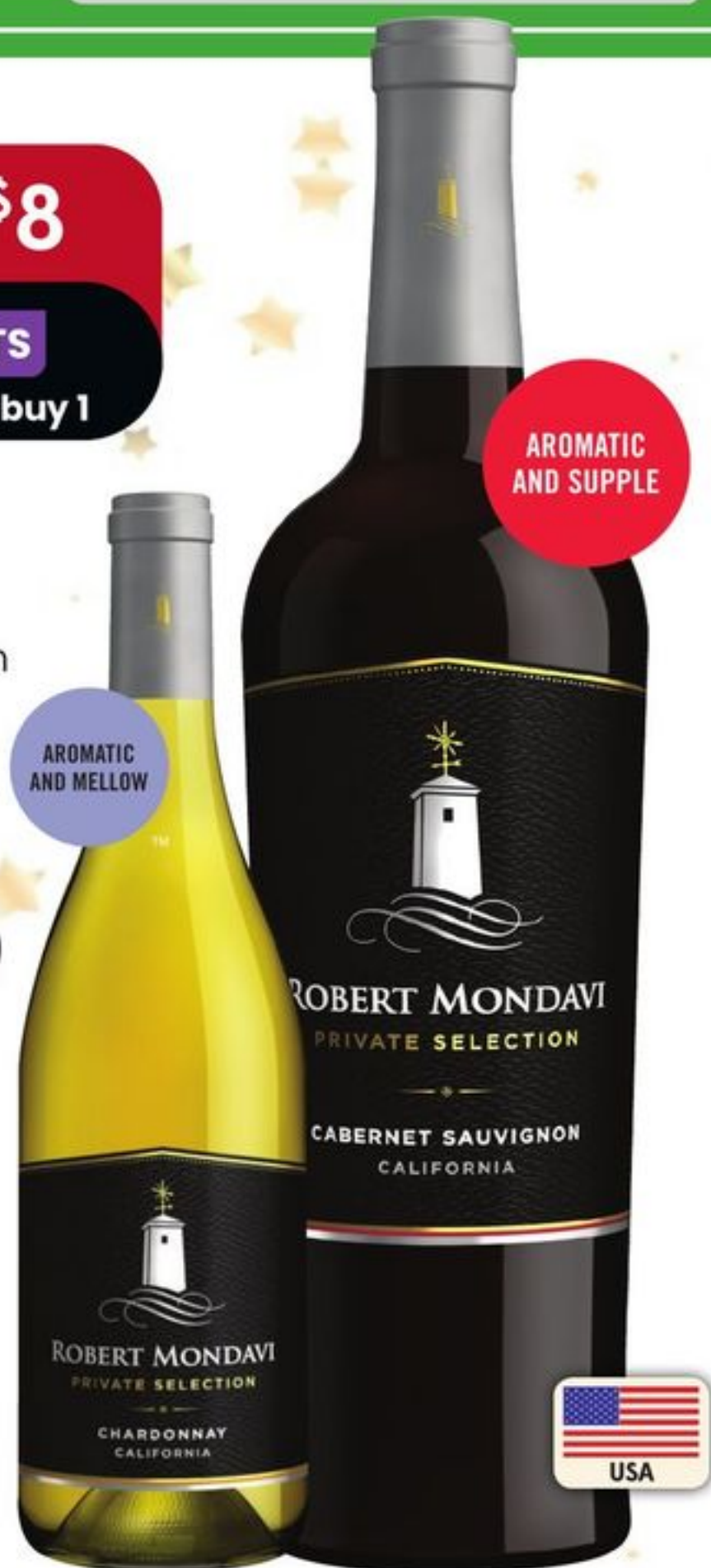


SAVE \$8
50 PTS
when you buy 1

Robert Mondavi
Private Selection
Chardonnay or Cabernet
Sauvignon
750 mL

13⁹⁹



AROMATIC
AND SUPPLE

AROMATIC
AND MELLOW



SAVE \$8

**Coors Light or
Molson Canadian**
15 x 355 mL

26⁹⁹



SAVE \$6

La Marca
Prosecco, 750 mL

13⁹⁹



FRUITY AND
SWEET



SAVE \$8

Skyy
Vodka, 750 mL

21⁹⁹



Scene+
MEMBER PRICING
22⁹⁹
SAVE \$9

25⁹⁹ without
Scene+
Card
SAVE \$6

Coors
Seltzer Slushie Flavours Variety Pack,
Splash Pack or Island Breeze Pack, 12 x 355 mL



Scene+
**REDEMPTION
EVENT**

**ALL
WEEK LONG!**
DECEMBER 26 - JANUARY 1

GET 200 PTS

**WHEN YOU
REDEEM 1000 PTS**

See terms and conditions on page 4.

Flyer prices and offers effective December, 2024-January, 2025
in select stores in Alberta

THU 26 | FRI 27 | SAT 28 | SUN 29 | MON 30 | TUE 31 | **WED 1**

PROUDLY CANADIAN 🍁
Prices do not include taxes and deposits.
PLEASE DRINK RESPONSIBLY.

Scan for digital
flyer or visit
sobeysliquor.com



We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

SAVE \$8

Bodacious
Selected Varietals
4 L

36⁹⁹



SAVE \$3

50 PTS
when you buy 1

Peller Estates

Selected Varietals
750 mL

8⁹⁹



SAVE \$5

Trapiche
Reserve Malbec
750 mL

11⁹⁹



SAVE \$5

50 PTS
when you buy 1

Bolla
Pinot Grigio or
Valpolicella, 750 mL

14⁹⁹



SAVE UP TO \$7

Oyster Bay
Selected Varietals
750 mL

14⁹⁹



so **perfectly paired**

Pop, fizz, clink!
Celebrate
New Year's Eve
with a seafood
extravaganza
and a glass of your
favourite bubbly!

SAVE \$4

Henkell
Rosé or Trocken
750 mL

12⁹⁹

SAVE \$7
100 PTS
when you buy 1

Wayne Gretzky
No.99 Brut, 750 mL

17⁹⁹

SAVE \$20

Mumm
Grand Cordon
Brut Champagne
750 mL

49⁹⁹

For an easy Gribiche
Sauce to serve with
your lobster, scan
this QR code:



SAVE \$6

Tom Gore
Selected Varietals
750 mL

16⁹⁹



SAVE \$7

100 PTS
when you buy 1

Masi
Campofiorin
750 mL

18⁹⁹



SAVE \$7

100 PTS
when you buy 1

Meiomi
Pinot Noir, 750 mL

19⁹⁹



Scene+
MEMBER PRICING
10⁹⁹ SAVE \$7
12⁹⁹ without Scene+ Card
SAVE \$5
Casillero del Diablo
Selected Varietals
750 mL

2

MIX & MATCH



BUY ANY 6 BOTTLES OF WINE AND GET

250 PTS

OR

BUY ANY 12 BOTTLES OF WINE AND GET

1000 PTS

Scene+ MEMBER PRICING

23⁹⁹ **SAVE \$14**

27⁹⁹ without Scene+ Card **Wayne Gretzky**
Selected Flavours, 750 mL
SAVE \$10

SAVE \$7

Fireball
Cinnamon Whisky
750 mL

24⁹⁹



SAVE \$7

200 PTS
when you buy 1

Johnnie Walker
Red Label Blended
Scotch Whisky, 750 mL

27⁹⁹



SAVE \$7

200 PTS
when you buy 1

Appleton Estate
Signature Blend Jamaica
Rum, 750 mL

27⁹⁹



SAVE \$8

Crown Royal
Blackberry or Salted
Caramel Flavoured
Whisky, 750 mL

28⁹⁹



Top up your holiday bar

SAVE UP TO \$12

Wayne Gretzky
No.99 Red Cask, Maple
Cask or Double Oaked
Whisky, 750 mL

29⁹⁹



SAVE \$10

Bulleit Bourbon
Frontier Whiskey, 750 mL

34⁹⁹



SAVE UP TO \$12

**AnCnoc or
Old Pulteney**
12-Year-Old Highland
or Single Malt Scotch
Whisky, 700-750 mL

49⁹⁹



SAVE \$5

500 PTS
when you buy 1

**Bombay
Sapphire**
London Dry Gin
1.75 L

59⁹⁹



That's like
\$5
toward your
next purchase



SAVE \$12

300 PTS
when you buy 1

Jose Cuervo
Especial Gold or
Silver Tequila
1.14 L

49⁹⁹



Spice of Life

- 2 oz Jose Cuervo Especial Gold Tequila
- 2 slices jalapeño, seeded
- 1 oz pineapple juice
- ½ oz lime juice
- ½ oz agave syrup
- ice
- pineapple wedge and sprig mint

In a cocktail shaker, lightly muddle the jalapeño; fill the shaker with ice. Add the Jose Cuervo tequila, pineapple juice, lime juice and agave syrup; shake until well chilled. Strain into a rocks glass with ice. Garnish with the pineapple and mint.



LIQUOR

Sign up for our eFlyer



discover savings
at your local store



discover what's
new in spirits,
wine and beer

subscribe now

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TAX BREAK

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On select items in store*

- ✔ **Snacks and beverages**, including chips and carbonated water
- ✔ **Baked goods**, including cakes, muffins and pies
- ✔ **Prepared foods**, including sandwiches and ready to eat options

[Learn more](#)

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*Restrictions apply. Selection varies by store. Not all department items are included in tax break. Federal and provincial tax break may vary by province. Valid on qualifying goods from December 14, 2024 - February 15, 2025.



GAME DAY PRICING \$27.99

ORIGINAL 16
CANADIAN PALE ALE
15 CAN PACK



Locally Crafted BEER OF THE WEEK

This classic French ale from Red Deer's northernmost small craft brewery boasts notes of pear, citrus and spice with a clean farmhouse flavour and a crisp finish.



SAVE \$4
Red Deer



Belly Hop Brewing
Pear Face Pale Saison, 4 x 473 mL



14⁹⁹

YouTube
Spotify
Podcasts

SAVE \$5

Brewsters
Fruit Pack Variety Pack, 12 x 355 mL

25⁹⁹



SAVE \$10

Stella Artois
18 x 330 mL

44⁹⁹



SAVE \$7

300 PTS
when you buy 1

Coors
Original, 15 x 355 mL

31⁹⁹



SAVE \$7

300 PTS
when you buy 1

Michelob
Ultra, 15 x 355 mL

32⁹⁹

That's like
\$3
toward your
next purchase



so ready

SAVE \$3

150 PTS
when you buy 2

Stickler
Grapefruit or
Blackberry Lemon
4 x 355 mL

11⁹⁹



SAVE \$4

Truly
Tequila Soda
Mix Pack
8 x 355 mL

18⁹⁹



SAVE \$6

Nude
Vodka Soda
Original or V2
Mixer Pack
12 x 355 mL

24⁹⁹



4

Scene

1000 PTS = \$10 toward your purchase



The Scene+ Loyalty Program is available at all participating Sobey's Liquor and Safeway Liquor locations within Alberta. 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 Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (equivalent to \$500) per day. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobey's Capital Incorporated.



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.

Offer valid December 26, 2024-January 1, 2025 at Sobey's Liquor and Safeway Liquor locations in Alberta and Saskatchewan. Offer applies to qualifying uses of 1000 or more Scene+ points for \$10 towards your purchases made in a single transaction. Limit of one (1) 200 Point offer per account number. No base Scene+ points earned. Offer excludes taxes, service fees, gift cards, tobacco products, lottery, deposits, environmental charges, and other goods and services which are non-discountable or excluded by law. Standard Scene+ Terms & Conditions apply. Scene+ Points will not appear on the receipt. Please allow up to 4 weeks for Scene+ points to appear in eligible Scene+ Accounts. No coupon required. Scene+ digital or physical membership card must be presented at time of purchase. 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 Sobey's Capital Incorporated.