

Verified Prices

Sobeys

LOWEST PRICE
on featured products or automatically receive the difference in Scene+ points!

Verified 3.99 /lb
Fresh Pork Tenderloin Family Size cryovac 8.80/kg

Verified 9.77 /lb
Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AA or USDA Select grade beef while supplies last 21.54/kg

Verified 3.99
COMPLIMENTS Bacon 375 g or Marinated Boneless Pork Chops or Sirloin Kabobs 250-300 g

Verified 9.99 /lb
Live Market Lobsters product of Atlantic Canada subject to availability 22.02/kg

Harvested from the cold clean waters on the East Coast of Canada - our Lobsters are sweet & succulent - a great way to indulge this New Year's Eve

Verified 3.99
ORGANIC 5%
Romaine Hearts product of USA or Mexico 3 pk

Happy New Year

Verified 2.99 /lb
EXTRA LARGE
Extra Large Black, Red or Green Seedless Grapes product of Peru 6.59/kg

Verified 4.94
DR. OETKER Giuseppe Rising Crust or Thin Crust Pizza 439-785 g

Verified 2/\$6
TOSTITOS Tortilla Chips 205-300 g

Verified 5.77
CRACKER BARREL Cheese 340-400 g or Shreds 250-320 g

Verified 10.99
CASHMERE Bathroom Tissue 24=48 or 12=48 rolls, SPONGE TOWELS 6=12 rolls or SCOTTIES Facial Tissue 12 pk

200 PTS when you buy 2
Verified 4.94
NESCAFE Instant Coffee 100-170 g, NABOB or MAXWELL HOUSE Tassimo T-Discs 8-16 pk or K-Cup® Pods 12 pk

Verified 2/13
COCA-COLA or PEPSI 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 for additional details.

LOAD YOUR PERSONALIZED OFFERS TODAY

1 Download the app
2 Load your offers to activate them
3 Shop and scan your Scene+ card

Scene+

Scan QR code to download or open the app

Explore a world of flavour
Earn while you shop at Sobeys

Please see local store or online for holiday hours
Prices and offers in effect
December 2024-January 2025 New Brunswick
THU | FRI | SAT | SUN | MON | TUE | WED | THU
26 | 27 | 28 | 29 | 30 | 31 | 1

So many deals
Scan here for our full digital flyer

SBV_WK31_POL_ATL_M0

NO. 101-101-101

Seafood Extravaganza



CHOOSE CANADIAN SEAFOOD

Scene[®] MEMBER PRICING

\$7 ea **SAVE 25c**

125 without scene+ Card FRESH CHOICE Oysters from Atlantic Canada subject to availability selected



MEMBER PRICING

12.99 /lb, 28.64/kg **SAVE \$3** /lb

15.99 without scene+ Card Jumbo Scallop Medallions frozen or previously frozen product of USA 10-20 ct per lb



BUY 1 GET 1 FREE of equal or lesser value

CHOOSE CANADIAN SEAFOOD

IFC Atlantic Canada Cooked Snow Crab Clusters Frozen 454 g

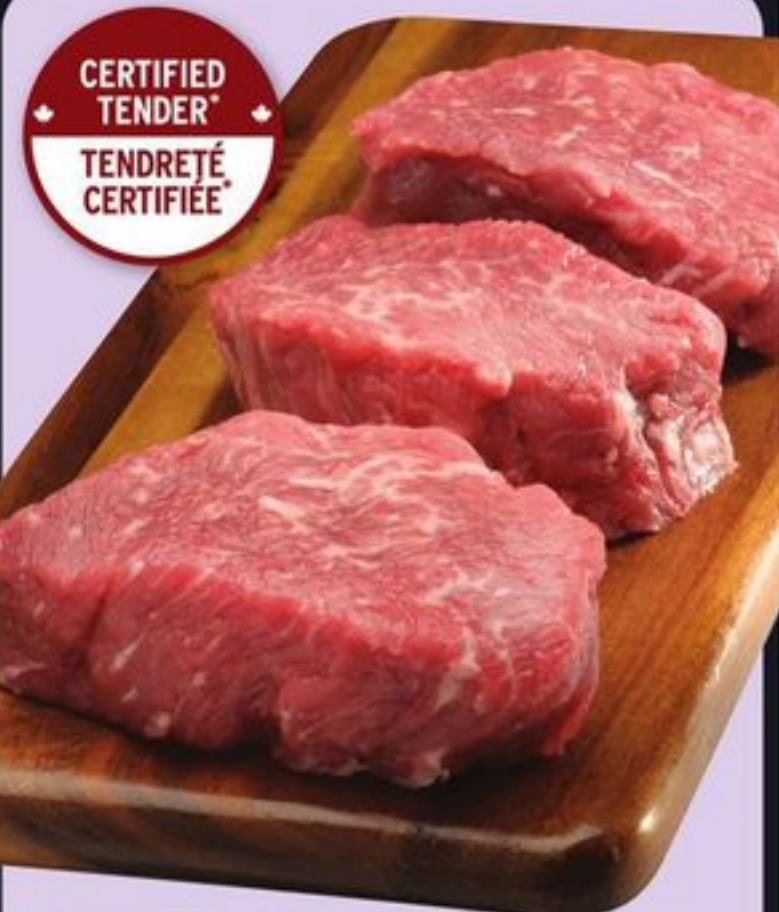


19.99

COMPLIMENTS NATURALLY SIMPLE Raw Black Tiger Shrimp 8-12 ct per lb 454 g or COMPLIMENTS GreenWild Hokkaido Sea Scallops 10-20 ct per lb 340 g

Scene

TURN
POINTS
INTO
GROCERIES



CERTIFIED
TENDER
TENDRETÉ
CERTIFIÉE

200 PTS
when you spend
\$20 or more



9⁹⁹ /lb

STERLING SILVER Fresh Boneless
Bottom Sirloin Tri Tip Grilling Steak
Family Size or Premium Oven Roast
cut by your meat expert from Canada
AAA Grade Beef 22.02/kg



400 PTS
when you buy 2

8⁹⁹

KRAFT Cheez Whiz
900 g



100 PTS
when you buy 2

2/\$7

MOTT'S
Clamato 1.89 L

1000 Points = \$10 of free groceries

so appetizing by Panache

BUY 2 GET 3RD FREE
of equal or lesser value

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 of Sobey's stores. No cash value, cannot be combined.

BUY MORE SAVE MORE
\$5 when you buy 2 or more

WATSON RIDGE Breaded Chicken Strips, Burgers or Popcorn Chicken 800 g, ASIAN INSPIRATIONS or WONG WING Entrées, Spring Rolls or Egg Rolls 360-680 g 5.99 ea

8.99 MONTANA'S or SWISS CHALET Pork Back Ribs 600-650 g

From Canada

\$7 COMPLIMENTS Cooked Shrimp Ring with Sauce 255 g or Extra Large Shrimp Ring with Sauce 312 g for \$10

2.99 COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g

2.49 Seedless Cucumbers product of Canada, Canada no 1 grade

100 PTS when you buy 2 **BAKED IN STORE**
2.99 French or Italian Bread 450 g

200 PTS when you buy 400 g or more
3.99 ILE DE FRANCE Brie, JARLSBERG or CAMBOZOLA Blue Cheese /100 g

300 PTS when you buy 1 **NEW**
5.99 BRANDT Sliced Kolbassa selected 150-175 g

4.99 PHILADELPHIA Cream Cheese select varieties 227-250 g

4.25 CRACKER BARREL Cheese Slices 200-240 g or Snacks 168 g

3.99 DANONE Activia Yogurt 8 pk or TWO GOOD Greek Yogurt 625 g

5.44 HÄAGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk

3.99 OCEANSPRAY Cranberry Cocktail 1.89 L

16.99 LINDT Lindor Chocolate Cornet 540 g while supplies last

100 PTS when you buy 2
7.99 COMPLIMENTS White or 100% Whole Wheat Bread 570 g or English Muffins 6 pk

3.99 CHRISTIE Family Size Cookies selected 303-530 g

2/\$6 LAY'S Potato Chips 220-235 g, Poppables 130 g or Baked 177 g

2.87 NATURE VALLEY Sweet & Salty Granola, Protein or Fibre 1 Bars or BETTY CROCKER Fruit Shapes 125-226 g selected varieties

2/\$7 EARTH'S OWN Assorted Beverages 1.75-1.89 L

9.99 COMPLIMENTS Chocolate Covered Almonds or Raisins 900 g

88¢ COLGATE Toothpaste or Toothbrushes 52-95 mL or 1 pk selected

Available at all New Brunswick stores.
*Pricing may be subject to change. Pricing excludes taxes & refundable container deposit.

\$18.79 BUDWEISER Lager or MOLSON CANADIAN Lager 6x355 mL cans

\$20.99 DILLON'S Tangerine, Lemon & a Hint of Mint 6x355 mL cans

300 PTS when you buy 2 **\$26.99** LA MARCA Prosecco or TOMMASI Ripasso Valpolicella 750 mL

\$45.99 WALLAROO TRAIL Australia Pinot Grigio 4 L Bag in Box

Scene+ GET 1000 PTS FOR EVERY \$100 SPENT IN HAPPY MOMENTS, HAPPY THANK YOU, HAPPY KID OR HAPPY TEEN GIFT CARDS!

Offer valid during December 26 - January 1, 2025. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

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 large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll leave 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. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24 Hour locations, price effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobey's locations within New Brunswick. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, full payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products, and services, Western Union, McAfee, 711, HomeAdvisor, Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, battery-powered tools, disposables, 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 \$2000 Scene+ points \$2000 per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sobey.ca/scene-plus-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus © Corporation used under license by Sobey's Capital Incorporated. Please recycle where facilities exist. Priced with vegetable based inks. New Brunswick, Supplement to The Telegraph-Journal, The Daily Gleaner & The Chronicle Herald.

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2 **MIX** **RECYCLED** **PAPER** **50%** **FSC® C221322**

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 **700 PTS**

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

That's like
\$7
 toward your
 groceries



Get **400 PTS** when you buy 2

MAXWELL HOUSE Iced Latte
 with Foam 165 g



Get **300 PTS** when you buy 2

COMPLIMENTS Tortilla Chips beet,
 sweet potato, blue or yellow corn 240 g



Download on the
App Store

GET IT ON
Google Play

Offer valid December 26th, 2024 to January 1st, 2025 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 dazzling

Apps and sides sure to impress guests

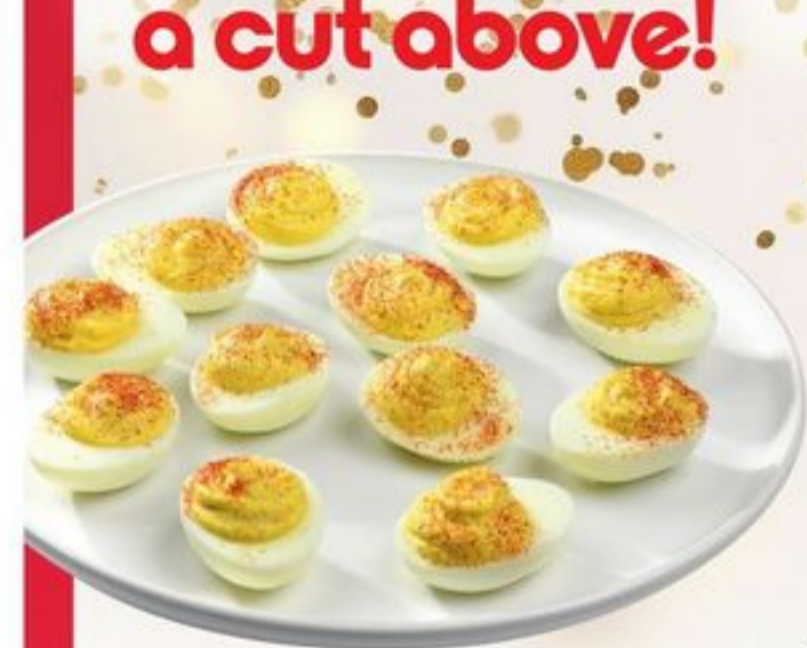


12⁹⁹
/lb

Fresh Beef Chuck Short Ribs, Thick English Style or Thin Sliced Family Size cut by your meat expert from Canada AA grade beef 28.64/kg



Make the celebration a cut above!



15% off Deviled Eggs 4-30 pk



2/24
or 12.99 ea

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



4⁴⁹ COMPLIMENTS Asparagus Tips 341 mL or Artichoke Hearts 398 mL



4⁹⁹ DOLE Pineapple Juice 4x250 mL or 1.36 L or V8 Vegetable Cocktail 6x156 mL or 1.89 L

Get **100 PTS** When you buy 2
OR
Get **400 PTS** When you buy 3 or more Dessert Bars



175 PTS when you buy 1
16⁹⁹

Single Layer Shortcakes Strawberry, Fruit or Black Forest 905-950 g

so Sweet



6⁹⁹

Dessert Bars 6 pk 342-354 g

Keep the party going!



4⁹⁹ POM Pomegranate Juice selected 473 mL



100 PTS when you buy 1
5⁴⁹ MR & MRS T Drink Mixes 1 L



23⁹⁹ CORONA Sunbrew Non-Alcoholic Beer 12x355 mL



5⁷⁹ FRITO-LAY Value Size Snacks 275-480 g



100 PTS when you buy 3
3⁹⁹ KRAFT Dips 227 g

A moment of holiday magic starts with the Grocery Essentials Gift Card

Visit sobey.com/giftcards for details



Learn how to shuck an oyster and prepare your own mignonette sauce!
Visit <https://www.sobeys.com/en/articles/oyster-tips/>



Upgrade your at-home dining with oysters

Transform any occasion into a special event with premium, Ocean Wise recommended oysters.



CHOOSE CANADIAN SEAFOOD

Scene[™] MEMBER PRICING
\$7 ea
SAVE 25¢ ea
125 without Scene+ Card
FRESH CHOICE Oysters from Atlantic Canada subject to availability selected



2.99 LACTANTIA Flavoured Butter 125 g or GAY LEA Garlic Parsley Butter Roll 125 g

Get snacking



Satisfying slices

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



7.99 MCCAIN Tastiez Frozen Snacks 400-500 g



400 PTS when you buy 2
7.49 PANACHE Italian Sliced Meats selected 100 g

100 PTS when you buy 2
COMPLIMENTS Sweet Gherkins 375 mL

200 PTS when you buy 2
15% off
COMPLIMENTS Raisins, Currants, Dates 375 g, 1 kg or COMPLIMENTS Baking Nuts 100 g selected (excludes pine nuts)

Late night rush



100 PTS when you buy 2
4.99 DR. OETKER Momenti Pizzeria 160-185 g, Giuseppe Garlic Fingers 317 g or Panini 2 pk



2.49 CLOVER LEAF Smoked Oysters or Mussels 85 g, 2.99 ea



4.99 DEMPSTER'S Tortillas 366-610 g



200 PTS when you buy 2
COMPLIMENTS Beer Cups 16 oz 50 pk



100 PTS when you buy 2
5.99 COMPLIMENTS Decorated Paper Plates 22-48 pk or Bowls 28 pk



11.49 GLAD Outdoor Waste Bags 20-40 pk or Compostable 44 pk

Scene[™] GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit mygroceryoffers.ca or the Sobey's app.

SBF_WK35_P03_ATL_US_NB_PL_M110

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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 New Year's 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 seasonal

Celebrate the New Year with fresh produce!

12.99
POM WONDERFUL Arils product of USA 2 pk 227 g

4.99
Blueberry Pints product of Peru or Mexico

3.99
Grape Tomato Pints product of Mexico

6.99
MANN'S Sugar Snap Peas product of USA 425 g

3.99
Avocados product of Mexico 5 pk

5.99
HASS AVOCADOS

6.99
Cotton Candy Grapes product of Peru 454 g

99¢
Limes product of Mexico

79¢
Large Lemons product of Spain, Egypt or Morocco

1.99
COMPLIMENTS Baby-Cut Carrots product of USA no 1 grade 340 g

100% fresh GUARANTEE

Guaranteed fresh or your money back

Fruity fresh...

2.49
Large Red Grapefruit product of USA, Turkey or Israel

5.49
2 LB BAG
VILLA LA MARTINA Clementines product of Spain or Morocco 907 g 2 lb bag

2/\$7
LOOP Assorted Sodas 355 mL (excludes Iced Teas)

5.99
3 LB BAG
COMPLIMENTS Apples selected varieties product of Atlantic Canada, Canada fancy grade 1.36 kg 3 lb bag

25% OFF
Prepared Fresh Daily In-Store Mango Salsa or Guacamole assorted sizes

25% OFF
Prepared Fresh Daily Yogurt Parfaits assorted sizes

Veggie love...

3.49
Iceberg Lettuce product of USA

3.29
From Canada
Hot House Tomatoes product of Canada, Canada no 1 grade 7.25/kg

3.99
COMPLIMENTS Mini Potatoes product of Canada or USA 680 g

1.49
Daikon Lo Bok or Cabbage product of USA 3.28/kg

4.99
From Canada
Leeks product of Quebec

6.49
COMPLIMENTS Baby Spinach or Spring Mix or COMPLIMENTS ORGANIC Salad Blends product of USA 312 g

bulk

5.99
BASSÉ Nut Mixes 415 g

4.49
COMPLIMENTS Peanuts selected 425-500 g 4.99 ea

20% off
ROYAL NUTS Tubers selected 240-400 g

4.99
H&H Dried Fruit 180 g

floral

available at most stores

16.99
Assorted Bromeliad 5" pot

14.99
Assorted Foliage or Succulents 5" pot

7.99
100 PTS when you buy 1
Mini Roses 4" pot

15.99
300 PTS when you buy 1
New Year's Celebration Bouquet

GREAT GIFT IDEA! Our Gift Cards can be any amount.

If you buy an eligible product from our store, use the product to attend, and the product does not meet your expectations, you can present the product and we will provide you with the appropriate reimbursement. Restrictions apply, see www.sobeys.com/price-right for details.



The best of Asia on your plate! Experience great quality at fair prices with the KIM PHAT collection that will inspire you to make a variety of dishes.

Get **888** PTS
When you spend \$18 or more on participating Kim Phat Products:
*before taxes



248
KIM PHAT Coconut Milk regular or light 400 mL



398
KIM PHAT Hearts of Palm whole or sliced 398 mL



748
KIM PHAT Water Chestnuts whole or sliced 227 g



398
KIM PHAT Sushi Vinegar 298 mL



498
KIM PHAT Sesame Oil 163 mL



348
KIM PHAT Sambal Oelek 250 g



448
KIM PHAT Teriyaki Sauce 298 mL or Dark Soy Sauce 500 mL



248
KIM PHAT Chow Mein Noodles 454 g



298
KIM PHAT Vermicelli or Pad Thai Noodles 400 g



398
KIM PHAT Udon Noodles 4 pk



248
KIM PHAT Instant Noodles selected varieties 120 g



448
KIM PHAT Rice Paper 22 cm 400 g



398
KIM PHAT Soy Sauce light 500 mL
448
KIM PHAT Kimchi Sauce 298 mL or Sriracha Sauce 432 mL



198
KIM PHAT Shitake Mushroom 284 g

2025

Happy Lunar New Year
新年快樂



500 PTS
when you buy 1

That's like
\$5
toward your
groceries

3.88
/lb

Frozen Pork Belly
skin-on 8.55/kg



8.88

EIGHT TREASURES
Whole Tilapia 1.36 kg



1.98
/lb

Yellow Asian Pears
product of China
4.37/kg



1.29
/lb

Bok Choy or Napa
product of USA
2.84/kg



13.88

EIGHT TREASURES
Jasmine Rice 8 kg



13.88

SHIRAKIKU Japanese Sekka Rice
6.8 kg available in select stores
while quantities last



3.48

GOLDEN DRAGON Sauce
selected varieties 455 mL or
KIKKOMAN Panko Bread
Crumbs 227 g



3.98

BLUE DRAGON Spring
Roll Wraps 134 g or
Sushi Nori 22 g



7.98

A-SHA Noodles
selected varieties 475 g



3.88

KJ FOODS Dumplings
or Steamed Buns
selected varieties
380-450 g

so tender
Sterling Silver
HAND-SELECTED AAA BEEF
Well-marbled Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys

10⁹⁹ /lb
STERLING SILVER Fresh Boneless Blade or Cross Rib Pot Roast or Family Size Simmering Steak cut by your meat expert from Canada AAA grade beef 24.23/kg

value size
That's like **\$20** toward your groceries
2000 PTS when you buy 1

6⁹⁹ /lb
Fresh Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last 15.41/kg

3⁷⁹ /lb
Fresh Chicken Legs Family Size back attached 8.36/kg

7⁹⁹ /lb
COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size 17.61/kg

250 PTS when you spend \$20 or more
3⁹⁹ /lb
Fresh Pork Shoulder Blade Roasts or Steak Family Size 8.80/kg

200 PTS when you spend \$20 or more
4⁹⁹ /lb
Fresh Pork Side Ribs breast bone removed 11.00/kg

200 PTS when you spend \$20 or more
6⁴⁹ /lb
Fresh Regular Ground Beef Family Size 14.31/kg

READY FOR YOU
5⁹⁹ /lb
Sausage Stuffed Mushroom Caps Honey Garlic or Sweet Italian 13.21/kg

5⁴⁹ /lb
OLYMEL Breakfast or Dinner Pork Sausages 375-450 g

10% off
THOMAS FARMS Australian Lamb frozen

READY FOR YOU
Ready for you marinated meats.

5⁴⁹ /lb
Fresh Korean BBQ Marinated Pork Side Ribs breast bone removed, sweet & sour cut 12.10/kg

5⁹⁹ /lb
Fresh Roasted Garlic and Red Pepper Glazed Pork Side Rib Portions 13.21/kg

13⁹⁹ /lb
Fresh Maple Chipotle, Korean BBQ or BBQ Whiskey Marinated Beef Chuck Short Ribs, Thin Cut, cut by your meat expert from Canada AA grade beef 30.84/kg

Just wing it!
Make them crispy!

5⁹⁹ /lb
COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 13.21/kg

Try these in-store marinades!
CHOOSE FROM:
BBQ Whiskey
Honey Garlic
Honey Sriracha
Maple Chipotle
or Buffalo

7⁴⁹ /lb
In-Store Marinated Chicken Wings 16.51/kg

quick & easy

BUY MORE SAVE MORE
50 PTS when you buy 2

3⁴⁹ /lb
COMPLIMENTS Pepperoni or Salami Stick 250 g 3.99 ea

12⁹⁹ /lb
FRETTY Fully Cooked Chicken 454 g

100 PTS when you buy 2

9⁹⁹ /lb
PILLER'S Mini Pepperoni or Turkey Bites 300-500 g

STARTING AT 6⁴⁹ /lb
COMPLIMENTS Regular Wieners 1 kg or Pepperoni or Salami Chubs 500 g

WHOLLY VEGGIE!
5⁹⁹ /lb
WHOLLY VEGGIE! Buffalo Cauliflower Wings Ranch, Hot Honey or Japanese Inspired BBQ 375 g

NEW
6⁹⁹ /lb
SCHNEIDERS Breakfast Egg Bites 224 g

8⁹⁹ /lb
COMPLIMENTS Breaded Chicken Balls with Sweet & Sour Sauce 700 g

13⁹⁹ /lb
THE TACO TRUCK Kits Crispy Chicken with Mexican Style Sauce or Crispy Pork with Chipotle & Lime Sauce 840 g Makes 12 Tacos!

GET TO FREE GROCERIES FASTER
when you open your Scene membership card and pay with your Scotiabank Scene Visa Card.
GET 2000 PTS ON EVERY \$1 SPENT
100 pts = \$10 in groceries

©2020 Sobeys. \$10 in groceries. Scene points redeemed at any participating Empire location must be redeemed in increments of 1000. Scene Visa Card. On up to 10% every day. See full list of participating merchants across Canada at Scotiabank.com/participatingmerchants. Visa Inc. Licensed user.

581-3333_005_A11_NL_18

value size

Big format Big value



500 PTS
when you buy 1

That's like
\$5
toward your groceries

6.99
/lb

STERLING SILVER Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 15.41/kg



3.99
/lb

Pork Half Loin Bone-In Chops frozen 8.80/kg



18.99

BEYOND MEAT or IMPOSSIBLE Plant-Based Burgers 678-680 g

Check for this symbol in store!

value size

So·entertaining

Celebrate the New Year!



250 PTS
when you buy 2

16⁴⁹

KRONENBOURG 1664 Blanc 6x355 mL sleek cans
or HEINEKEN Lager 6x330 mL cans



16⁴⁹

CORONA Extra Lager
6x330 mL bottles or
STELLA ARTOIS Pilsner
6x355 mL sleek cans



13⁴⁹

BELGIAN MOON White Wheat
Ale 4x473 mL tall cans



200 PTS
when you buy 2

14⁴⁹

MAGNETIC HILL Mystique or
Bay of Fundy Blue 750 mL



75 PTS
when you buy 3

4⁵⁹

MOTT'S Clamato Caesar Original,
Pickled Bean or Extra Spicy
458 mL can



22⁹⁹

MCMANIS Cabernet Sauvignon or
SANTA MARGHERITA Pinot Grigio
750 mL

250 PTS
when you buy 2

20⁹⁹

19 CRIMES Cali Red
750 mL



500 PTS
when you buy 2

46⁹⁹

JACKSON-TRIGGS Merlot or
Sauvignon Blanc 4 L Bag in Box



voilà by Sobey's

Ring in the New Year with Voilà!
Beer & Wine Available for
Curbside Pickup.*
voilà.ca

*NB customers only. Must be 19+ to purchase alcohol and present appropriate I.D. to confirm you are the age of majority.

Upgrade your at-home dining with oysters

Transform any occasion into a special event with premium, Ocean Wise recommended oysters.

Learn more

How to shuck an oyster and prepare your own mignonette sauce!

Visit <https://www.sobeys.com/en/articles/oyster-tips/>

Barstool
Briny goodness with a sweet clean finish.

Shiny Sea
Salty with a subtle sweet finish.

Irish Point
Cold, sweet brine with crunchy meat and a smooth mineral finish.

Scene[®] MEMBER PRICING
\$7 ea

SAVE 25c ea

125 without Scene[®] Card
FRESH CHOICE Oysters from Atlantic Canada subject to availability selected

CHOOSE CANADIAN SEAFOOD

kitchen

READY FOR YOU

Get 250 PTS When you buy 2
Get 400 PTS When you buy 3 or more Pizzas

14" Take & Bake Pizza 715-890 g

50 PTS when you buy 1

3.49 NANA'S Samosas 140 g

READY FOR YOU

15% off
Chicken Wings available hot, sauced or unsauced

100 PTS when you buy 1

5.49 SUMMI Asian Appetizers 250-350 g

15% off
Mexican Style Layer Dip and Select Assorted Grab 'n Go Trays

BUY MORE SAVE MORE

4.99 COMPLIMENTS Guacamole regular 227 g or Salsa 488 mL 5.49 ea

deli

8.99 200 PTS when you buy 2

OKA 190 g, MONSIEUR GUSTAV Saint Paulin 190 g or AGROPUR Grand Cheddar 3 and Syr old 200 g or Champfleury 180 g

5.49 100 PTS when you buy 2

Mini BABYBEL 102-120 g, THE LAUGHING COW 8 pk 120-133 g, Cheese Dippers 140 g or KIRI Portions 144 g

STARTING AT 6.99

CASTELLO Havarti Slices 145-165 g or Havarti Blocks 170-200 g

10.99 SNOWDONIA Welsh Cheddar 150-200 g

2.39 CHRIS BROTHERS Mild or Hot Pepperoni /100 g

3.00 off HORMEL Large Entertaining Trays 822 g-1.07 kg

That's like \$4 toward your groceries

400 PTS when you buy 1

Classic, Smoke and Fire or Fruit and Cheese Charcuterie Board 468-508 g

6.49 LESLEY STOWE Raincoat Crisps selected 100-150 g

bakery

Perfect for New Year's entertaining!

STARTING AT 9.49

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

BAKED IN STORE

80 PTS when you buy 2

4.49 Kaiser Buns 6 pk 430 g

Scene[®] MEMBER PRICING

5.99 SAVE 50c

6.49 without Scene[®] Card
Almond, Butter or Date Tarts 270-400 g

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

NEW

14.49 TOBLERONE[®] Chocolate Torte frozen 400 g

4.49 Garlic Bread 540 g

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frozen & dairy



7.99
iÖGO Yogurt 16 pk



7.49 **+100 PTS**
when you buy 3
STARBUCKS Coffee Creamer 828 mL



4.49
NATREL Lactose Free Cream 10-35% 473 mL-1 L or MCCAIN Breakfast Bowls 200 g



3.99
KRAFT Cool Whip Aerosol 225 g



5.99
LIBERTÉ Kefir 1 L



5.49
BAXTER Cottage Cheese 500 g



4.99 **+100 PTS**
when you buy 2
COMPLIMENTS Cheese 250-270 g 5.79 ea



4.99 **+200 PTS**
when you buy 2
OASIS Orange Juice Blends 1.5 L



3.49 **+100 PTS**
when you buy 2
CRAVE Scramble Kit 57-85 g



5.79
NATREL Lactose Free Butter 250 g



15.99
SAPUTO Shredded Cheese 1 kg or ARMSTRONG 900 g



5.49 **+100 PTS**
when you buy 2
COMPLIMENTS Orange Juice not from concentrate 1.54 L



\$2
MICHELINA'S Frozen Entrées 128-284 g or SWIFT Pot Pies 190 g



3.99
CAVENDISH FARMS Flavour Crisp Fries 454-750 g



5.99
SCHNEIDERS Breakfast Sandwiches 232-288 g



6.99
RIGHTEOUS Gelato or Sorbetto 473 mL or PANACHE Chocolate Covered Fruit 200 g

Love it. Or it's free.* **100% GUARANTEE**
*For details see COMPLIMENTS.ca

3.49 **+100 PTS** when you buy 2
COMPLIMENTS Sour Cream 500 mL

5.99 **+50 PTS** when you buy 2
COMPLIMENTS Free Run Large White Eggs 12 pk

4.99
COMPLIMENTS Pineapple Juice 1.65 L

6.79 **+200 PTS** when you buy 2
COMPLIMENTS Flatbreads 310 g

natural health



6.99
NATREL ORGANIC Milk 2 L



7.99 **+100 PTS**
when you buy 2
AMY'S Kitchen Bowls or Entrées 234-284 g



4.99
CHICKAPEA Pasta 227 g or EAT WHOLESOME ORGANIC Tomatoes 540-796 mL or Soup 398 mL



9.99 **+100 PTS**
when you buy 1
LUNDBERG FAMILY FARMS Rice 907 g



3/\$7
COVE Gut Healthy Soda 355 mL



2/\$9 **+100 PTS**
when you buy 2
POPCORNERS Kettle Corn M&A LA MARMITE 142 g



9.99 **+300 PTS**
when you buy 3
ETHICAL BEAN ORGANIC Coffee 227-340 g or Pods 12 pk



7.99 **+200 PTS**
when you buy 2
COMPLIMENTS ORGANIC 100% Cranberry Juice 946 mL



20% off
ATKINS Bars selected 5 pk or 10 pk



20% off
LEANFIT ORGANIC Plant Based or Whey Protein 715-875 g



15.99 **+300 PTS**
when you buy 1
ONE A DAY Gummies selected 120-130 pk



49.99
VEGA All-in-One Vegan Protein Powders 827-876 g

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drinks & snacks

279 CADBURY Family Bars or TOBLERONE Bar 95-100 g

100 PTS when you buy 2
2/\$6 PEPSI Soft Drinks 2 L

200 PTS when you buy 2
2/\$6 PEPSI Soft Drinks 6x222 mL

2/\$6 CELSIUS or GURU Energy Drinks 355 mL

499 DARE Real Fruit Candy 500-700 g, KINDER Bueno 145 g or NESTLÉ Multipack 164-208 g

2/\$8 SMARTFOOD Popcorn 150-220 g, ROLD GOLD Pretzels 295-370 g or SUNCHIPS 205 g

1099 MCCAFFÉ Keurig® Compatible Single Serve Pods 12 pk

400 PTS when you buy 2
1899 MELITTA® Traditional Roast Coffee 930 g

899 KELLOGG'S Pop-Tarts 1.15 kg, Rice Krispies Squares 660 g or Special K Bars 500 g

499 PLANTERS Seasoned Cashews 145 g

100 PTS when you buy 4
299 DARE Breton or Vinta Crackers 135-225 g or Veggie Crisps 100 g

100 PTS when you buy 2
399 LECLERC Celebration Cookies 240-350 g

100 PTS when you buy 2
100 COMPLIMENTS Sweet Gherkins 375 mL

100% REWARD
750 PTS when you buy 1
3599 COMPLIMENTS Tortilla Chips 250-280 g or Potato Chips Extra! Flavour 200 g

100 PTS when you buy 2
299 COMPLIMENTS Snack Crackers 200-225 g or Jazz Crackers 200 g

meal makers

499 OLD EL PASO Dinner Kits or Tortilla Bowl Kit 250-510 g, Salsa 650 mL or Flavoured Shells 153 g

100 PTS when you buy 2
179 COMPLIMENTS Onion Soup Mix 57 g or Chicken Noodle Soup Mix 128 g

799 KRAFT Pizza Kit 850 g

349 BETTY CROCKER Whipped Cream Cheese Frostings 340-450 g

249 BETTY CROCKER Super Moist Cake Mix selected 375-404 g or CARNATION Evaporated Milk 354 mL

250 PTS when you buy 2
449 COMPLIMENTS Chocolate or Baking Chips 225-300 g

449 SUN-MAID Cinnamon Raisin Bread 450 g or WEIGHT WATCHERS Bread 450 g, Tortillas 8 pk or Bagels 6 pk

399 DEMPSTER'S Whole Grain Bread 600 g or Bagels 5-6 pk

349 COMPLIMENTS Spirited Mickie BBQ Sauce 375 mL or Wing Sauce 350 mL

549 BÂTON ROUGE BBQ Sauce 450 mL

499 BICK'S Peppers or Beets 750 mL or FRENCH'S Worcestershire Sauce 295 mL

899 KELLOGG'S Jumbo Cereal selected varieties 700 g-1.2 kg or POST Jumbo Cereal 1.1-1.2 kg or GENERAL MILLS Jumbo Cereal 825 g-1.3 kg

100 PTS when you buy 4
222 SNACK PACK Gels or Pudding 4 pk

399 SMUCKER'S Pure Jam selected varieties 250 mL

399 EIGHT TREASURES Sesame Oil 185 mL

399 COMPLIMENTS Jasmine or Basmati Rice 900 g

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home & pet care



740 WHISKAS Perfect Portions Wet Cat Food 75 g



2/\$4 PEDIGREE Wet Singles 375 g



15⁹⁹ WHISKAS Wet Perfect Portions 12 pk



300 PTS when you buy 1
29⁹⁹ TIDY CATS Cat Litter 7.71 kg



10⁹⁹ CHARMIN Bathroom Tissue 8-24 rolls or BOUNTY Paper Towels 2-4 pk



100 PTS when you buy 1
22⁹⁹ ROYALE Bathroom Tissue 24-72 rolls or Paper Towel 12 pk



300 PTS when you buy 2
12⁴⁹ DAWN Dish Soap 2.27-2.64 L or Dish Spray 946 mL



8⁹⁹ FLEECY Fabric Softener 2.6 L or Sheets 120 pk



2⁴⁹ GLAD Cling Wrap 30 m



4⁹⁹ ZIPLOC Sandwich or Snack Bags 90 pk, Freezer Bags 10-25 pk, Storage Bags 15-28 pk, Perfect Portion Bags 75 pk



200 PTS when you buy 2
11⁹⁹ MR. CLEAN Magic Eraser 5-6 pk selected



12⁹⁹ RESOLVE Oxi Action Powder 1.35 kg

health, beauty & baby



STARTING AT 4⁹⁹ COLGATE Total or Optic White Toothpaste 73-120 mL or Toothbrushes 1-4 pk selected



STARTING AT 4⁹⁹ PANTENE or OLD SPICE or HEAD & SHOULDERS Hair Care 308-400 mL, SECRET or OLD SPICE Deodorant 45-96 g selected



7⁴⁹ AUSSIE or HERBAL ESSENCES Hair Care 400-778 mL selected



STARTING AT 7⁹⁹ DIAL Soap Refill 887 mL-1.53 L or MARC ANTHONY Hair Care 177-250 mL selected



5⁴⁹ AXE Body Wash or Hair Care 473 mL or Deodorant 76-113 g selected



7⁴⁹ OLD SPICE Deodorant or Spray selected 73-144 g



100 PTS when you buy 1
9⁴⁹ PLAYTEX Sport or O.B. Tampons 32-40 pk selected



400 PTS when you buy 2
20% off NIVEA Skincare selected



28⁹⁹ PAMPERS Easy Ups or Ninjamas or HUGGIES Pull Ups or Goodnites 28-74 pk



28⁹⁹ SIMILAC Go & Grow Milk Powder 850 g



200 PTS when you buy 1
58⁹⁹ ENFAMIL A+ Powder Refills 992 g



BUY MORE SAVE MORE
\$1 ea when you buy 3 or more
COMPLIMENTS Baby Purées 128 mL 1.79 ea

pharmacy

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*Select products only available when a pharmacist is on duty.



10% off **200 PTS** when you buy 2
10⁹⁹ PEPTO BISMOL Liquid 350 mL, 480 mL or Twin Pack 960 mL or Tabs 24 pk or 48 pk selected



19⁹⁹ POISE Pads or DEPEND Underwear selected



15% off **200 PTS** when you buy 2
15⁹⁹ TYLENOL Pain Relief 80-150 pk or MOTRIN 400 mg Liquid Gel 60 pk*



200 PTS when you buy 2
10% off CLEAN & CLEAR Products selected



100 PTS when you buy 1
20% off COMPLIMENTS Cold & Flu Relief selected 12-24 pk*



3⁹⁹ HALLS Bags 25-30 pk

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Ask us about our convenient and complimentary Custom Pill Packaging service.

Choice of packaging that works with your therapy. Strip pack format only available in select provinces.

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*Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points. 589_9935_S4_A1L_N5_N6_PD

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Dressings or Marinades
355 mL any variety



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of equal or lesser value
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MIO
Drink Mixes
10 pk any variety



BUY 1 GET 1
of equal or lesser value
FREE

KRAFT DINNER
Gluten Free or Plant-Based
Macaroni & Cheese
170 g any variety



BUY 1 GET 1
of equal or lesser value
FREE

CRAVE
Frozen Meals
200-340 g any variety



BUY 1 GET 1
of equal or lesser value
FREE

KRAFT DINNER
Deluxe Frozen Meals
340 g any variety



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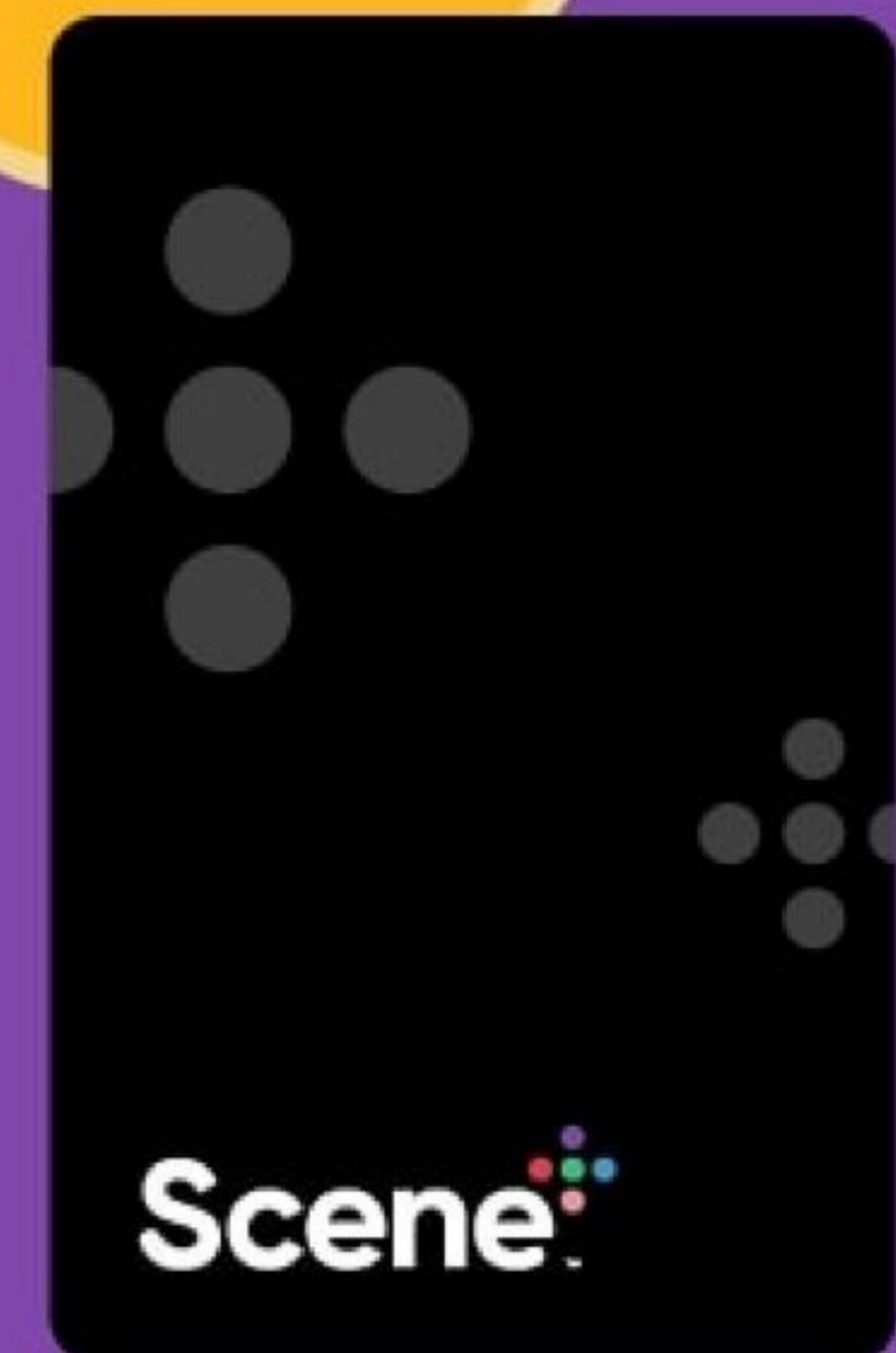
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