Tide Pods 25-42 pk
reg. 15.99-18.99

SAVE UP TO \$4.05

14.94

Scene™ 1000 PTS = \$10 OF FREE GROCERIES

<p>75 PTS when you buy 1 SAVE \$2.01 3.46</p> <p>Imperial Margarine 637 g reg. 5.97</p>	<p>100 PTS when you buy 2 that's \$1 toward your groceries SAVE UP TO \$1.94 2.95</p> <p>Allen's Apple Juice 1.89 L Oasis or Arizona Iced Tea Drink Box 8x200 mL reg. 3.99-4.49</p>	<p>100 PTS when you buy 2 that's \$1 toward your groceries SAVE \$1.93 3.44</p> <p>Nestlé Parlour Frozen Dessert 1.5 L or Novelties 12 pk reg. 4.99</p>	<p>100 PTS when you buy 2 that's \$1 toward your groceries SAVE \$1 3.97</p> <p>Hidden Valley Ranch Dressing 473 mL reg. 4.97 WHILE SUPPLIES LAST</p>
<p>100 PTS when you buy 2 that's \$1 toward your groceries SAVE \$1.11 4.88</p> <p>Clover Leaf Pink Salmon 418 g reg. 5.99</p>	<p>200 PTS when you buy 2 that's \$2 toward your groceries SAVE \$1.12 2.87</p> <p>Nature Valley or Fibre 1 Granola Bars or Betty Crocker Fruit Snacks 125-230 g reg. 3.99</p>	<p>500 PTS when you buy 2 that's \$5 toward your groceries SAVE UP TO \$6.92 6.97</p> <p>Jamieson Vitamin C 500 mg or Vitamin D 1000-2500 IU 75-240 pk reg. 8.99-12.99</p>	<p>100 PTS when you buy 1 that's \$1 toward your groceries SAVE UP TO \$5.45 12.94</p> <p>Finish Auto Dish Detergent 30-55 pk reg. 16.99-17.99</p>

Get 500 PTS Spend \$25 on any Ferrero Seasonal Chocolate

Ferrero Seasonal Chocolates
Selected Varieties
Excludes Everyday Chocolates

Scene™ DIGITAL EXCLUSIVE

NOV 21-27, 2024
*terms and conditions apply

DOWNLOAD THE FRESHCO APP

20%*

Load this offer and
get **20% off** on
Compliments Deli Meat
175 g or Compliments
Sliced Cheese 150-170 g

20%*

Load this offer and
get **20% off** on
Purex Bathroom Tissue
12=24 Rolls or 8=24 Rolls

The Scene+ Loyalty Program is available at all participating FRESHCO locations within WESTERN CANADA. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic region, pre-paid cards, postal products and services, Western Union, McAfee™/McAfee+™ products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery games, food banks, deposits, environmental charges, fuel and other goods and services which are non-deductible or excluded by law. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Offers valid Thursday, November 21, 2024 to Wednesday, November 27, 2024. Prices in effect while supplies last. We reserve the right to limit quantities. All prices shown in this flyer are measured against our lowest regular retail price in our stores at the time of printing. Some restrictions may apply to certain offers. Savings offered may differ by region. We reserve the right to correct any unintentional errors in this flyer and make changes to any of our programs without prior notice. See in-store or FreshCo.com for details. Our reference to "lowest price" is our reference to "lowest price" as compared to the full-service banners operated by Sobeys Capital Incorporated. See in-store or FreshCo.com for full details of our Guarantees. All guarantees are subject to our absolute discretion and we reserve the right to delete competitor, trade area and to limit quantities. Not to be combined with any other offers and subject to change without notice. Guarantees do not apply to third party vendor products, prescriptions, gift cards, liquor, tobacco, clearance & limited-time products, health and beauty products and any products which may not be discounted by law. *Limitation: 1 LOWEST PRICE GUARANTEE. Subject to the Limitations and excluding products sold by third party vendor products within the store. If a discount competitor within the geographic trade area offers a lower price on an identical item by brand and size that we carry in this store, we will call you that item for 14 days from the competitor's current advertised price in their flyer. Price matching will be done for the following banners: Ontario No Frills, Food Basics, Real Canadian Superstore, and Wal-Mart British Columbia, Alberta, Saskatchewan, and Manitoba. No Frills, Real Canadian Superstore, Wal-Mart and Scene On-Trends. Price match locations are subject to change based on regional circumstances. Does not apply to competitor errors. Limit of four (4) units of each price matched item per customer. **DOUBLE FREE GUARANTEE**. Subject to Limitations. If you buy an eligible product from our stores, use the product as intended, and the product does not meet your expectations, you can return the purchase with a receipt within 14 days of purchase and we will refund the purchase price and provide you with an identical replacement product (while supplies last). **IN-STOCK GUARANTEE**. Subject to Limitations and excluding seasonal and limited quantity products, if you find that we are out of stock of any product featured in this store's current flyer, we will provide you with a rain check that can be used to purchase the item for 10% off the current advertised price when the item is back in stock. **PRICES IN EFFECT IN WESTERN CANADA.**

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. Proudly Canadian FreshCo.com

Ambrosia Apples 3 lb
Product of BC
Canada Fancy
1.36 kg

3.97

Green Seedless Grapes 907 g
Product of USA
No. 1 Grade

6.97

Compliments Carrots or Yellow Onions 3 lb
Product of Canada
Canada No. 1
1.36 kg

2.97

Compliments Organic Whole White or Brown Mushrooms 227 g
Product of Canada

2.97

50 PTS when you buy 1

Compliments Lemons 2 lb
Product of USA
907 g

3.97

50 PTS when you buy 1

Jumbo Golden Pineapples
Product of Costa Rica

4.99

50 PTS when you buy 1

Mini Seedless Watermelon
Product of Mexico

4.99

Compliments Baby Spinach, Spring Mix or Arugula 142 g
Product of USA

3.97

100 PTS when you buy 2
that's \$1 toward your groceries

Avocados 5 pk
Product of Mexico

4.99

Grape or Medley Tomatoes 680 g
Product of Canada or Mexico

5.97

1.5 lb

FRENZY DAYS

Mitchell's Heritage Bacon 1 kg
reg 16.99

11.97

SAVE \$5.02

Compliments Deli Meats 175 g

\$4

Angus Beef Sirloin Tip Oven Roast
Cut from Canada
AA Beef or Higher
19.78/kg
reg 9.49/lb

8.97 /lb

SAVE 52¢ /lb

PREFERRED ANGUS

IRU Chicken Wings Frozen 550 g
Freshstone Brands Rolleez Frozen 540 g
Waterview Market Shrimp & Sauce Frozen 454 g
reg 9.99-12.99

7.97

MEMBERS SAVE \$1

Beyond Beef, Burger, Sausage Plant-Based Links, Tenders or Nuggets
Frozen 226-400 g
reg 7.97-9.99

5.97

SAVE \$4.02

Compliments Cooked or Raw Pacific White Shrimp
Frozen 340 g
reg 8.99-10.99

6.97

SAVE \$4.02

Grimm's Bavarian Smokies 450 g
reg 9.99

7.97

SAVE \$2.02

100 PTS when you buy 1
that's \$1 toward your groceries

Ocean Jewel Steelhead Trout Fillet
Previously Frozen
48.48/kg

21.99 /lb

Dempster's White or Whole Wheat Bread 570-675 g
Compliments Bagels 6 pk
reg 3.49-3.59

2.97

SAVE \$62¢

Portofino Bread 585-630 g or Buns 6 pk
Compliments Swiss Rolls 400 g
reg 4.99-5.49

4.47

SAVE \$1.02

Maple Leaf Natural Selections 150-175 g
reg 7.99

5.97

SAVE \$2.02

Tre Stelle Mozzarella Ball 340 g
Mascarpone 275 g
Crumbled Feta 150 g
Castello Cheddar 200 g
reg 6.99-8.99

5.97

SAVE \$3.02

SPEND \$100 IN H&M, HUDSON'S BAY, PLAYSTATION, KOBO OR WAYSFA GIFT CARDS

AND GET A BONUS \$15 GIFT CARD

FRESHCO GIFT CARD

Offer valid during November 21 - 27, 2024. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

 <p>Liberté Greek Yogurt 650-750 g reg 7.27</p> <p>SAVE 80¢ 647</p>	 <p>Heineken 0.0% Non-Alcoholic Beer 6x330 mL Corona Sunbrew 0% Non-Alcoholic Beer 6x330 mL reg 12.99-13.99</p> <p>SAVE UP TO \$3.02 1097</p>	 <p>Hellmann's Mayonnaise 750-890 mL reg 6.77</p> <p>SAVE 80¢ 597</p>	 <p>Dare Bear Paws 168-240 g Viva Puffs 300 g Dare Wagon Wheels Original 12x315 g reg 3.47-4.49</p> <p>SAVE UP TO \$2.02 247</p>
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 <p>Tetley Tea 20-24 pk reg 4.99</p> <p>SAVE \$1.52 347</p>	 <p>Maxwell House Coffee Pods 30 pk reg 17.99</p> <p>SAVE \$5.02 1297</p>	 <p>OR BUY 1 at \$2.97 Kellogg's Cheez-It Crackers 191-200 g Pringles Super Stacks 148-156 g</p> <p>BUY 2 OR MORE 247 ea</p>	 <p>Kellogg's Core or Premium Bars 125-384 g reg 4.27-4.49</p> <p>SAVE UP TO \$1.52 297</p>
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 <p>Black Diamond Cheestrings 588 g Black Diamond Cheese Slices 825 g reg 7.97</p> <p>SAVE \$1 697</p>	 <p>Natrel Plus 2 L reg 6.47</p> <p>SAVE 50¢ 597</p>
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FRENZY DAYS

 <p>Kellogg's Cereal Selected 480-650 g reg 6.99-7.79</p> <p>SAVE UP TO \$2.32 547</p>	 <p>Italpasta 450-900 g reg 2.49</p> <p>SAVE 52¢ 197</p>
 <p>Starbucks Roast & Ground Coffee 311-340 g or K-Cups 10 pk reg 10.99-11.99</p> <p>SAVE UP TO \$2.02 997</p>	

 <p>Kellogg's Eggo Waffles 270-280 g reg 4.49</p> <p>SAVE \$1.52 297</p>	 <p>Kraft Dinner Frozen Meals 340 g or Crave Frozen Meals 200-340 g reg 4.69</p> <p>SAVE 72¢ 397</p>	 <p>Whiskas Temptations Treats 180 g reg 3.49</p> <p>SAVE \$1.02 247</p>	 <p>Palmolive Dish Soap 591-828 mL reg 3.69</p> <p>SAVE \$1.22 247</p>
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 <p>Jif Peanut Butter 500 g reg 5.49</p> <p>SAVE 52¢ 497</p>	 <p>Robin Hood Flour 907 g reg 9.99</p> <p>SAVE \$3.02 697</p>	 <p>Eagle Brand Condensed Milk 300 mL reg 3.99</p> <p>367</p>	 <p>Robin Hood Flour 5 kg reg 12.99</p> <p>SAVE \$3.02 997</p>
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Scene GET 1000 PTS FOR EVERY \$100 SPENT IN GOOGLE PLAY GIFT CARDS!

Offer valid during November 21 - 27, 2024. Sorry, no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

HOLIDAY SWEET DEALS!

WHILE SUPPLIES LAST



SAVE \$1
2.67

Lindt Swiss Classic Chocolate 100 g
reg 3.67



SAVE \$1.50
8.47

Ferrero Chocolates
156-200 g
reg 9.97



SAVE UP TO \$3
13.97

Ferrero Rocher Chocolate Gift Box
Selected 259-375 g
reg 15.97-16.97



SAVE \$1
4.97

Cadbury Mini Eggs
200 g reg 5.97



12.47

Lindt Advent Calendar 128 g



After Eight Tin
400 g reg 17.97

SAVE \$3
14.97

11.97

Reese's or Hershey's Advent Calendar 212 g



SAVE \$2
11.97

Kinder Maxi
116-150 g
reg 13.97



SAVE \$1
15.97

Quality Street Chocolate Tin
650 g reg 22.97



13.97

Kit Kat Advent Calendar
233 g



SAVE \$1
9.97

Cadbury Dairy Milk Assorted 304 g
reg 10.97

Nestlé Scene

Get **1000** PTS
When you spend \$20
ON SELECTED* DRUMSTICK AND CONFECTIONERY ITEMS

That's like \$10 toward your groceries



5.88

Nestlé Drumstick Frozen Dessert
946 mL
Selected Varieties



4.94

Nestlé Real Dairy Ice Cream 1.5 L or Confectionery Frozen Dessert or Novelties 4-10 pk
Selected Varieties



9.99

Nestlé Drumstick King Size Frozen Dessert Novelties 6x180 mL
Selected Varieties

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STOCK UP DEALS!



1.97 ↓

Scotties Holiday Cubes 60 pk
WHILE SUPPLIES LAST



3.97 ↓

Febreze Holiday Spray
250 g
WHILE SUPPLIES LAST



4.47 ↓

Ziploc Freezer Bags 10-90 pk
reg 5.49



2.97 ↓

Alcan Foil 50 ft or
Non-Stick Baking Foil 25 ft
Reynolds Parchment Paper 35 ft
reg 4.29-4.99



9.97 ↓

Glade Candles 1 pk
reg 10.99
WHILE SUPPLIES LAST

97¢ ↓

Febreze Plug Warmer
1 pk reg 5.99



9.97 ↓

Febreze Holiday Plug Ins
2 pk 52 mL
WHILE SUPPLIES LAST



9.97 ↓

Glad Garbage Bags 20-40 pk
reg 11.99



4.97 ↓

Fleece Fabric Softener 1.36 L
or Fleece Dryer Sheets 80 pk
reg 5.79-6.29



8.97 ↓

Purex Bathroom Tissue
12=24 Rolls or
Sponge Towels 6 pk
reg 9.99-10.99



6.97 ↓

Purex Detergent 2.03 L
Purex Baby Detergent 1.47 L
reg 8.69



4.47 ↓

Compliments
Containers 2-4 pk

FLAVOURS OF THE WORLD



15⁹⁷

Baltic Gifts Frozen Herring Fillets 1 kg

Kühne Sauerkraut with Wine 720 mL reg 5.97

SAVE \$1⁹⁸
4⁴⁷



50 PTS when you buy 2

SAVE \$1⁰²
4⁴⁷

Dandar Buckwheat 900 g reg 5.49



100 PTS when you buy 1 that's \$1 toward your groceries

SAVE \$5⁰²
24⁹⁷

Red Gold Steelhead Salmon Frozen Caviar 200 g reg 29.99 WHILE SUPPLIES LAST



SAVE 52¢
1²⁷

Street Soup 50 g reg 1.79



SAVE 52¢
6⁹⁷

Tutto Calabria Nduja Pasta Sauce 190 g reg 7.49



SAVE \$2⁰²
4⁴⁷

Aurora Antipasto 500 mL reg 6.49



50 PTS when you buy 2
SAVE 52¢
4⁴⁷

Belevini Carrot or Sliced Beets Salad 840-860 g reg 4.99



25 PTS when you buy 2
SAVE \$1⁰²
3⁴⁷

Lovaré Tea 30 g reg 4.49



1⁶⁷

Brio 355 mL reg 1.99



50 PTS when you buy 4
SAVE 72¢
1⁹⁷

Jordanka Sparkling Mineral Water 1.5 L reg 2.69



SAVE \$1⁰²
5⁹⁷

Lotus Biscoff Spread 380-400 g reg 7.79



SAVE \$1⁰²
2⁹⁷

Franzeluța Gingerbread Plum 400 g reg 4.29



SAVE 72¢
1⁹⁷

Golden Alps Chocolate Bars 100 g reg 2.69



SAVE 52¢
2⁹⁷

Tre Marie Wafers 140 g reg 3.49



SAVE \$1⁰²
14⁹⁷

Attiki Honey 500 g reg 16.79



SAVE 52¢
3⁴⁷

Krinos Candy 300 g reg 3.99



SAVE \$1⁰²
1⁴⁷

S&F Cream Crackers 200 g reg 2.49



WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY LOCATION.

FLAVOURS OF THE CARIBBEAN

2/\$1

Chubby Soda
250 mL
reg 67¢



\$1

Mr. Goudas
Table Salt 1 kg
reg 1.47



Royalty Digestive
Cookies 400 g
reg 2.97

SAVE 70¢

2.27



1.97

Yucca Root
Product of Costa Rica
4.34/kg



1.47

Plantain Bananas
Product of Guatemala
or Colombia 3.24/kg



2.47

Purple Sweet Potatoes
Product of Honduras
or Costa Rica 5.45/kg



SAVE 50¢

1.97

Royalty Ginger Nut,
Oatmeal Biscuits or
Cream Crackers 300 g
reg 2.27-2.97

Grace Jerk
Seasonings
284-312 g or
Sauce
350-480 mL
reg 4.77-5.27

SAVE 1.50

3.97



Cool
Runnings
Seasoning
90-900 g
reg 7.47

SAVE 1.75

5.77



SAVE 80¢

1.97

Sun Exotic Juice 1 L
reg 2.77



SAVE 1.50

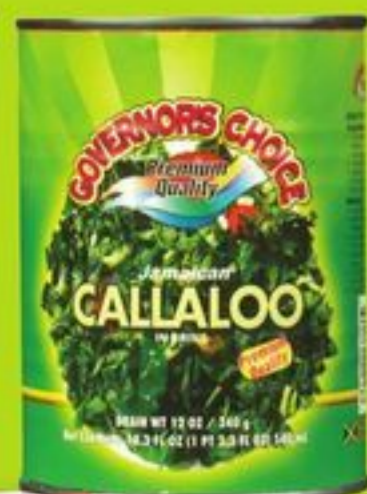
2.97

Grace Corn Meal 2 kg or
Oats 1 kg
reg 3.97-4.47



\$1

Grace Soda 355 mL or
Plantain Chips 85 g
reg 1.47



SAVE 1.50

2.47

Governor's
Choice Callaloo
540 mL
reg 3.97
WHILE SUPPLIES LAST



SAVE 70¢

4.27

Pure Heaven
Non-Alcoholic
Beverages 750 mL
reg 4.97



SAVE 1.50

4.47

Nestlé Milo 400 g
reg 5.77

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY LOCATION.

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

Make appointments for

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

with the 360Health scheduler.



Click on Pharmacy
in your grocery app

[Book today](#)



FRESH CO

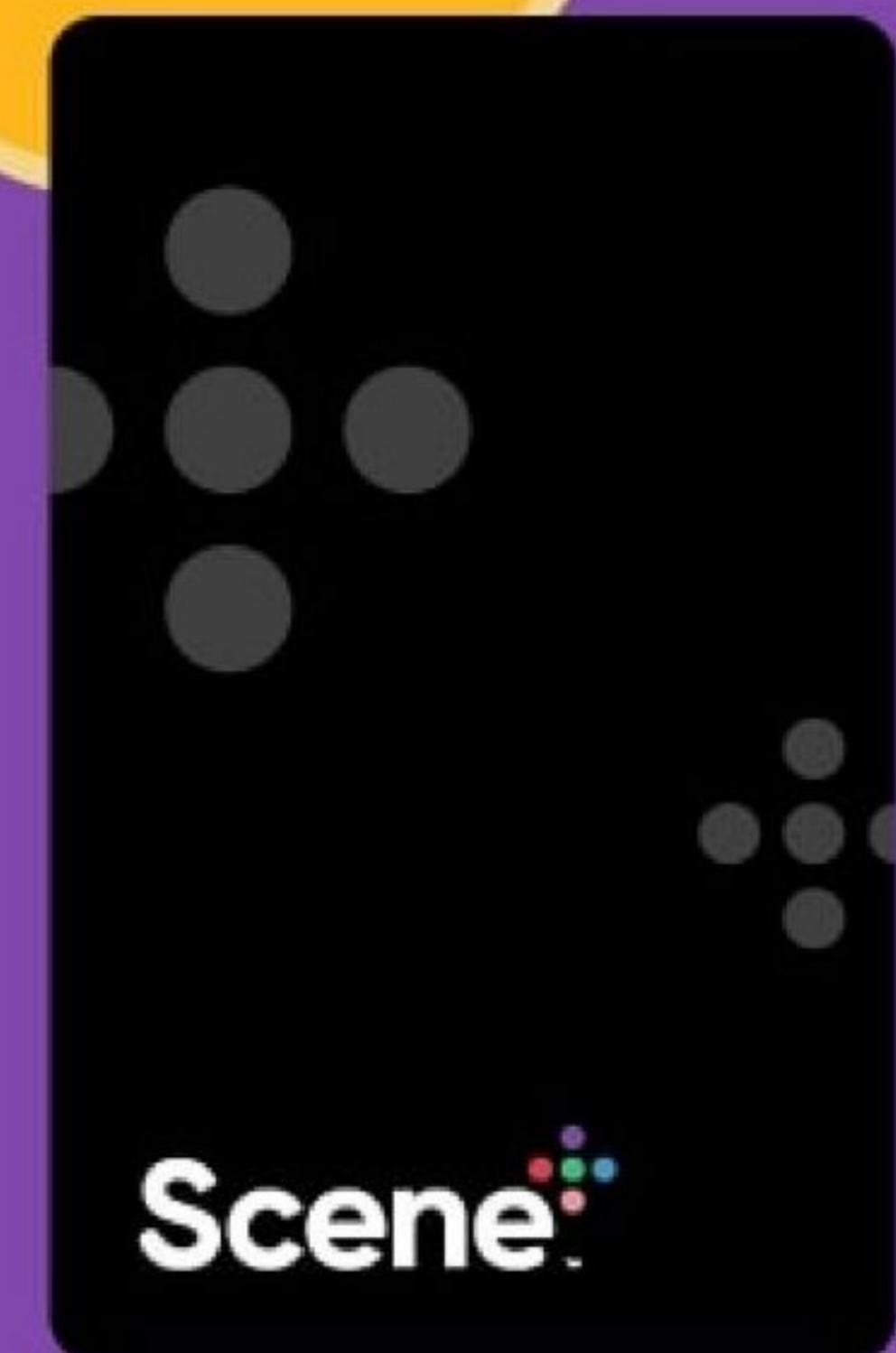
GET TO **FREE** GROCERIES FASTER

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

APPLY NOW

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

**1000 pts
= \$10 in
groceries¹**



¹1000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1000.
²Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply.
See full list of participating merchants across Canada at scotiabank.com/participatingstores.
*Visa Int. / licensed user.



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.