

PEB
Sobeys

**Verified
Prices**

LOWEST PRICE

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

Scene+



BUY 2 GET 3RD FREE
of equal or lesser value

JOHNSONVILLE Breakfast, Dinner or Smoked Pork Sausages 250-500 g or DAILY'S Bacon 375 g starting at 6.99 ea



Scene+ MEMBER PRICING
744
/lb, 3.17/kg
SAVE 22c /lb

16c without Scene+ Card
HAYTER'S FARM Raised Without Antibiotics
Frozen Grade A Turkeys all available sizes



66¢
CLUB HOUSE Gravies or Sauces 21-47 g



Verified
15.99
/lb

Jumbo Scallop Medallions 10/20 ct per lb product of USA frozen or previously frozen 35.25/kg



Verified
2/\$6

Blackberries or Raspberries product of Mexico 170 g



Verified
5.47

BALDERSON Cheddars selected 250-280 g



Verified
2.49
/lb, ea

Brussels Sprouts 5.49/kg or Bunch Broccoli product of USA or Mexico no 1 grade

Merry Christmas!



Verified
3.99

CHAPMAN'S Premium Ice Cream, Frozen Yogurt, Sorbet or No Sugar Added Ice Cream 1-2 L, Yukon or Super Novelties 5-18 pk (excludes seasonal varieties)



Verified
5.77

CRACKER BARREL Cheese 340-400 g or Shreds 250-320 g



Verified
11.97

FOLGERS Ground Coffee 544-865 g



Verified
2/13

PEPSI or COCA-COLA Soft Drinks 12x355 mL

*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 \$200 OR MORE ON GROCERIES, GET
1500 PTS

That's like \$15 toward your groceries



0 61925 86355 2
Valid Thursday, December 19 - Sunday, December 22, 2024

Offer valid December 19 to December 22, 2024 at all Sobeys locations in Atlantic Canada. Receive 1500 Scene+ points when you spend a minimum qualifying purchase of \$200 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$200 or more awards only one 1500 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.

Stores are closed on Wednesday December 25th
Please check your local store or online for holiday hours.

Prices and offers in effect December 2024
Prince Edward Island



So many deals
Scan here for our full digital flyer

SPP_WK34_P01_01_01

16.000.000
Sobey's

Entertaining essentials



4.88 /lb **BONELESS**

Fresh Boneless Cross Rib Pot Roast or Simmering Steak Family Size cut from Canada AA or USDA Select grade beef while supplies last 10.76/kg



MEMBER PRICING

7.99 /lb 4.39/kg **SAVE \$1** /lb

2.99 without Scene+ Card **COMPLIMENTS Hickory Smoked Bone-In Ham Portions butt or shank**



MEMBER PRICING

9.99 /lb 22.02/kg **SAVE \$2** /lb

17.99 without Scene+ Card 26.43/kg **Fresh Atlantic Salmon or Haddock Fillets Family Size subject to availability product of Canada**



BUY MORE SAVE MORE

5.99

ea when you buy 2 or more
COMPLIMENTS Northern Spy Apple, Apple Crumble or Pumpkin Pie 650-750 g 6.99 ea

Scene

TURN
POINTS
INTO
GROCERIES



1 kg



200 PTS
when you buy 2

10⁹⁹

COMPLIMENTS Thick Cut Bacon 1 kg or SCHNEIDERS or MAPLE LEAF Hams 600-700 g



150 PTS
when you buy 2

6⁹⁹

FERRERO ROCHER Assorted Chocolates 118-200 g while supplies last



250 PTS
when you buy 2

6⁹⁹

ROYALE Bathroom Tissue 9-12=24 rolls, Paper Towel 3=6 rolls or Facial Tissue 6 pk

1000 Points = \$10 of free groceries

So tender

Sterling SILVER

HAND-SELECTED AAA BEEF

Well-marbled Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeyes

That's like \$5 toward your groceries
500 PTS when you spend \$50 or more

16.99 /lb

STERLING SILVER Fresh Capless Prime Rib Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 37.46/kg

9.99 SAVE \$2

11.99 without Scene+ Card

MONTANA'S 100% Canadian Angus Beef Burger, KELSEY'S ORIGINAL ROADHOUSE Fully Cooked Pork Back Ribs, JAMES Ultimate's Chicken Wings & Bites or SWISS CHALET Chicken Strips & Nuggets 600-906 g

\$7

COMPLIMENTS Cooked Shrimp Ring with Sauce 225 g or Extra Large Shrimp Ring with Sauce 312 g for \$10

STARTING AT \$11

Antipasto Classico 200 g or MARCANGELO Salami Misto 200 g \$13

3.99

WONDERFUL Pistachios selected 200-225 g

2/24

12.99 ea

200 PTS when you buy 2

Prepared Fresh Daily In-Store Fruit or Vegetable Trays 1-1.3 kg

3.99

BAKED IN STORE

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

So appetizing

BUY 2 GET 3RD FREE

COMPLIMENTS or PANACHE Meat or Seafood Appetizers or Chicken Wings 250-800 g or PANACHE Bakery Desserts Frozen 300-850 g selected starting at 5.99

*Buy 2 participating meat or seafood Compliments/Panache appetizers and/or Panache frozen bakery desserts in a single transaction and receive 1 eligible product of equal or lesser value free. Valid October 31, 2024 to January 1, 2025 at Sobeyes stores. No cash value, cannot be combined.

9.99

TURTLES Chocolates 300-350 g while supplies last

3.99

COMPLIMENTS Frozen Fruit 300-600 g or TROPICANA Orange Juice or Juice Blends selected 1.36 L

2/\$7

GREEN GIANT Frozen Vegetables 750 g or Valley Selects 400-500 g

3.49

Cream 1 L or Whipping Cream 473 mL brands vary by province

2/\$6

LAY'S Potato Chips 220-235 g, Poppables 130 g or Baked 177 g

2/6.50

VILLAGGIO Bread 570-675 g or Buns 6-8 pk

3.99

DARE Bear Paws Family Pack 337-480 g or Wagon Wheels 630 g

4.97

KRAFT Miracle Whip, Mayonnaise 650-890 mL or NotCo Mayo 433 mL or PURE Salad Dressings and Marinades 355 mL

5.99

GENERAL MILLS Family Size Cheerios 475-778 g or KELLOGG'S Family Size Cereals 480-650 g selected varieties

3.99

PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL

3.99

HERSHEY'S Chipits 200-270 g

4/\$5

KRAFT Stove Top Stuffing 120 g or GREEN GIANT Canned Vegetables 341-398 mL

2/\$7

QUE PASA Tortilla Chips 286-350 g

22.99

PAMPERS Super or HUGGIES Giga Pack Diapers 32-188 pk

1.99

PALMOLIVE Liquid Dish Soap 591-828 mL

12.99

TIDE Power Pods 25 pk or Pods 25-42 pk

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 larger 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 so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Not all items are available in all stores. See store for details. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or discounts. At 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeyes locations within Prince Edward Island. No base Scene+ points earned. Some weekly offers for current ways to earn Scene+ points. All weekly offers include taxes, delivery charges, full payments, service fees, rental fees, event tickets, gift cards, food/dairy products in Atlantic regions, one-paid cards, postal products and services, Western Union, MasterCard, 7-Eleven, HomeSense, Starbucks, products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery photo finishing, donations, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1000 Scene+ points for \$10 towards your purchase up to a maximum of 20000 Scene+ points (\$200 per day). For full Scene+ Terms & Conditions or to redeem your points, visit www.sobeyes.com/scene and conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus P Corporation used under license by Sobeyes Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based inks. Prince Edward Island Supplement to The Charlottetown Guardian & The Journal Pioneer. ©2024 Sobeyes. 1800-024-1822

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 **450** PTS

Activate your offers in the **Sobeys app** or at **MyGroceryOffers.ca**

That's
like over
\$4
toward your
groceries



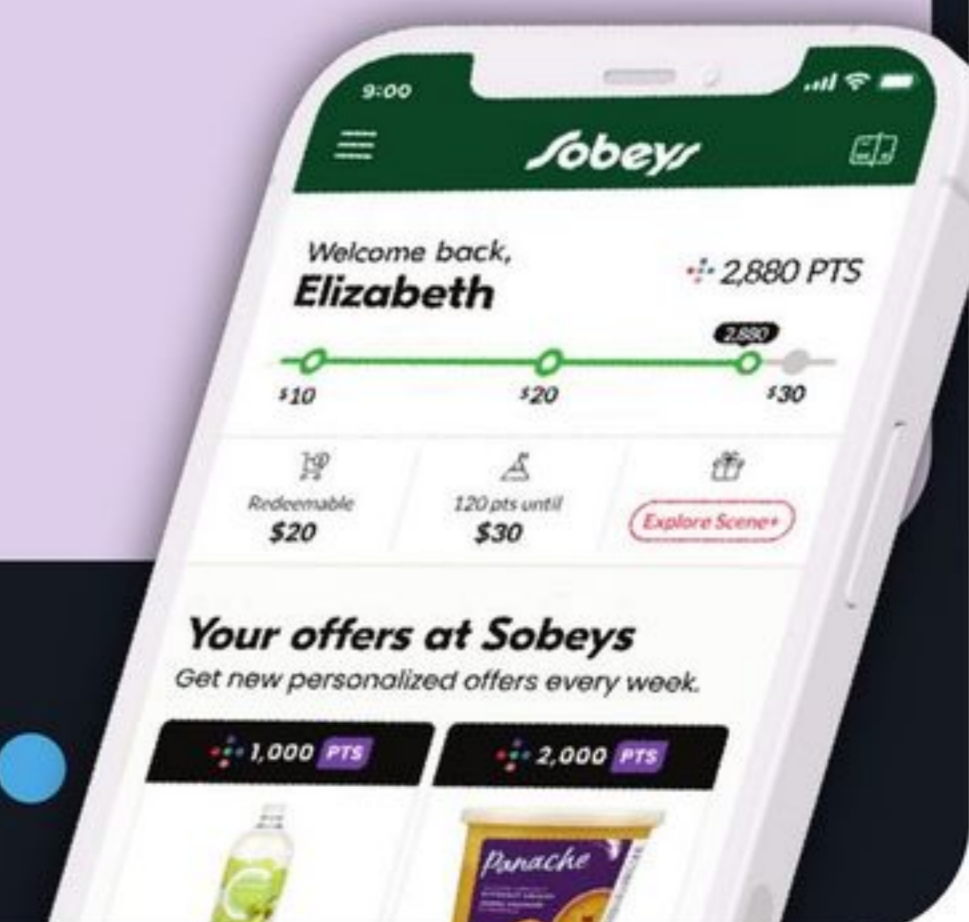
Get **350** PTS when you buy 1

PANACHE Seasoning 87-200 g



Get **100** PTS when you buy 1

EXCEL Mints 34 g



Download on the
App Store



GET IT ON
Google Play

Offer valid December 19th to December 25th, 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.

So golden

Turkeys to star in your feast!

2⁴⁹ /lb

Fresh Grade A Turkeys all available sizes while supplies last 5.49/kg



Pop-up timer included!



16⁹⁹

Boneless Turkey Roast with Cranberry Apple Stuffing, Campfire Sausage Stuffing or Bacon Wrapped 1 kg



2⁴⁹ /lb

BUTTERBALL Regular, Stuffed or Naturally Inspired, Raised Without Antibiotics Turkey frozen grade A all available sizes 5.49/kg



9⁹⁹

COMPLIMENTS Frozen Boneless Turkey Breast Roast with Cranberry Stuffing 1 kg



16⁹⁹

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2-1.5 kg

Special offers and inspiring recipes to simplify the holidays

So it's Sobeys Merry Maker

Meal prep made easy

READY FOR YOU

Crowd-pleasing mains

12 Roasts at 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

Impress with our Easy to Carve Sterling Silver Prime Rib Roast.

The bones have been removed and reattached by string. Once cooked to your preferred doneness then snip the tied bones from the roast and now you have a boneless roast for easy carving.

That's like \$5 toward your groceries

500 PTS when you spend \$50 or more

Prime Rib Easy Carve Roast

17.99 /lb

STERLING SILVER Fresh Easy Carve Capless Prime Rib Premium Oven Roast cut by your meat expert from Canada AAA grade beef 39.66/kg

CERTIFIED TENDER TENDRETE CERTIFIEE



7.49 /lb

From Atlantic Canada Assorted Squash product of Atlantic Canada 3.28/kg



7.99

From Canada THE LITTLE POTATO COMPANY Potatoes product of Canada

BUY MORE SAVE MORE

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



21.99

Dessert Cake Holiday Confetti or Merry Berry 920 g-1.05 kg



6.79

MCCAIN Deep'n Delicious Cakes 510 g or Mini Cake Cups 340 g

100 PTS when you buy 2

3.49

BEST BUY Frozen Vegetables 750 g

50 PTS when you buy 2

4.29

Dinner Tray or Butter Topped Buns 12 pk 400 g

6.49

DAINTY Jasmine Rice 900 g



5.99

REESE'S Lovers Minis, NESTLE KitKat Icon Bags, Santa Chimney or AFTER EIGHT Straws 90-158 g while supplies last

Holiday hosting essentials

100 PTS when you buy 1

7.99

COMPLIMENTS Orange Juice not from concentrate 2.5 L



500 PTS when you buy 4

4.99

WALKER'S All-Butter Shortbread 135-150 g



150 PTS when you buy 3

2.99

KELLOGG'S Cheez-It Crackers 191-200 g



100 PTS when you buy 1

8.99

ATYPIQUE Non-Alcoholic Mocktails 4x355 mL



579

TERRY'S Orange or Assorted Chocolate Balls 145-157 g while supplies last



9.99

CADBURY Mini Eggs 400 g or Dairy Milk Variety Box 304 g while supplies last



Stock-up on family faves

SPEND \$100 IN THE KEG STEAKHOUSE + BAR GIFT CARDS

AND GET A BONUS \$10

SOBEYS GIFT CARD

Offer valid during December 19 - 26, 2024. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

Stuffed Salmon Roast
Roast 12
12.99 /lb
 Fresh Atlantic Salmon Roasts with Imitation Crab and Seafood Stuffing 28.64/kg

READY FOR YOU

Pork Porchetta Roast
Roast 8
8.99 /lb
 Fresh Boneless Pork Belly and Seasoned Pork Tenderloin Porchetta Roast 19.82/kg

Great for stuffing!

11.99
 Fresh Commercial Oysters product of Atlantic Canada 15 pk subject to availability

CHOOSE CANADIAN SEAFOOD

MIX & MATCH
Build your charcuterie board on a budget

There's like **\$5** toward your groceries
 + 500 PTS when you buy 4*

COMPLIMENTS Camembert or Brie 170-200 g, ILE DE FRANCE Petit Brie 125 g, KERRYGOLD 200 g, MONSIEUR GUSTAV 170 g, CASTELLO 200 g selected, WOOLWICH Chèvre 113 g, KAUKAUNA Cheddar Balls 170 g, FANTINO & MONDELLO 100-200 g, PANACHE Toppers 130 mL or PANACHE Crisps 150 g

*Buy any four participating products in a single transaction between November 14, 2024 and January 1, 2025 for \$24.99 (before taxes), and receive 500 Scene+ points when you scan your Scene+ card. Limit of 2 offers per day.

4/24.99

100 PTS when you buy 2
3.99 HELUVA GOOD! Dip 250 g

3.99
 SNYDER'S Pretzels 240 g or STACY'S Pita Chips 208-227 g

Don't forget the basics!

6.49 GAY LEA Premium Butter 250 g

2.99 Dinner Rolls 12 pk

400 PTS when you buy 3
 COMPLIMENTS Spices or Seasonings selected 5-245 g

20% off HANDI-FOIL Roaster selected varieties

6.49 ALCAN Foil 100 ft. Heavy Duty 60 ft. Non Stick Baking Foil 50 ft. Grilling 35 ft. REYNOLDS Air Fryer Liner 50 pk. Parchment Sheets 40 pk or Unbleached Parchment Paper 75 ft

6.99 ZIPLOC Freezer Bags 10-38 pk or Sandwich Bags 180 pk

Enjoy the holidays

Scene+ GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE. Visit mygroceryoffers.ca or the Sobey's app.

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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.

So easy

Perfect for holiday entertaining



Shop our selection of
60+
Made-to-order trays

Get **1000 PTS**
When you spend \$100

or

Get **2500 PTS**
When you spend \$200 or more

That's like **\$10**
toward your groceries

That's like **\$25**
toward your groceries



Order in-store or online today!

Learn more

Visit www.sobeys.com/entertaining for tray selections and ordering tips

so festive

Merry Christmas!

We offer whole & cored pineapples for the same price!

4.49 /lb
Extra Large Black, Red or Green Seedless Grapes product of Peru 9.90/kg

5.49 **+100 PTS** when you buy 2
Large Pineapple product of Costa Rica or Prepared Fresh Daily In-Store Cored Pineapple

2.79
COMPLIMENTS Carrots or Onions product of Atlantic Canada 3 lb

2.99
Cranberries product of Atlantic Canada 340 g

4.49
Potatoes product of Atlantic Canada 5 lb

2.99
Stem & Leaf Clementines product of Spain 6.59/kg

4.99
Turnips product of Atlantic-Canada 5 lb

4.49
Stew Pack product of Atlantic Canada 5 lb

1.49
Sweet Potatoes product of Ontario 3.28/kg

1.99
COMPLIMENTS Baby-Cut Carrots product of USA 340 g

100% fresh GUARANTEE Guaranteed fresh or your money back

Fruity fresh...

6.97 **+100 PTS** when you buy 1
Clementines Case product of Spain or Morocco 1.81 kg 4 lb

2/\$5
Large Red Mangoes product of Brazil

3.99
Avocados product of Mexico 5 pk

8.49
Chestnuts product of Italy 45.4 g

5.99 **+100 PTS** when you buy 2
Mini Watermelon product of Brazil

1.99
Gala Apples product of Atlantic Canada, Canada extra fancy grade 4.39/kg

Veggie love...

1.99
Green Onions, Cilantro, Italian or Curly Parsley product of USA or Mexico

3.49
Celery product of USA

3.99
Mini Cucumbers product of Canada, Canada no 1 grade 6 pk

3.99
COMPLIMENTS Grape Tomatoes product of Mexico 283 g

3.99 **+100 PTS** when you buy 2
COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g

2/\$9 **+50 PTS** when you buy 2
COMPLIMENTS Caesar Salad Kit product of USA 280 g

15% off
Prepared Fresh Daily In-Store Cantaloupe, Honeydew, Pineapple or Watermelon Chunks

BUY 1 GET 2ND 25% OFF
Prepared Fresh Daily In-Store Mango Salsa or Guacamole assorted sizes

bulk

6.99 **+200 PTS** when you buy 2
COMPLIMENTS Roasted Cashews or Almonds salted or unsalted 275 g

13.99
BARD VALLEY Medjool Dates 907 g

Holidays in bloom

Order your fresh Christmas flowers to grace your holiday table or give as a hostess gift created by our designers.
Available at most stores. Selection may vary by store.

8.99
From New Brunswick
Premium Poinsettias available in various sizes

27.99
Ready to Go Arrangements or Centrepieces

15.99
Festive Holiday Bouquets

\$14
Mini Gerbera Daisy Bouquet 15-stem

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

ISLAND VIEW FARMS
 We support Local PEI
 Island View Farms
 subject to availability

9.99 /lb
 Fresh Boneless Inside Round Marinating Steak, Family Size or Oven Roast cut by your meat expert from Canada AAA grade beef 22.02/kg

So-tender
Starling
HAND-SELECTED AAA BEEF
 Well-marbled - Aged to perfection
 Cut from Canada AAA beef
 Exclusive to Sobeys

22.99 /lb
 Fresh Boneless Rib or Rib Eye Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef 50.63/kg

BUY MORE SAVE MORE

5.50 /lb
 COMPLIMENTS Lean Ground Pork, Extra Lean Ground Chicken or Extra Lean Minced Turkey starting at 5.99 ea

200 PTS when you buy 1 pkg

4.49 /lb
 COMPLIMENTS Fresh AIR-CHILLED Whole Chicken 9.90/kg

250 PTS when you spend \$25 or more

3.99 /lb
 Fresh Pork Loin Rib or Sirloin Combo Chops Family Size 8.80/kg

BUY 2 GET 3RD FREE

NAGANO Premium Fresh Pork Loin
 Hotel Cut Chop, Tenderloin or Back Rib starting at 10.99/lb, 24.23/kg

READY FOR YOU

200 PTS when you spend \$20

7.99 /lb
 Fresh Lean Ground Beef Burgers Family Size 4 pk 17.61/kg

16.99 /lb
 Fresh Canadian Lamb Loin Chops 37.46/kg

10 toward your groceries

1000 PTS when you buy 1

54.99 /lb
 Frozen Bacon Wrapped Turducken Roast 1.5 kg

Get festive with turkey!

BUTTERBALL
 Fresh • Frais
 Roasting Turkey

3.49 /lb
 BUTTERBALL Fresh Turkey all available sizes 7.69/kg

HAYTER'S FARM
 WHOLESGOME | FRESH FRESH | 3 GENERATIONS OF FAMILY

Taste the Hayter's Turkey Difference

- Humanely-raised
- No added hormones or steroids*

BUY 1 GET 1 FREE
 HAYTER'S FARM Turkey Products starting at 4.99/lb, 11.00/kg

Homestyle seasoned roasts!

Robust combinations of herbs & spices with beautiful notes of roasted peppercorn, mustard, garlic & herbs that give a nostalgic "homestyle" feel to our roasts!

300 PTS when you spend \$15 or more

11.49 /lb
 STERLING SILVER Fresh Boneless Cross Rib Pot Roast Homestyle Seasoned, Fat Added cut by your meat expert from Canada AAA grade beef 25.33/kg

READY FOR YOU

4.99 /lb
 Whole Chicken Homestyle Seasoned 11.00/kg

3.99 /lb
 Fresh Boneless Pork Loin Centre Roast Homestyle Seasoned 8.80/kg

quick & easy

4.99 /lb
 SUNRISE Bologna thick or thin slices 375 g

250 PTS when you buy 2

7.49 /lb
 OLYMEL Bacon 375 g

150 PTS when you buy 2

5.99 /lb
 BUTTERBALL Turkey Bacon or Rasher 300-375 g

STARTING AT 6.99

LOU'S KITCHEN Quick 'N Easy
 Entrées or Applewood Smoked Bacon 375-400 g or LIL' JUAN'S Mexican Style Entrées 300-400 g

BUY MORE SAVE MORE

5 /lb
 CHEF BOMBAY Indian Inspired Appetizers 240-375 g 5.99 ea

120 PTS when you buy 2

5.99 /lb
 COMPLIMENTS Asian Inspired Entrées 400-500 g

160 PTS when you buy 2

7.99 /lb
 MARC ANGELO Sausages Mild Italian, Hot Italian or Fennel frozen 675 g

value size

18.99 /lb
 COMPLIMENTS Beef Lasagna or Macaroni & Cheese 2-2.27 kg

GET TO FREE GROCERIES FASTER

when you open your Sobeys membership card and pay with your Scotiabank® Scotia® Visa® Card.

GET 500 PTS ON EVERY \$1 SPENT

100 pts = \$10 in groceries

*Certified by the Canadian Beef Grading Agency / Certifié par l'Agence Canadienne de Caisonnement du Bœuf

*\$10 in groceries. Sobeys points redeemed at any participating Empire location must be redeemed in increments of 1000. Scan Sobeys points 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 Inc. Licensed user. ©2025 Sobeys.

seafood

14.99 /lb
CHOOSE CANADIAN SEAFOOD
 Live Market Lobsters
 product of Atlantic Canada
 subject to availability 33.05/kg

1.99 /lb
CHOOSE CANADIAN SEAFOOD
SEAN WILSON
 Fresh Mussels
 product of Atlantic
 Canada 5.05/kg

9.99 **100 PTS**
 when you buy 1
READY FOR YOU
 Seacuterie Board with Smoked
 Salmon, Shrimp and Imitation
 Crab prepared in-store 350 g

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

9.99 **10.99** without Scene+ Card
SAVE \$1
MEMBER
 COMPLIMENTS Smoked
 Steelhead, Atlantic Salmon or
 Gravlax 150 g

9.99
MARINA DEL REY Ecuadorian Jumbo
 Raw Shrimp 10-20 ct per lb or Wild
 Argentinian Raw Shrimp 20-40 per lb
 peeled & deveined 340 g

18.99
CHOOSE CANADIAN SEAFOOD
 IFC Atlantic Canada Lobster
 Claws & Arms 454 g

14.99
COMEAU Bacon Wrapped Sea
 Scallops 340 g or PHILLIPS
 Crab Claw Meat 227 g

kitchen

5.99 **100 PTS**
 when you buy 1
RESER'S Main Street Bistro
 Side Dishes 340-680 g

6.49 **LIMITED TIME ONLY**
RANA Fresh Pasta
 227-300 g

so festive
13.99 **100 PTS**
 when you buy 1
READY FOR YOU
 Whole Festive Chicken
 Dagwood Sandwich 1.04 kg
 also available in 1/2 or 1/4
 sandwiches

10% off **FOR YOU**
 Maple Cured Ham when you
 purchase 250 g or more.
 Available hot or cold

6.99 **200 PTS**
 when you buy 2
MIX & MATCH
 Brie, Prosciutto & Fig Flatbread,
 Sweet Stinger Hot Honey or Cup &
 Char Pepperoni Flatbreads select
 varieties 230-305 g

Three's a party!
 We've got you covered for your holiday entertaining

5.49 **50 PTS**
 when you buy 1
GARDEN FRESH Salsa
 473 mL or Chips 397 g

3.99
FONTAINE SANTE Dips
 or Hummus 250-260 g

3.99
LANTANA Hummus
 or FONTAINE SANTE
 Topped Hummus
 227-283 g

deli

Entertaining
 made easy

11.99 **LIMITED TIME ONLY**
BOURBIN
 Gourmet Trio
 240 g

\$1 off
TRE STELLE Feta, Halloumi,
 Bocconcini or Feta Cubes 200 g,
 Grated Parmesan 125 g, Crumbled
 Feta 150 g, Mascarpone 275 g or
 Ricotta 475 g

4.99 **200 PTS**
 when you buy 2
COMPLIMENTS
 Goat Cheese 113 g

12.79 **100 PTS**
 when you buy 1
COMPLIMENTS Double Crème
 Brie or Camembert 350 g

3.29 **100 PTS**
 when you buy 200 g or more
SLICED FRESH
COMPLIMENTS Hungarian,
 German or Peppercorn Salami
 selection varies by store

3.99 **100 PTS**
 when you buy 200 g or more
MASTRO Genoa Salami,
 Calabrese, Pancetta or
 Soppressata or SAN DANIELE
 Prosciutto

4.99
LA PANZANELLA
 Mini Croccantini
 selected 170 g

7.99 **50 PTS**
 when you buy 1
SARDO Olives
 selected 500 mL

bakery

7.99 **300 PTS**
 when you buy 2
BAKED IN STORE
 Brownies
 550-585 g

9.99 **value size**
BAKED IN STORE
 Cookies
 20 pk 620 g

16.99 **17.99** without Scene+ Card
SAVE \$1
MEMBER
 6" Cheesecake Fruit Topped,
 Strawberry Topped or Caramel
 850-875 g

6.29 **50 PTS**
 when you buy 1
BAKED IN STORE
 Gourmet Cheese
 Buns 6 pk 425 g

3.49 **BAKED IN STORE**
 Bagels
 4 pk 450 g

7.99 **150 PTS**
 when you buy 2
BAKED IN STORE
 Gourmet Cinnamon Buns Plain or
 with Cream Cheese Icing
 4 pk 550-800 g

6.99 **100 PTS**
 when you buy 2
COMPLIMENTS
 Tarts 510 g

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So sweet

Indulge in decadent goods from our bakery



STARTING AT
9.49

Grab & Go Trays
Cookie Lovers Bliss, Dessert Bars, Pumpernickel & Spinach Dip or Patisseries 565-800 g



STARTING AT
12.99

Yule Log traditional, black forest or caramel 450-870 g

Bouche Holiday Cake
Caramel Cream or Chocolate Cream 900 g-1 kg

Try our Mini Yule Logs
Raspberry White Chocolate or Chocolate Duo for a Limited Time!

22.99



LIMITED TIME ONLY

MIX & MATCH

BUY 4 GET 5TH
of equal or lesser value
FREE

PATISSERIES
small or large



BAKED IN STORE

Scene+
MEMBER
PRICING

3.99
SAVE 50c

4.49 without Scene+ Card
Pumpernickel, Sourdough or San Francisco Sourdough Boule 450-454 g



BAKED IN STORE

1.79
Baguettes white or multigrain 234 g



BAKED IN STORE

4.29
Artisan Breads 375 g

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10⁸⁸

Yellow Asian Pear Gift Box product of China

POMELO Gift Box product of China 4 pk

12⁸⁸



2²⁹ /lb

Eggplant product of USA or Mexico or Chinese
Eggplant product of Dominican Republic 5.05/kg



3⁹⁹ **200 PTS** when you buy 2

PATAK'S Ready To Heat Meal 285 g



18⁹⁹

QILLA Basmati Rice 4.54 kg



79¢

NATIONAL Vermicelli Noodles 150 g



2⁹⁹

GREENWORLD Okra 400 g



1⁷⁹

GREENWORLD Mincéd Molokhia 400 g

frozen & dairy

 <p>4.49 BAXTER Sour Cream 500 g brands vary by province</p>	 <p>5.99 +100 PTS when you buy 2 INTERNATIONAL DELIGHT Cold Foam 396 g or Creamers 946 mL</p>	 <p>9.99 value size iOGO Yogurt 2 kg</p>	 <p>5.49 NATREL Flavoured Coffee Creamer 1 L or Lactose Free 2 L</p>
 <p>3.99 YOPLAIT Protein Source 650 g, LIBERTÉ Greek Yogurt 2-4 pk or LIBERTÉ Méditerranée Yogurt 500 g</p>	 <p>3.99 GAY LEA Aerosol Real Whipped Cream 225 g</p>	 <p>4.99 +100 PTS when you buy 2 COMPLIMENTS Tropical Blends 1.75 L</p>	 <p>3.49 +100 PTS when you buy 2 COMPLIMENTS Cream Cheese or Spread 227-250 g</p>
 <p>10.99 +100 PTS when you buy 1 COMPLIMENTS Shredded Cheese 620 g</p>	 <p>75 PTS when you buy 4 1.99 BUY MORE SAVE MORE go when you buy 2 or more PILLSBURY Crescent Rolls or Weiner Wrap 200-227 g 2.49 ea</p>	 <p>5.49 +100 PTS when you buy 2 BURNBRAE Naturegg Simply Egg Whites Free Run 500 g</p>	 <p>4.99 +100 PTS when you buy 2 COMPLIMENTS Cheese Slices 210-230 g</p>
 <p>4.49 TENDERFLAKE Frozen Pie Shells, Tarts Shells or Puff Pastry 255-397 g</p>	 <p>1.99 SIMPLY PICKED Frozen Vegetables 300 g</p>	 <p>2.49 +50 PTS when you buy 2 CHEEMO Perogies 815-907 g</p>	

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 <p>5.99 +200 PTS when you buy 2 COMPLIMENTS Greek Yogurt 650 g</p>	 <p>2.99 +30 PTS when you buy 1 COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g</p>	 <p>4.99 100% GUARANTEED COMPLIMENTS Traditional Crust Pizza 352-446 g</p>	 <p>3.49 +100 PTS when you buy 2 COMPLIMENTS Fries 800 g</p>
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natural health

 <p>3.99 ENJOY! Plant-Based Beverages 1.75 L</p>	 <p>2.99 SILK Creamers 450-473 mL or CLUB HOUSE ORGANIC Spices Bag 10-57 g</p>	 <p>5.99 +100 PTS when you buy 2 KASHI Go Lean Cereal 275-390 g, ORGANIC Cereal 300-460 g or Granola 311-340 g</p>	 <p>7.99 +100 PTS when you buy 1 COMPLIMENTS ORGANIC Frozen Fruit 450-600 g</p>
 <p>2/\$7 KETTLE BRAND Potato Chips 156-198 g</p>	 <p>9.99 +200 PTS when you buy 2 BETTY BUZZ Soda 4x266 mL</p>	 <p>3.49 KAJU Beverages 1 L or 4 pk</p>	 <p>5.49 GREEN & BLACK'S Chocolate Bar 90 g</p>
 <p>15% off DR. SQUATCH Harry Potter or Star Wars Soaps</p>	 <p>14.99 +100 PTS when you buy 1 ONE A DAY Multivitamins selected 60-90 pk</p>	 <p>25% off IRON VEGAN Protein Powders, Supplements or Bars selected 62 g-1 kg</p>	 <p>8.99 +200 PTS when you buy 2 KIND Minis 5 pk or Thins 10 pk</p>

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drinks & snacks

<p>11⁹⁹ NATURE VALLEY Sweet & Salty Fibre One or MOTT'S Club Pack 907-980 g</p>	<p>2/\$9 RUFFLES Potato Chips 180-200 g</p>	<p>3⁵⁰ BUY MORE SAVE MORE ORVILLE REDENBACHER Ready To Eat Popcorn 116-220 g 4.99 ea</p>	<p>3⁷⁹ OLD DUTCH Restaurant Tortilla Chips 230-295 g or HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g</p>
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<p>2⁷⁹ BUY MORE SAVE MORE MAYNARDS Candy 150-154 g 3.79 ea</p>	<p>3²⁹ PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g</p>	<p>5⁹⁹ +150 PTS when you buy 2 SODASTREAM PEPSI Flavours Fountain Style Syrup 440 mL</p>	<p>2⁰⁰ PTS when you buy 2 PEPSI Soft Drinks 6x222 mL</p>
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<p>2⁴⁹ HERSHEY'S Family Bars 90-120 g</p>	<p>4⁴⁹ CHRISTIE Good Thins Crackers 100 g or MCVITIE'S Cookies selected 300-400 g</p>	<p>4⁴⁹ OCEAN SPRAY Cranberry Cocktail 1.89 L</p>	<p>6⁹⁹ +300 PTS when you buy 2 NESTLÉ Hot Chocolate 400-450 g</p>
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Here for your budget and lifestyle

compliments Panache

<p>4⁹⁹ +200 PTS when you buy 2 PANACHE Classic Crackers assorted 250 g</p>	<p>2⁹⁹ +75 PTS when you buy 1 COMPLIMENTS Gourmet Candy Canes 56 g or Mistletoe Cookies 300 g while supplies last</p>	<p>3⁹⁹ +100 PTS when you buy 2 COMPLIMENTS Potato Chips 200 g or Tortilla Chips 250-280 g</p>	<p>3⁹⁹ +150 PTS when you buy 2 COMPLIMENTS Apple Juice 2 L or Cocktail 1.89 L</p>
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meal makers

<p>8⁴⁹ MEZZETTA Olives 283-398 mL</p>	<p>2⁹⁹ LANCIA Dry Pasta 900 g</p>	<p>3²⁹ FRENCH'S Yellow Squeeze Mustard 550 mL</p>	<p>3⁹⁹ VACHON Snacks 248-336 g or COMPLIMENTS Tortillas 340 g</p>
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<p>2/\$4 UNICO Beans assorted 540 mL</p>	<p>2/\$5 CAMPBELL'S Condensed Soup selected varieties 284 mL</p>	<p>2⁹⁹ +100 PTS when you buy 2 COMPLIMENTS Coconut selected 200 g</p>	<p>6⁹⁹ ROBIN HOOD Flour selected 2.5 kg or MAGIC Baking Powder 450 g</p>
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<p>5⁹⁹ LA BALEINE Sea Salt 750 g</p>	<p>2/\$9 KELLOGG'S Premium Cereal or Cereal selected varieties 210-525 g</p>	<p>2⁹⁹ DEL MONTE Canned Assorted Fruit 398 mL</p>	<p>2/\$5 OCEAN SPRAY Cranberry Sauce 348 mL or DOLE Pineapple Slices 398 mL</p>
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<p>3²⁹ +100 PTS when you buy 2 COMPLIMENTS Bagels 6 pk</p>	<p>1⁹⁹ +100 PTS when you buy 2 COMPLIMENTS Canned Tomatoes 540-796 mL</p>	<p>2⁹⁹ COMPLIMENTS Sauce 350 mL or Soya Sauce 450 mL selected varieties</p>	<p>2/\$3 COMPLIMENTS Coconut Milk regular or light 400 mL</p>
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SBF_NPK4_SLAB_LK_NG_NB_P0

home & pet care

<p>32⁹⁹ IAMS Dry Dog Food 6.12-6.80 kg</p>	<p>13⁹⁹ PURINA Tidy Cats Cat Litter 2.72 kg</p>	<p>\$1 ea when you buy 5 or more PURINA Friskies or Fancy Feast Cat Food 85-156 g 1.29 ea</p>	<p>6⁹⁹ GLAD Kitchen Catchers 26-52 pk or Compostable Bags 10 pk</p>
<p>15⁹⁹ CASHMERE Bathroom Tissue 12-36 rolls or SPONGE TOWELS Ultra Choose-A-Size 6-9 rolls</p>	<p>28⁹⁹ CHARMIN Bathroom Tissue 16-64 rolls or BOUNTY Paper Towel 6-8 rolls</p>	<p>11⁹⁹ BOUNTY Napkins 400 pk</p>	<p>10⁴⁹ ROYAL CHINET Dinner Plates 40 pk</p>
<p>6⁹⁹ FEBREZE Fabric Spray 700 mL, Air Fresheners 2 pk or Small Spaces 15 mL selected</p>	<p>3⁴⁹ COMPLIMENTS Multi Surface Cleaners 1.41 L</p>	<p>4⁴⁹ SHOUT Trigger 650 mL</p>	<p>5⁹⁹ COMPLIMENTS Dishwasher Tabs 20-25 pk</p>

health, beauty & baby

<p>20% off BLISTEX Lip Care, BIC Men or Women's Razors or L'OREAL Hair Colour selected 1-10 pk</p>	<p>200 PTS when you buy 2 ALWAYS Pads, Liners or TAMPAX Tampons selected 30-216 pk</p>	<p>5⁹⁹ 100 PTS when you buy 2 SENSODYNE or Pronamel Whitening Toothpaste selected 110-135 mL</p>	<p>6⁴⁹ 250 PTS when you buy 2 CREST 3D White or Densify Toothpaste, ORAL-B Brushes or SCOPE Rinse 85 mL-1 L or 2 pk selected</p>
<p>1000 PTS when you buy 1 59⁹⁹ CREST Whitening System or Emulsions 10-20 pk or 29 mL selected</p>	<p>6⁴⁹ OLD SPICE Body Wash 473-532 mL, DOVE Men Care Deodorant 76-85 g or GILLETTE or OLD SPICE Deodorant 107-108 g selected</p>	<p>300 PTS when you buy 2 24⁹⁹ ORAL-B Rechargeable Toothbrushes or Brush Heads or CREST Vivid Whitening System selected 1-10 pk</p>	<p>400 PTS when you buy 2 15% off AVEENO Skincare Products selected</p>
<p>28⁹⁹ SIMILAC Go & Grow Step 3 Powder 850 g</p>	<p>59⁹⁹ ENFAMIL A+ Ready to Feed Formula selected varieties 18x237 mL</p>	<p>100 PTS when you buy 2 15% off JOHNSON'S Baby Toiletries or LIVE CLEAN Baby Care selected 400-600 mL</p>	<p>BUY MORE SAVE MORE 1⁹⁹ 200 PTS when you buy 2 or more BABY GOURMET Puree Pouches selected 113-128 mL 2.49 ea</p>

pharmacy

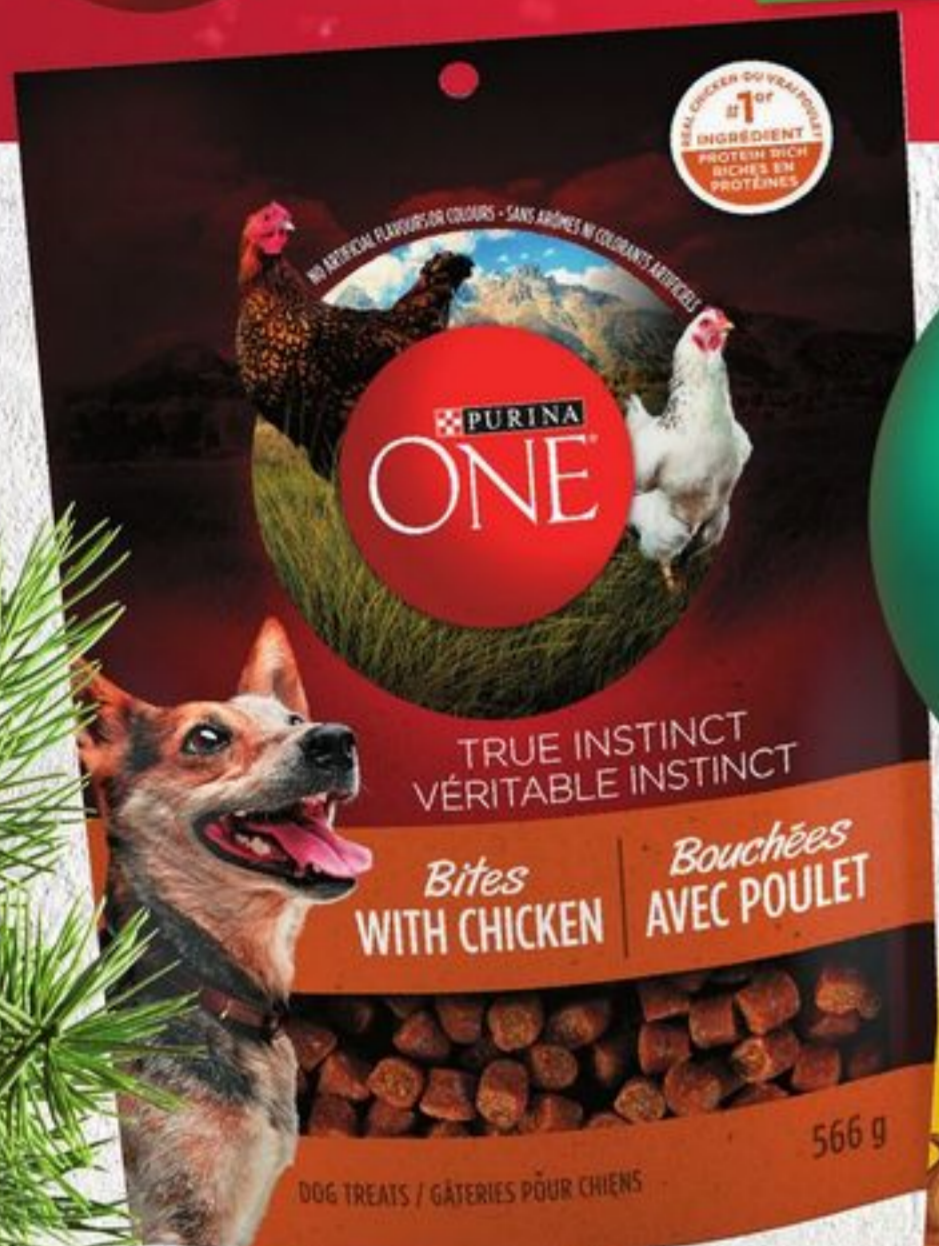
Only available at Pharmacy Locations
*Select products only available when a pharmacist is on duty.

<p>400 PTS when you buy 2 15% off ADVIL selected 24-50 pk or VOLTAREN 30-50 g</p>	<p>150 PTS when you buy 2 15% off TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus Products selected*</p>	<p>100 PTS when you buy 1 15% off SLEEP-EZE Extra Strength Caplets or Gel Caps 20 pk or NYTOL Caplets 50 mg 20 pk*</p>	<p>250 PTS when you buy 1 15% off NICORETTE Gum or Lozenges 160-210 pk or Quickmist Duo*</p>
<p>150 PTS when you buy 2 10% off Children's TYLENOL, MOTRIN or BENLYN selected*</p>	<p>150 PTS when you buy 2 15% off BAND-AID Bandages selected 10-60 pk</p>	<p>Your daily meds made easier. Ask us about our convenient and complimentary Custom Pill Packaging service.</p> <p>Choice of packaging that works with your lifestyle. Strip packs featured only available in select pharmacies.</p> <p>Ask us today Sobeys Pharmacy</p>	

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NATURAL FLAVOURS • NO SWEETENERS • NO CALORIES

7⁹⁹ COCA-COLA or CANADA DRY Beverages 2L

4⁹⁹ COCA-COLA or CANADA DRY Beverages 6x710 mL

50 PTS when you buy 2

400 PTS when you buy 2

29⁹⁹ MONSTER Energy Beverages* 12x355 mL

*Plus applicable taxes, levies, deposits and fees. Valid at participating locations from December 19th to 25th, 2024. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may set for less. All products must be purchased at the same time, single units at regular price. This product may not be suitable for everyone. Please read the label for instructions. The trademarks that appear are the property of their respective trademark owners.

17 G of PROBIOTICS

200 PTS when you buy 3

6⁹⁹ OIKOS 650-750 g or ACTIVIA 12x96-100 g

BUY MORE SAVE MORE

450 SILK 1.75-1.89 L 80 when you buy 2 or more 5.49-6.29 ea

100 PTS when you buy 1

5⁹⁹ PEPSI Soft Drinks 8x355 mL

BUY MORE SAVE MORE

6⁴⁹ MONTELLIER Sparkling Water 10x355 mL 7.49 ea

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18⁹⁹ MAXWELL HOUSE or NABOB Single Serve Pods 30 pk

100 PTS when you buy 1

8⁹⁹ NABOB Roast & Ground Coffee or Whole Bean 300-340 g or MAXWELL HOUSE Iced Latte 165 g

100 PTS when you buy 2

STARTING AT 4⁹⁷ Each Any variety HEINZ Ketchup 750 mL-1 L

3⁹⁹ Each Any variety CLASSICO Pasta Sauce 218-650 mL

Buy 3 3/9⁹⁹ PRINGLES Potato Chips 148-156 g any variety

& Get 1 FREE

PRINGLES Mingles Puffed Snack 155 g

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Bring Home the Joy

with **3** General Mills

5⁹⁹ GENERAL MILLS Cereals selected varieties 475-778 g

2⁹⁹ NATURE VALLEY Granola Bars selected varieties 125-210 g or BETTY CROCKER or MOTT'S Fruit Snacks 226 g

6⁴⁹ DR. OETKER Ristorante or Casa Di Mama Pizza 320-410 g

100 PTS when you buy 2

7⁴⁹ DR. OETKER Stuffed Crust Pizza 685-771 g

5⁹⁹ NESTLÉ Premium Frozen Dessert or REAL DAIRY Ice Cream 1.5 L, Drumstick or Selected Frozen Novelties 4-10 pk

3⁹⁹ KELLOGG'S Eggo Waffles 270-330 g

12⁹⁹ CORONA Sunbrew Non-Alcoholic Beer 6x330 mL

100 PTS when you buy 1

8⁹⁹ RED BULL Energy Drink 4x250 mL

200 PTS when you buy 2

5⁹⁹ OASIS Health Break or Smoothie 1.6 L

100 PTS when you buy 2

2⁹⁹ KELLOGG'S Nutri-Grain Bars, Rice Krispies Squares or Pop-Tarts selected varieties 125-384 g

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KRAFT Singles Process Cheese 410 g **4.99**

200 PTS when you buy 2

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Get On Board for Holiday Snacking

CHRISTIE Crackers selected varieties 175-200 g **2.99**

CHRISTIE Cookies selected varieties 210-203 g **3.99**

CADBURY Dairy Milk Chocolate Bars 200 g or SOUR PATCH KIDS Candy 308-315 g **4.99**

CHRISTIE Crispers or Bits & Bites 145 g **2.99**

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6.99 LACTANTIA Healthy Attitude or OLIVINA Margarine 550 g or PARKAY Margarine 1.36 kg

12.49 CRACKER BARREL Cheese Block 740 g or Shreds 590 g

2.99 CHRISTIE Crackers selected varieties 175-200 g

3.99 CHRISTIE Cookies selected varieties 210-203 g

4.99 CADBURY Dairy Milk Chocolate Bars 200 g or SOUR PATCH KIDS Candy 308-315 g

2.99 CHRISTIE Crispers or Bits & Bites 145 g

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IT'S ALL ABOUT THE SIDES

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1.79 CAMPBELL'S Cream of Mushroom Noodle, Cream of Mushroom or Vegetable Soup 284 mL

2/\$5 CAMPBELL'S Condensed Soup selected varieties 284 mL

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1.79 KNORR Dry Sauces or Gravies 22-44 g selected varieties

2.29 KNORR Sidekicks 112-167 g any variety 2.79 ea

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6.99 JIF Peanut Butter selected varieties 1 kg

5.99 SMUCKER'S Jam selected varieties 310-500 mL

McCain

Save BIG with McCain Favourites

4.49 MCCAIN Premium Specialty Fries 454-800 g

7.99 TASTIEZ Bites 400-500 g

100 PTS when you buy 1

\$10 MCCAIN Premium Value Fries 1.9 kg

7.29 Delicious! MCCAIN Pockets 6 pk 540-600 g

4.49 SMUCKER'S Ice Cream Toppings 428 mL

SMUCKER'S Sundae Syrup

4.99 COFFEEMATE Coffee Creamers 828-946 mL

6.99 LIBERTE Greek Yogurt 650-750 g

5.99 OLYMPIC ORGANIC Kid's Drinks 4x190 mL

12.99 COMPLIMENTS LED 60W Light Bulbs 6 pk

4.99 KRAFT Peanut Butter 500 g or Cheez Whiz 450 g

Kraft 100% Parmesan CHEESE

9.99 KRAFT Parmesan selected 250 g

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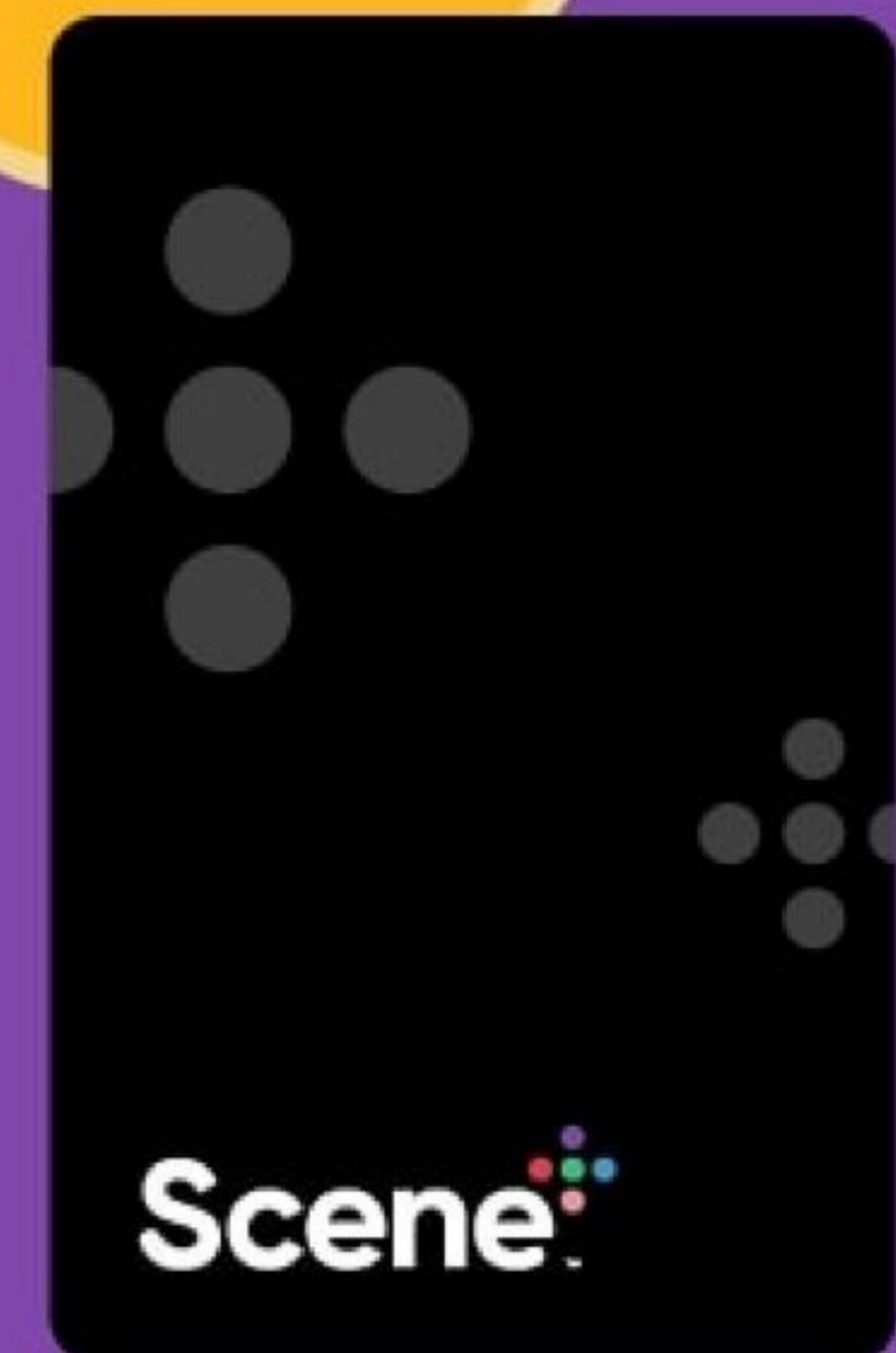
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