

Sobeys

LIQUOR

Happy New Year

SAFEWAY

LIQUOR



PROUD PARTNER

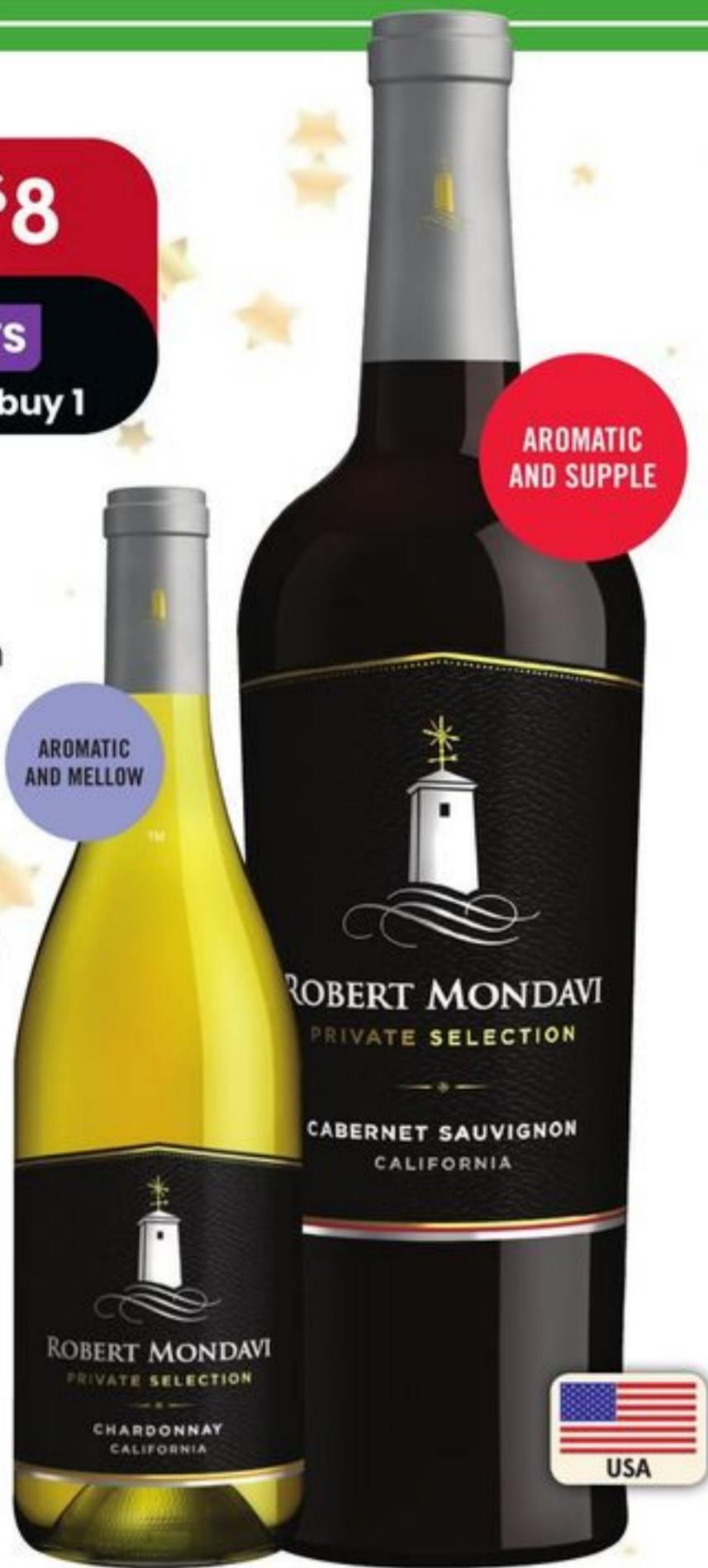
SAVE \$8

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



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



SAVE \$8

Skyy Vodka, 750 mL

21⁹⁹



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



4 L

WORKS OUT TO
\$6.94 PER 750 ML

SAVE \$3

50 PTS
when you buy 1

Peller Estates

Selected Varietals
750 mL

8⁹⁹



SAVE \$5

Trapiche
Reserve Malbec
750 mL

11⁹⁹



90
POINTS

James Suckling (2022)



SAVE \$5

50 PTS
when you buy 1

Bolla
Pinot Grigio or
Valpolicella, 750 mL

14⁹⁹



FRUITY AND
LIGHT

DELICATE
AND LIGHT



SAVE UP TO \$7

Oyster Bay
Selected Varietals
750 mL

14⁹⁹



90
POINTS

James Suckling (2022)

FRUITY AND
VIBRANT

90
POINTS

James Suckling (2023)



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



NEW

SAVE \$20

Mumm
Grand Cordon
Brut Champagne
750 mL

49⁹⁹



91
POINTS

Wine Spectator

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



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

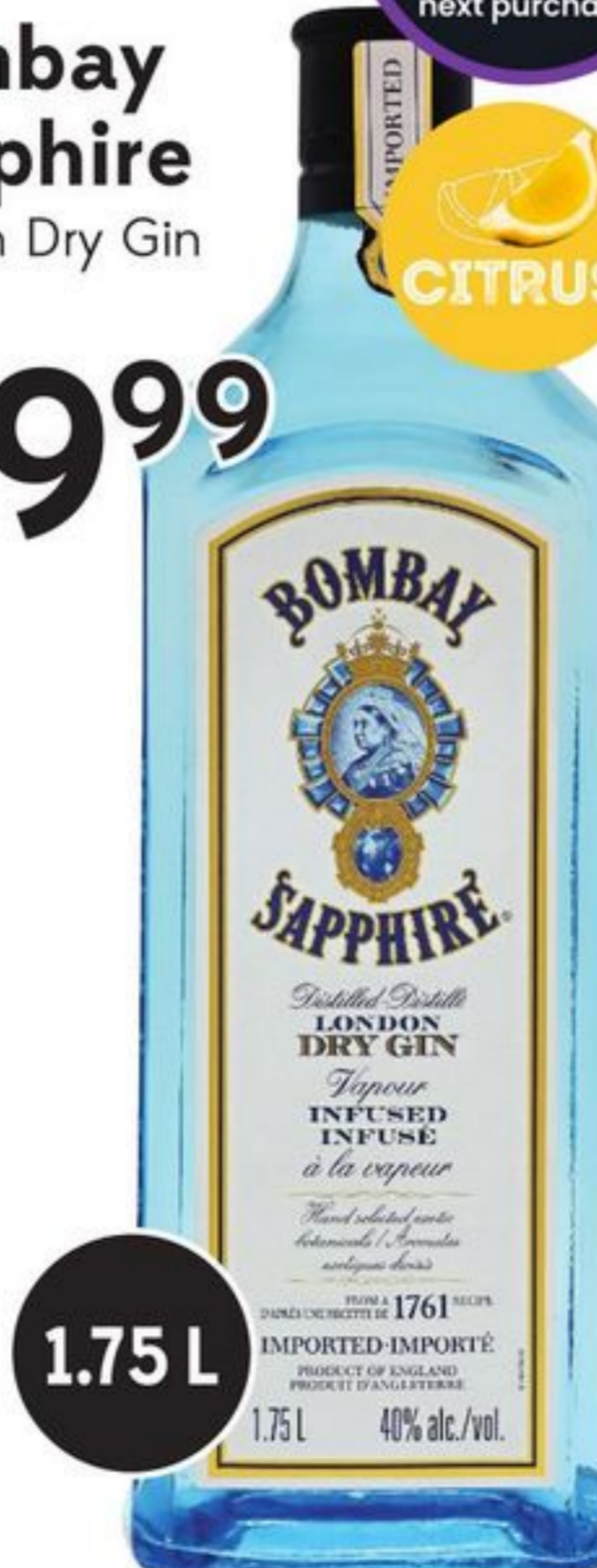


SAVE \$5

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.



OILERS GAME DAYS



15 CAN PACKS \$27.99



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

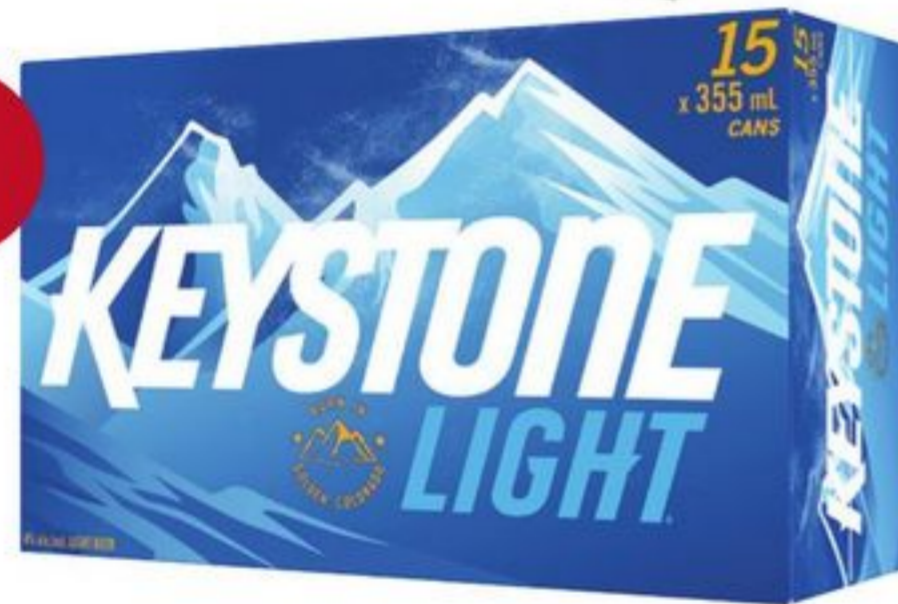
44⁹⁹



SAVE \$5

Keystone
Light, 15 x 355 mL

21⁹⁹



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 Sobeys 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 Sobeys 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 Sobeys 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 Sobeys Capital Incorporated.

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