



POINTS FOR POINTS
Redemption Event



Scan the app to **Redeem** at checkout

Get back
8,000^{pts}

THAT'S \$8
IN POINTS

WHEN YOU REDEEM A MINIMUM OF **80,000^{pts}**

Or

Get back
22,500^{pts}

THAT'S \$22⁵⁰
IN POINTS

WHEN YOU REDEEM A MINIMUM OF **150,000^{pts}**

Or

Get back
50,000^{pts}

THAT'S \$50
IN POINTS

WHEN YOU REDEEM A MINIMUM OF **250,000^{pts}**

ALWAYS PRICED

ALWAYS \$



BROKEN BRIDGE
CABERNET MERLOT OR PINOT GRIGIO, 750 ML

ALWAYS \$7



TRUVARI
PROSECCO, 750 ML

ALWAYS \$12



CAPTAIN MORGAN
SPICED RUM, 1.75 L

ALWAYS \$49

Optimum
MEMBERS
Get it!

Exclusive pricing only for PC Optimum™ members. Click or visit pcoptimum.ca to become a member today.



Members save \$2

Optimum
Members-Only Price™
\$26

Non-members
\$28

BERINGER KNIGHTS VALLEY
 CABERNET SAUVIGNON,
 750 ML



Members save \$4

Optimum
Members-Only Price™
\$44

Non-members
\$48

LAMB'S
 PALM BREEZE, WHITE OR
 NAVY RUM,
 1.75 L



Members save \$3

Optimum
Members-Only Price™
\$30

Non-Members
\$33

PABST BLUE RIBBON
 BEER,
 24 X 355 ML

GIFT IDEAS



GIFT IDEA!

\$89

ALBERTA CRAFT BEER
 ADVENT CALENDAR,
 24 X 473 ML



GIFT IDEA!

\$79

STIEGL BEER
 ADVENT CALENDAR,
 24 X 330 ML



GIFT IDEA!

\$139

CANELLA
 ADVENT CALENDAR
 SPARKLING WINES,
 24 X 200 ML

COOLERS



\$22

HIGH NOON
 HARD SELTZER
 POOL PACK OR
 TEQUILA VARIETY PACK,
 8 X 355 ML



\$24

SMIRNOFF
 ICE
 CITRUS OR SELTZER
 VARIETY PACK,
 12 X 355 ML



\$24

SIMPLY SPIKED
 PEACH, LEMONADE OR
 MIXED PACK,
 12 X 355 ML



\$15

CASA DEL REY
 TEQUILA COCKTAILS
 VARIETY PACK,
 6 X 355 ML



\$23

STRONGBOW
 APPLE CIDER,
 8 X 440 ML



\$50

TWISTED TEA
 HARD ICED TEA
 VARIETY PACK,
 30 X 355 ML

Prices and offers effective from Wednesday, November 20th to Sunday, November 24th, 2024 unless otherwise stated. Please see in-store or online at shop.realcanadianliquorstore.ca for your particular store's hours.

FOR THE Crew



BEER



BUD LIGHT
BEER,
36 X 355 ML

\$57



BREWHOUSE
PILSNER OR PRIME,
8 X 355 ML

\$10



NO NAME®
LAGER OR LIGHT BEER,
24 X 355 ML

\$25



MILLER LITE
BEER,
15 X 355 ML

\$28



SAPPORO
PREMIUM BEER,
4 X 500 ML

\$13



ORIGINAL 16
CANADIAN PALE ALE, COPPER ALE OR ULTRA,
15 X 355 ML

\$27



STELLA ARTOIS
BEER,
28 X 330 ML

\$57



WE SUPPORT
LOCALLY SOURCED & PRODUCED BEVERAGES



ALBEERTA
BEER
MIXED PACK,
12 X 355 ML

\$25



BANDED PEAK
MICROBURST,
12 X 355 ML

\$26



PC® BEER
WINTER ALE,
4 X 473 ML

\$12

*Get a free Beernament when you buy Miller Lite Beer 15 x 355 mL, OR, Get a free Athletic Socks when you buy Original 16 Canadian Pale Ale, Copper Ale or Ultra, 15 x 355 ML. Offer valid Wednesday, November 20th to Sunday, November 24th, 2024. The product image(s) shown may represent the range and/or variety of this product for illustration purposes only, and may not be an exact visual of the product. Please refer to the product description for product details.

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SIP, SIP,
Celebrate!



WINE

1,000th
\$1
Value



\$35

BODACIOUS
ASSORTED VARIETIES,
4L



\$35

HOCHTALER
WHITE WINE,
4L



\$8

COPPER MOON
ASSORTED VARIETIES,
750 ML



\$10

RUFFINO
CHIANTI,
PINOT GRIGIO OR
ORVIETO CLASSICO,
750 ML



\$11

APOTHIC
ASSORTED VARIETIES,
750 ML



\$12

DOÑA PAULA
ESTATE MALBEC OR
SAUVIGNON BLANC,
750 ML



\$12

19 CRIMES
SELECTED VARIETIES,
750 ML



\$13

OYSTER BAY
ASSORTED VARIETIES,
750 ML

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CHEERS
TO VALUE

BIGGER BOTTLES,
BIGGER SAVINGS!

SPIRITS



SMIRNOFF
VODKA,
1.75 L

\$45



NEW!

1800
BLANCO TEQUILA,
1.75 L

\$65



J.P. WISER'S
DELUXE RYE,
1.75 L

\$53



ABSOLUT
VODKA,
1.75 L

\$48



ROYAL
RESERVE
RYE,
1.75 L

\$42



GIBSON'S
FINEST STERLING
RYE,
1.75 L

\$52

**FREE
WITH PURCHASE**



BACARDÍ
WHITE, SPICED,
LIMON OR BLACK RUM,
750 ML

\$21



COURVOISIER
V.S.
COGNAC,
750 ML

\$37



GLENFIDDICH
12 YEAR OLD
SINGLE MALT
SCOTCH WHISKY,
750 ML

\$48



MAKER'S
MARK
BOURBON WHISKY,
1.14 L

BONUS 50 ML

\$46



GORDON'S
LONDON DRY GIN,
1.14 L

BONUS 50 ML

\$30

*Get a free Cup when you buy Bacardi White, Spiced, Limon or Black Rum, 750 mL. Offer valid Wednesday, November 20th to Sunday, November 24th, 2024. The product image(s) shown may represent the range and/or variety of this product for illustration purposes only, and may not be an exact visual of the product. Please refer to the product description for product details.

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SPARKLING WINES

Get **6,000** pts

THAT'S
\$6
IN POINTS

when you spend \$30 or more on any sparkling wines.^{††}

VALID NOV 20 - DEC 1

HENKEL TROCKEN
SPARKLING WINE,
750 ML

\$12



LA MARCA
PROSECCO OR
PROSECCO ROSÉ,
750 ML

\$14



NEW!



BRILLA!
PROSECCO ROSÉ,
750 ML

\$15

OYSTER BAY
SPARKLING BRUT,
750 ML

\$16



KIM CRAWFORD
PROSECCO,
750 ML

\$16



††when you spend \$30 or more on any sparkling wine in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit shop.realcanadianliquorstore.ca for full terms, conditions and redemption restrictions. Offer valid Wednesday, November 20th to Sunday, December 1st, 2024. ®/™ Trademarks of Loblaw's Inc.



NEXT DAY DELIVERY & CURBSIDE PICKUP^o

Simply place your order before 5pm and we'll deliver it to select locations in Calgary and Edmonton the very next day. Delivery costs a flat fee of \$6.99 with no minimum purchase required.^o

^oPlease see <https://shop.realcanadianliquorstore.ca/pages/legal-disclaimer> for more information.



SHOW US AND WE'LL MATCH

If a competitor has a lower price, simply show us and we'll match!

Prices and offers effective from Wednesday, November 20th to Sunday, November 24th, 2024 unless otherwise stated. Please see in-store or online at shop.realcanadianliquorstore.ca for your particular store's hours.

  

MIX & MATCH ANY 4

THAT'S
\$10
IN POINTS

Get
10,000^{pts}

when you buy any 4 of these select wines.

VALID NOV 20 - DEC 1

MAP MAKER
SAUVIGNON BLANC,
750 ML



\$14

JOEL GOTT 815
CABERNET SAUVIGNON,
750 ML



\$19

BONANZA
CABERNET SAUVIGNON,
750 ML



\$22

STAVE & STEEL
CABERNET SAUVIGNON,
750 ML



\$16

ANGUS THE BULL
CABERNET SAUVIGNON,
750 ML



\$16

CAMPAGNOLA VALPOLICELLA
RIPASSO,
750 ML



\$19

CANNONBALL
CABERNET SAUVIGNON,
750 ML



\$20

LIBERTY SCHOOL
CABERNET SAUVIGNON,
750 ML



\$20

FOLONARI VALPOLICELLA
RIPASSO CLASSICO,
750 ML



\$15

PINE RIDGE
CHENIN BLANC VIOGNIER,
750 ML



\$15

SAINTLY
THE GOOD ROSÉ,
750 ML



\$16

MURPHY GOODE
PINOT NOIR,
750 ML



\$18

*When you buy any 4 of the following select wines: Map Maker Sauvignon Blanc 750 mL, Joel Gott 815 Cabernet 750 mL, Bonanza Cabernet Sauvignon 750 mL, Stave & Steel Cabernet Sauvignon 750 mL, Angus The Bull Cabernet 750 mL, Campagnola Valpolicella Ripasso 750 mL, Cannonball Cabernet Sauvignon 750 mL, Liberty School Cabernet 750 mL, Folonari Valpolicella Ripasso 750 mL, Saintly Rosé 750 mL, Pine Ridge Chenin Blanc 750 mL, Murphy Goode Pinot Noir 750 mL in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions. Offer valid Wednesday, November 20th to Sunday, December 1st, 2024. ®/™ Trademarks of Loblaws Inc.

Prices effective Wednesday, November 20th to Sunday, November 24th, 2024 in this area only. *If a competitor offers a lower price on any item we carry in our store, simply show us the advertisement or receipt and we will sell you that item at the same price. We will match the competitor's price only during the effective date of the competitor's advertisement or within 7 days of the date on the receipt. Our competitors are determined solely by us and are based on a number of factors which can change from time to time and vary by store location. Item must be identical (defined as same brand, size and attributes). We will not match competitors' private label offers on non-identical brands, "multi-buys" (i.e. 2 for \$4), "spend x get x", "free", "clearance", discounts obtained through loyalty programs. We reserve the right to limit quantities to reasonable requirements. While supplies last. Prices do not include G.S.T or deposit and are subject to change. No rainchecks or substitutions. We reserve the right to cancel or change the terms of this program at any time. **Offer only applicable to valid PC Optimum™ program members until Sunday, November 24th, 2024, after which the price will be the same for both members and non-members of PC Optimum™ program. Membership is free. To register as a PC Optimum™ member, see in-store or visit pcoptimum.ca. Product availability may vary by store. While supplies last. We reserve the right to limit quantities. Taxes applicable on the purchase amount after discounts. No adjustments on previous purchases. PC Optimum™ member pricing is not applicable to any price match programs for participating stores operating under the Loblaws® banner. Cannot be combined with any other offer or promotion. See terms and conditions for restrictions and full program details. †Redemption of points against the purchase of alcohol as permitted in certain jurisdictions is subject to provincial minimum pricing regulations where applicable. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. PC Optimum™ points offers valid Wednesday, November 20th to Sunday, November 24th, 2024. ‡, ††Offer is only available at Real Canadian Liquorstore™ locations in Alberta to valid PC Optimum™ members who are of legal drinking age. Product availability may vary by store. We reserve the right to limit quantities. We are not obligated to award points based on errors or misprints. No adjustments on previous purchases. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions. While supplies last. Prices do not include G.S.T or deposit and are subject to change. No rainchecks or substitutions. offers valid Wednesday, November 20th to Sunday, November 24th, 2024. ††Orders will be made available for curbside pick-up at the time indicated by the applicable store. Customers must call upon arrival to receive order and complete payment. Only available between 10:30am and 6:00pm daily. ®/™ Trademarks of Loblaws Inc. The product image(s) shown may represent the range and/or variety of this product for illustration purposes only, and may not be an exact visual of the product. Please refer to the product description for product details. ©2024 Loblaws Inc. All rights reserved. PLEASE DRINK RESPONSIBLY & DESIGNATE A DRIVER • DON'T DRINK & DRIVE.

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BIG ON CHEERS LOW ON PRICE



Get 10,000^{pts}
when you buy any 4 of these select wines.¹⁾
VALID NOV 20 - DEC 1

THAT'S
\$10
IN POINTS

Mix and match any 4 wines listed in our group wine offer page, and get 10,000 PC Optimum™ points.



optimum.
MEMBER PRICE

Exclusive pricing only for PC Optimum™ members. Join our PC Optimum™ program to earn and redeem points on everyday purchases.



Members save
\$3

PABST BLUE RIBBON BEER, 24 X 355 ML

Optimum
Members-Only Price™
\$30

Non-Members
\$33

ALWAYS
\$

Find set prices for selected items every week.



CAPTAIN MORGAN SPICED RUM, 1.75 L

ALWAYS
\$49

FREE
WITH PURCHASE

Check our flyer for the free item offer with minimum purchase.



CUP



BACARDI WHITE, SPICED, LIMON OR BLACK RUM, 750 ML

\$21



SHOW US AND WE'LL MATCH

If a competitor has a lower price, simply show us and we'll match!*