

Sobeys

Verified Prices

LOWEST PRICE

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

Scene+

Verified
4.49
/lb

Fresh Regular Ground Beef Family Size 9.90/kg

Verified
3.49
/lb

Fresh Pork Shoulder Blade Roasts or Steaks Family Size 7.69/kg

Verified
5.44
/lb

Fresh Boneless Skinless Chicken Breasts Family Size or Frozen Grade A Duck 11.99/kg

Verified
6.99
/lb

Fresh Wild Haddock Fillets Family Size product of Atlantic, Canada subject to availability 15.41/kg

Verified
99¢
/lb, ea.

Gala Apples product of Atlantic Canada, Canada extra fancy grade, Bartlett Pears product of USA, extra fancy grade or Navel Oranges product of USA, Morocco or Spain 2.18/kg or Vanilla Persimmons product of Spain

Verified
3.75

TAYLOR FARMS Chopped Salad Kits product of USA 312-383 g

Verified
9.99

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

Verified
13.99

TIDE Laundry Detergent 2.48 L or 59-64 loads or Pods 25-42 pk

Verified
2.64

DANONE Activia Yogurt 650 g

Verified
2.87

GENERAL MILLS Cereal selected 297-430 g

Verified
5.77

KRAFT Peanut Butter 750 g-1 kg

Verified
7.65

BARILLA Pasta 410 g

Verified
4.77

ARMSTRONG Cheese 400 g or Shreds 300-320 g or SAPUTO Mozzarella 500 g

ALL WEEK LONG • DEC 5-11

Scene+ CHOOSE YOUR REWARD

BUY \$200 IN SOBEYS GIFT CARDS & GET **1000 PTS** or **25¢** FUEL VOUCHER

That's like \$10 toward your groceries

Limit of one Fuel Voucher redemption per fuel transaction.

Receive 1000 Scene+ Points when you purchase \$200 in Sobeys Gift Cards. Offer valid from December 5-11, 2024 at all Sobeys locations in Nova Scotia or New Brunswick. Gift card purchase must be in a single transaction and cannot be combined with other gift card offers. Offer is valid only on Sobeys gift cards. Sobeys gift cards cannot be purchased with other Corporate gift cards. No base Scene+ points earned. Limit of 5 offers per account number. Choose your reward is limited to one coupon per transaction and has no cash value. Digital or printed coupon is required. Scene+ physical or digital membership card must be presented. 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 Offer subject to change and may be withdrawn without notice.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.

Prices and offers in effect December 2024 Nova Scotia

THU 5 | FRI 6 | SAT 7 | SUN 8 | MON 9 | TUE 10 | WED 11



So many deals
Scan here for our full digital flyer

SBY_WK32_P01_ATL_M0



Scene MEMBER

PRICING

Swipe your Scene+ Card and Save



7⁹⁹ **SAVE \$2**

9⁹⁹ without Scene+ Card
PILLER'S Mini Pepperoni, Salami Sticks or Turkey Bites 300-500 g or SCHNEIDERS Pepperettes 300-500 g



10⁹⁹ **SAVE \$2**

12⁹⁹ without Scene+ Card
JANES Pan Sear or Ultimates selected 500-615 g



16⁹⁹ **SAVE \$6**

22⁹⁹ without Scene+ Card
LINDT Chocolate Cornet 540 g white supplies last



50% off

30% off without Scene+ Card
JAMIESON Vitamins or Supplements

Look for more Member Pricing throughout the flyer and in-store.

Scene

TURN POINTS INTO GROCERIES



14⁹⁹ /lb

CERTIFIED TENDER
TENDRETE CERTIFIEE

STERLING SILVER
Fresh Boneless Top
Sirloin Grilling
Medallions cut by
your meat expert
from Canada AAA
grade beef
33.05/kg

MIX & MATCH

Scene
EARN POINTS ON
STERLING SILVER OR
NAGANO PRODUCTS

GET UP TO 2000 PTS

SPEND \$20-34⁹⁹, GET 500 PTS*

SPEND \$35-49⁹⁹, GET 800 PTS*

SPEND \$50 OR MORE, GET 2000 PTS*

That's like \$20 toward your groceries



STARTING AT 10⁹⁹ /lb

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



200 PTS when you buy 6

2/\$7

SUNCHIPS 205 g or
MUNCHIES Snack Mix 250 g



300 PTS when you buy 3

3³³

QUAKER Instant Oatmeal 232-344 g
or Quick Old Fashioned Oats
900 g-1 kg selected varieties

1000 Points = \$10 of free groceries

So festive

9⁹⁹ /lb

Fresh Boneless Top Sirloin Premium Oven Roast or Grilling Steaks Family Size cut by your meat expert from Canada AA or USDA Select grade beef while supplies last 22.02/kg

9⁹⁹

BEST BUY Smoked Boneless Ham 1.2 kg or PILLER'S or GOLD LABEL Ham 800 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

14⁹⁹

COMPLIMENTS Cooked Shrimp in Bag with Cocktail Sauce 680 g

2/\$7

Blackberries or Raspberries product of Mexico 170 g

BUY 1 GET 1 FREE

Croissants 6 pk 372 g 4.99 ea

9⁹⁹

WONDERFUL Pistachios 450 g*

2/12

Pretzel Crisps selected 155-200 g

2⁹⁹ /100 g

L'EXTRA Brie, Double Cream Brie, OKA Original, Classic or L'ARTISAN Swiss-Style

3⁴⁹

Cream 1 L or Whipping Cream 473 mL brands vary by province or EARTH'S OWN Beverages 1.75-1.89 L

4⁹⁹

CHAPMAN'S Markdale Creamery Ice Cream 2 L Collection Novelties or Yogurt Bars 8 pk

6⁹⁹

RUSTICA Stuffed or Rising Crust or Oven-Fired Pizza 538-866 g

8⁹⁹

HICKING HORSE Ground Coffee 284 g

3⁴⁹

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

2/\$6

OLD DUTCH Potato Chips 235 g

25⁹⁹

MCCAFÉ Keurig Compatible Single Serve Pods 48 pk

11⁹⁹

FERRERO ROCHER Boxed Chocolate 375 g while supplies last

15⁹⁹

FILIPPO BERIO Olive Oil 750 mL

3⁹⁹

MAXWELL HOUSE Instant Coffee 150 g or NESCAFÉ Rich Instant Coffee 95 g or TETLEY Specialty Tea Canisters 20-24 pk

2⁹⁹

CLOVER LEAF Albacore White Tuna 170 g or Pink Salmon 150-213 g

3⁸⁷

DOVE Bar 2 pk or AXE Deodorant 76-113 g or Hair or Body Wash 473 mL selected

6⁹⁹

CASHMERE Bathroom Tissue 12-24 or 8-24 rolls, SPONGE TOWELS 3-6 pk or SCOTTIES Facial Tissue 6 pk

6⁹⁹

COMPLIMENTS Orange Juice not from concentrate 2.5 L

5⁴⁹

COMPLIMENTS Salted Butter 454 g

2⁹⁹

COMPLIMENTS Frozen Vegetables selected 500-750 g

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 large 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 or 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 discounts. All changes to our locations, prices, effective from 8 am Thursday morning until midnight Wednesday evening. The Sobeys Loyalty Program is available at participating Sobeys locations within Nova Scotia. No base Sobeys points earned. See weekly offers for current ways to earn Sobeys points. All weekly Sobeys offers include taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fuel duty products in Atlantic regions, pre-paid cards, postal products and services, Western Union, McCafe, Farm Homebrew, (Caribbean products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1000 Sobeys points for \$10 towards your purchase up to a maximum of 50,000 Sobeys points per day. For full Sobeys Terms & Conditions or to redeem your points, visit <https://www.sobey.com/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Sobeys Plus Inc. Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based ink. Nova Scotia. Supplement to The Telegraph-Journal, The Daily Glasier & The Chronicle Herald.

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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 **400 PTS** when you buy 2

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



HANDFUEL
Nuts assorted
120-150 g

That's like
\$4
toward your
groceries



Download on the
App Store



GET IT ON
Google Play

Offer valid December 5th to December 11th, 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.

Bake with
CANADA'S
#1
Baking Brands*



Chocolate
Peanut Butter
Oat Bars

SCAN
FOR THIS
RECIPE



That's like
\$5
toward your
groceries

Get **500 PTS**

When you spend \$20
or more on any of
these participating
baking products.*

*before taxes



3.97
ROBIN HOOD Flour
assorted varieties
2.5 kg



5.99
JIF Peanut Butter
assorted varieties
1 kg



3.99
EAGLE BRAND
Sweetened
Condensed Milk
assorted varieties
300 mL



1.99
CARNATION
Evaporated Milk
assorted varieties
354 mL



3.99
HERSHEY'S Chipits
assorted varieties
200-270 g

So many possibilities

12
Roasts
of Christmas

Choose from any of
our 12 holiday roasts

Sterling
Sterling Silver Beef
Top Sirloin Roast

Roast
3

12.99
/lb

CERTIFIED
TENDER
TENDRETE
CERTIFIEE

STERLING SILVER Fresh Boneless Top
Sirloin Grilling Steaks Family Size or
Premium Oven Roast cut by your meat
expert from Canada AAA grade
beef 2.6-4/kg



From Atlantic
Canada

1.49
/lb

Assorted Squash
product of Atlantic
Canada 3.28/kg



6.99
WILDLY DELICIOUS
Toppers golden fig or
Musikoka cranberry
185 mL

BUY
MORE
SAVE
MORE

2.49
so when you
buy 3 or more

COMPLIMENTS
Herbs product of
Canada, USA or
Mexico assorted
varieties 20-28 g
2.79 ea



4.99
COMPLIMENTS Goat
Cheese 113 g

BAKED
IN STORE

50 PTS
when you buy 2

4.49

Kaiser Buns 6 pk 430 g



100 PTS
when you buy 2

8.99

SUMMER FRESH
Salads 750-800 g



6.99
THORNLOE Grass
Fed Butter 250 g



2.99
PILLSBURY Biscuits, Rolls
or Pizza Crust 318-391 g



2/\$7
COMPLIMENTS Frozen Pie Shells, Tart
Shells or Phyllo Pastry 255-454 g or
Whipped Topping 1 L



4.49
GREEN GIANT Frozen
Vegetables 750 g or Valley
Selects 400-500 g



6.99
MARTINELLI
Sparkling Juice
750 mL



2/\$8
OLD DUTCH Restaurante Tortilla
Chips 230-295 g, Dutch Crunch Kettle
Chips 200 g or STACY'S Pita Chips
208-227 g



2.99
DARE Breton or Vinta Crackers
or Veggie Crisps 100-225 g



6.99
AFTER EIGHT, QUALITY
STREET or TURTLES Share
Bag or Gift Box 150-200 g
(while supplies last)



Stock-up on family faves

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

Visit sobeys.com/giftcards
for details

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

SBY_WK32_P02_ATL_NL_NL_FR



Sobeys Merry Maker

Get holiday ready with our roast calculator, inspiring holiday recipes & more



Find my roast



Enjoy the holidays

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

SBP_MK32_P03_ATL_ML_NL_P01_M110

So seasonal

Burst of holiday flavour

12.49 POM WONDERFUL Arils 2 pk 227 g

5.88 CASE Vanilla Persimmon Case product of Spain

5.99 Chestnuts product of Italy 454 g

12.88 Asian Yellow Pears Box or Pomelo Gift Box 4 pk product of China

3.49 Pomegranates product of USA

7.99 ea Stuff Your Own Bag Clementines product of Spain

or Pick your own!
Big or small, grab as many as you like and pay per pound at 2.49/lb, 5.49/kg

How much can you get, use your hand stacking, bag stuffing talents and fill the bag. Use the store provided bag and pay one price.

Stem & Leaf Clementines product of Spain

100% fresh GUARANTEE Guaranteed fresh or your money back

Fruity fresh...

We offer whole & cored pineapples for the same price!

4.79 /lb Extra Large Green, Black or Red Seedless Grapes product of Peru 10.56/kg

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

Veggie love...

2.49 /lb Brussels Sprouts product of Canada or USA no 1, 5.49/kg

2.99 From Canada Living Lettuce product of Canada

2.99 /lb Bosc Pears product of USA extra fancy grade 6.59/kg

2.49 Red Grapefruit product of Turkey, Israel or USA

6 PACK From Canada

3.99 From Canada COMPLIMENTS Grape Tomatoes product of Canada 283 g

4.79 Jet fresh! KENT Mango Ready to Eat product of Peru

4.99 POM WONDERFUL assorted 473 mL

4.49 From Canada COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g **+100 PTS when you buy 2**

4.49 From Atlantic Canada COMPLIMENTS Mini Potatoes product of Atlantic Canada 680 g **+75 PTS when you buy 2**

BUY 1 GET 2ND 25% OFF Prepared Daily Fruit and Yogurt Parfait Cups assorted sizes

15% off Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

200 PTS when you buy 2 **6.99** COMPLIMENTS Milk Chocolate Covered Almonds 350 g

6.49 COMPLIMENTS Trail or Snack Mixes selected varieties 400-500 g

floral

available at most stores

STARTING AT 27.99 Ready to Go Arrangements or Centrepieces selection may vary by store

From New Brunswick

STARTING AT \$24 Jumbo Poinsettias available in 8" or 10" pot

19.99 Anthurium in Ceramic 5" pot

STARTING AT 16.99 Assorted Festive Potted Plants

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

Restrictions apply, see www.sobeys.com/valueflyer for details.

So-tender
STERLING SILVER
HAND-SELECTED AAA BEEF
 Well-marbled - Aged to perfection
 Cut from Canada AAA Beef
 Exclusive to Sobeys

150 PTS
 when you spend \$15 or more

9.99 /lb

STERLING SILVER Fresh Boneless Blade or Cross Rib Pot Roast or Simmering Steak Family Size cut by your meat expert from Canada AAA grade beef 22.02/kg

NEW

TRY WITH
YELLOWSTONE
 Seasoning or Rubs
 135-160 g

13.99 /lb

STERLING SILVER Fresh Boneless Top Sirloin Cap or Coulotte Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 30.84/kg

200 PTS
 when you buy 1 pkg

6.99 /lb

COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 15.41/kg

100 PTS
 when you buy 1 pkg

5.99 /lb

COMPLIMENTS Fresh AIR-CHILLED Bone-in Chicken Breast Halves Family Size 13.21/kg

6.99 /lb

Fresh Skinless Pork Belly Portion 15.41/kg

3.99 /lb

Boneless Pork Sirloin Chops or Roasts Family Size 8.80/kg

4.49 /lb

Frozen Beef Marrow Bones 9.90/kg

STARTING AT 9.99

NOBLE PREMIUM BISON Cubes, Inside Round Steak, Rib Eye, Striploin Steak or Top Sirloin Steak 226 g

5.50 ea

COMPLIMENTS Ground Pork 454 g Starting at 5.99 ea

Get festive with Schneiders

3/\$20

SCHNEIDERS Bacon, Juicy Jumbos Wieners or Smoked Sausages 375-450 g selected

Make your own snack board!

200 PTS
 when you buy 2

6.99

MAPLE LODGE FARMS Ultimate Chicken Sticks 300 g

100 PTS
 when you buy 2

6.99

COMPLIMENTS Pepperoni Sticks 300 g

100 PTS
 when you buy 2

6.49

COMPLIMENTS Pepperoni or Salmi Chub 500 g

quick & easy

6.99

COMPLIMENTS Regular Wieners 1 kg

4.99

SUNRISE Bologna Thick or Thin Slices 375 g

500 PTS
 when you buy 2

9.99

LILYDALE Oven Roasted Chicken or Turkey 300 g

9.99

BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g

7.99

WONG WING Frozen Entrées, Egg Rolls or Spring Rolls 360-680 g

9.99

COMPLIMENTS Beef, Chicken, Vegetable Lasagna, Mac & Cheese or Chili 907 g-1 kg

9.99

FRESHSTONE Rollzee Supreme, Meat Lovers Pizza or Philly Cheesesteak 540 g

260 PTS
 when you buy 2

12.99 **NEW**

COMPLIMENTS Traditional 4 oz Beef, Chicken or Turkey Burgers or TACO TRUCK Kits Makes 12 Tacos! 840-907 g

GET TO FREE GROCERIES FASTER

when you join your Sobeys membership card and pay with your scotiabank® Sobeys® Visa® Card.

100 pts = \$10 in groceries

GET 500 PTS ON EVERY \$1 SPENT

©2025 Sobeys. \$10 in groceries. Sobeys points redeemed at any participating Empire location must be redeemed in increments of 1000. *See full list of participating merchants across Canada at sobeys.com/participatingmerchants. Visa Inc. Licensed user.

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seafood



10⁹⁹
/lb
Coho Salmon Fillets frozen or previously frozen product of Chile 24.23/kg



16⁹⁹
/lb
Jumbo Scallop Medallions 10-20 ct per lb product of USA frozen or previously frozen 37.46/kg



8⁹⁹ **+100 PTS**
when you buy 1
HIGH LINER Family Favourites Jumbo Popcorn Shrimp or Butterfly Shrimp 330 g



3⁵⁰
/ea
Authentic Maryland Crab Cakes 120 g frozen or previously frozen made with real crab or 2 pk 7.00



9⁹⁹
MARINA DEL REY Ecuadorian Jumbo Raw Shrimp 10-20 ct, 340 g



29⁹⁹
NEW
BLUE TIDE Wild Caught Atlantic Canada Lobster Meat 200 g



11⁹⁹
IFC Coldwater Cooked Shrimp 150-250 ct, 350 g or CLEARWATER Wild Patagonian Scallops Natural or Garlic Cream Sauce 340 g



18⁹⁹
IFC Atlantic Canada Cooked Snow Crab Clusters or Lobster Claws and Arms 454 g

kitchen



7²⁹
PANACHE Soups 625 mL or 8.49 for Chili or Chowder 650 g or 625 mL



+300 PTS
when you buy 2
STARTING AT **11⁹⁹**
14" Take & Bake Pizza 715-890 g



So entertaining
Family meal deal!
+250 PTS
when you buy 1 family meal deal
Hot Roast Chicken OR Full Rack of Back Ribs and Any 2 Sides Large Potato Wedges or COMPLIMENTS Salad 426-454 g and 4 Butter Topped Buns
4 Can Dine for \$19⁹⁹
1⁴⁹ /ea PLUS add one 1-litre Coca-Cola product



+300 PTS
when you buy 2
6⁴⁹
Snack or Classic Meal Boxes 300-320 g



\$1 off
WHOLLY GUACAMOLE regular or mini 4 pk 212-284 g

deli



5⁴⁹ **+100 PTS**
when you buy 2
BABYBEL 6 pk 102-120 g, THE LAUGHING COW 8 pk, 120-133 g or KIRI 144 g



9⁹⁹
CASTELLO Creamy Havarti, Jalapeño 425 g or TRE STELLE Feta 375 g



Entertaining made easy
12⁹⁹
BOURSIGN Gourmet Trio 240 g



MEMBER PICKS
SAVE \$2
with Scene+ Card
BALDERSON Cheddars or Havarti 170-280 g



SLICED FRESH
2⁷⁹
/100 g
COMPLIMENTS Cooked Ham



SLICED FRESH
1⁹⁹
/100 g
COMPLIMENTS Bologna



6⁴⁹
LESLEY STOWE Crisps selected 100-150 g



11²⁹
LE SAUCIFLARD French Style Salami selected 300 g

bakery



BAKED IN STORE
+150 PTS
when you buy 2
6⁹⁹
Danish Almond Kringle 440 g



+150 PTS
when you buy 2
6⁹⁹
COMPLIMENTS Swiss Rolls 400 g



MEMBER PICKS
5⁹⁹ **SAVE 50c**
6⁴⁹ without Scene+ Card
Shortbread or Icebox Cookies 310-340 g



BAKED IN STORE
5⁹⁹
Almond, Butter, Date or Mince Tarts 6 pk 270-400 g



BAKED IN STORE
+60 PTS
when you buy 2
2⁹⁹
French or Italian Bread 450 g



BAKED IN STORE
4⁴⁹
Small Crusty Buns 12 pk 725 g



BAKED IN STORE
3⁴⁹
Bagels 4 pk 450 g

Sign up for Sobey's E-Flyer & **SAVE \$5** off your next purchase of \$40 or more! www.sobey.com/getflyer

So sweet

Indulge in decadent goods from our bakery

150 PTS
when you buy 1

12⁹⁹

Small Pull-Apart Cakes 365-650 g



STARTING AT
12⁹⁹

Yule Log traditional, black forest or caramel 450-850 g

Try our white chocolate raspberry or chocolate duo mini yule logs for a limited time

MIX & MATCH

BUY 4 GET 5TH
of equal or lesser value
FREE

Patisseries small or large

Get 100 PTS
When you buy 2

OR
Get 400 PTS
When you buy 3

6⁹⁹

Dessert Bars 6 pk 342-354 g

21⁹⁹

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



22⁹⁹

Bouche Holiday Cake Caramel Cream or Chocolate Cream 925 g-1 kg

1⁷⁹

BAKED IN STORE

Baguettes white or multigrain 234 g

4²⁹

BAKED IN STORE

Artisan Breads 375 g



Explore products from around the world!

Shop international foods storewide.



99¢
ea

Passion Fruit product of Colombia



13⁹⁹

CHALO! Basmati Rice 4.54 kg



1⁹⁹
ea

Methi Bunches product of USA or Mexico



5⁴⁹

BEN'S ORIGINAL Converted Rice 907 g



6⁷⁹

200 PTS when you buy 2

PATAK'S 3 Step Meals selected varieties 313-315 g



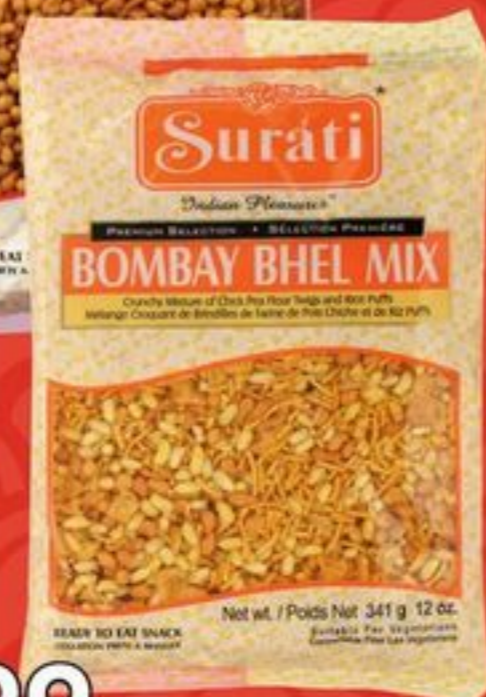
49¢

MAGGI Masala Noodles 70 g



9⁹⁹

TEA VALLEY Orange Pekoe Tea 685 g



2⁹⁹

SURATI Snacks selected varieties 250-341 g

so grazable

Build your charcuterie board on a budget



For more info on how to make your own Charcuterie Board please visit:
<https://www.sobeys.com/en/articles/how-to-make-the-best-cheese-and-charcuterie-boards/>

GUSTAV
Spicy Jalapeño

A little spice or a semi firm cheese can add a different texture and fun to your platter!

ILE DE FRANCE
PETIT BRIE

Start with a creamy decadent brie that will be a crowd pleaser.

KAUKAUNA
Sharp Cheddar

For a stronger flavour choose some blue cheeses. They are also great accompanied by jams or jellies.

WOOLWICH
Soft Fresh Goat Cheese

Add a few different creamy cheeses, they are always crowd pleasers!

Entertain this holiday season using our tips for the perfect charcuterie board

FANTINO & MONDELLO
Charcuterie Trio

Add a bit of charcuterie to bring something for the meat lovers.

Kerrygold
DUBLINER

Add the classic cheddar or aged Havarti!

CASTELLO
Havarti

That's like **\$5** toward your groceries

500 PTS when you buy 4

4/24⁹⁹

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 Sobeys® points when you scan your Sobeys® card. Limit of 2 offers per day.

so easy

Perfect for holiday entertaining

Beautiful Bites!

Our most popular cheeses cubed for easy nibbling. Mild Cheddar, Provolone, Creamy Havarti, Swiss, and Marble Cheddar.

Small serves 8-10
Large serves 15-20

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

Shop our selection of **60+**

Made-to-order trays

Take the Wrap!

An appetizing assortment of freshly prepared wraps, including Chicken Caesar, Crispy Chicken, Turkey Club, Buffalo Chicken and Seven Grain Veggie.

Ask in store for full selection.

Small serves 5
Large serves 10

Dessert Bars

Our Hand-cut Squares are a welcome addition to any table.

Small serves 15
Large serves 20

Nature's Bounty!

A beautifully presented variety of Fresh Berries, Pineapple, Red and Green Seedless Grapes, Kiwi, Cantaloupe, Watermelon and Honeydew.

Serves 20



Order in-store or online today!

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

MARCANGELO

Traditional Italian Holiday Entertaining

LIMITED TIME ONLY **\$11** Antipasto Classico 200 g



\$13

MARCANGELO Salami Misto Family Size 200 g



100% PRODUCT OF ITALY
CURED, SLICED AND PACKAGED IN PARMA, ITALY

Enjoy true Italian taste and quality.

Scene GET 700 PTS

FOR EVERY \$50 SPENT IN BOSTON PIZZA, INDIGO, JOEY'S RESTAURANTS OR EDO JAPAN GIFT CARDS!

Offer valid during December 5 - 11, 2024. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

www.sobeys.com/entertaining

frozen & dairy

 <p>STARTING AT 2⁹⁹ Eggnog 1 L brands vary by province</p>	 <p>100 PTS when you buy 2 5⁴⁹ NATREI Flavoured Coffee Creamer 1 L</p>	 <p>3⁹⁹ COOL WHIP Aerosol Whipped Cream 225 g</p>	 <p>100 PTS when you buy 3 3⁹⁹ KRAFT Dips 227 g</p>
 <p>5⁴⁹ BAXTER Cottage Cheese 500 g</p>	 <p>100 PTS when you buy 3 7⁴⁹ STARBUCKS Creamers 828 mL</p>	 <p>4⁹⁹ BLACK DIAMOND Cheestrings 8 pk 165 g or CRACKER BARREL or BLACK DIAMOND Combos 3 pk</p>	 <p>100 PTS when you buy 2 4⁹⁹ COMPLIMENTS Cheese Slices 210-230 g</p>
 <p>5⁹⁹ NUTRI Pickled Eggs 500 mL or COMPLIMENTS Free Run Large White Eggs 12 pk</p>	 <p>3⁹⁹ KELLOGG'S Eggo Waffles 270-330 g or CAVENDISH FARMS Hash Browns 800 g</p>	 <p>9⁹⁹ KRAFT Singles 825 g</p>	 <p>100 PTS when you buy 2 3⁹⁹ MINUTE MAID Lemonade and Drinks Zero Sugar 1.54 L</p>
 <p>3⁴⁹ HEINZ Bagel Bites 198 g</p>	 <p>8⁹⁹ CATARINA Mexican Snacks 320 g</p>	 <p>6⁴⁹ SIMPLY PICKED Frozen Fruit 600 g</p>	 <p>200 PTS when you buy 2 5⁹⁹ BREYERS Creamery Style Ice Cream 1.66 L or REVELLO Ice Cream Bars or FUDGSICLE 12 pk selected</p>

Love it. Or it's free. 100% SOBEYS REWARDS

For details see COMPLIMENTS.ca

 <p>3⁴⁹ COMPLIMENTS Sour Cream 500 mL</p>	 <p>50 PTS when you buy 1 4⁴⁹ COMPLIMENTS Egg Whites 500 g</p>	 <p>50 PTS when you buy 1 5⁴⁹ COMPLIMENTS Cream Cheese Spread 340 g</p>	 <p>200 PTS when you buy 2 6⁹⁹ COMPLIMENTS Mini Pizzas 8 pk</p>
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natural health

 <p>6⁴⁹ NATREI ORGANIC Milk 2 L</p>	 <p>11⁹⁹ AMY'S Pizza 340-397 g select varieties or PASTA TAVOLA Ravioli 400 g</p>	 <p>9⁹⁹ NATURE'S PATH Eco Pac Assorted Products 650-907 g</p>	 <p>70 PTS when you buy 2 2/\$7 FLOATLEAF Rice Stuff Box assorted varieties 70 g</p>
 <p>50 PTS when you buy 2 2⁹⁹ HARVEST SNAPS Crunchions 71-93 g</p>	 <p>2/\$5 GUAYAKI YERBA MATE 458 mL</p>	 <p>3⁹⁹ HARBITE Classic Potato Chip 150 g</p>	 <p>100 PTS when you buy 2 4⁴⁹ COMPLIMENTS ORGANIC Tea 40 g or Tablet Bars 100 g</p>
 <p>15% off 100 PTS when you buy 1 24⁹⁹ METHOD Hand Soaps (Including Holiday) or Body Washes 300-532 mL</p>	 <p>24⁹⁹ CELLUCOR C4 Sport 246-285 g</p>	 <p>11⁹⁹ CLIF BAR Singles 6 pk or Minis 10 pk</p>	 <p>12⁹⁹ PREMIER Protein 325 mL 3x4 pk</p>

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

We all deserve great Seasonal bevvies!



100 PTS
when you buy 1

COMPLIMENTS Roast & Ground Coffee 300 g



100 PTS
when you buy 1

COMPLIMENTS Hot Chocolate Mix with White Candy Cane 350 g or Canisters 500 g



200 PTS
when you buy 4

BIG 8 Soft Drinks 2 L

drinks & snacks

<p>100 PTS when you buy 2</p> <p>3.99 LECLERC Celebration Cookies 240-350 g</p>	<p>100 PTS when you buy 2</p> <p>4.99 CHRISTIE Family Size Crackers 350-454 g</p>	<p>BUY MORE SAVE MORE</p> <p>\$3 go when you buy 2 or more</p> <p>CHRISTIE Mini Cookies 144-200 g 3.49 ea</p>	<p>8.99</p> <p>KELLOGG'S Pop-Tarts 1.152 kg, Rice Krispies Squares 660 g or Special K Bars 500 g</p>
<p>300 PTS when you buy 2</p> <p>8.99</p> <p>STARBUCKS Nespresso Pods 10 pk or Via Coffee 5-8 pk</p>	<p>3.99</p> <p>OASIS Juice 8x200 mL Tetra</p>	<p>2.79</p> <p>CADBURY Family Bars 80-100 g or TOBLERONE 100 g</p>	<p>4.79</p> <p>HERSHEY'S Festive Novelty Chocolates 136-180 g or KINDER Surprise 3 pk or Chocolate Bar 129 g while supplies last</p>
<p>MEMBER</p> <p>3.29 SAVE \$1</p> <p>4.29 without Scene Card</p> <p>Quaker Crispy Minis 90-100 g or Rice Cakes 127-199 g</p>	<p>2/\$9</p> <p>DORITOS Tortilla Chips 210-280 g or Cheetos 170-285 g</p>	<p>3/\$5</p> <p>SPARKLING ICE Sparkling Water 503 mL</p>	<p>100 PTS when you buy 2</p> <p>RED BULL Energy Drink 355 mL</p>

Here for your budget and lifestyle

<p>100 PTS when you buy 4</p> <p>4/\$5</p> <p>BIG 8 Spring Water 1 L</p>	<p>100 PTS when you buy 2</p> <p>COMPLIMENTS Potato Chips 200 g or Snacks 265-300 g</p>	<p>150 PTS when you buy 2</p> <p>2/\$7</p> <p>COMPLIMENTS Cranberry or Ruby Red Cocktail 1.89 L</p>	<p>150 PTS when you buy 2</p> <p>COMPLIMENTS Candy 125-175 g</p>
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meal makers

<p>5.99</p> <p>E.D.SMITH Pure Pumpkin 796 mL or TENDERFLAKE Lard 454 g</p>	<p>5.79</p> <p>BAKER'S Chocolate 170-225 g</p>	<p>3.99</p> <p>CRISCO Shortening selected varieties 454 g or WINDSOR Salt or Peppercorn Grinders 34-70 g</p>	<p>100 PTS when you buy 2</p> <p>1.79</p> <p>COMPLIMENTS Onion Soup Mix 57 g or Chicken Noodle Soup Mix 128 g</p>
<p>50 PTS when you buy 1</p> <p>15.79</p> <p>CHOSEN FOODS Avocado Oil 750 mL</p>	<p>BUY MORE SAVE MORE</p> <p>3.99 go when you buy 2 or more</p> <p>HIDDEN VALLEY Salad Dressing 473 mL 4.99 ea</p>	<p>50 PTS when you buy 2</p> <p>2/\$3</p> <p>COMPLIMENTS Whole or Sliced Mushrooms 284 mL</p>	<p>4.99</p> <p>OLD EL PASO Dinner Kits or Tortilla Bowl Kit 250-510 g, Salsa 650 mL or Flavoured Shells 153 g</p>
<p>200 PTS when you buy 2</p> <p>COMPLIMENTS Glass Jar Olives 375 mL</p>	<p>3.99</p> <p>KELLOGG'S Cereal selected varieties 298-435 g</p>	<p>100 PTS when you buy 2</p> <p>2.99</p> <p>COMPLIMENTS Apple Sauce 620 mL or Apple Snack 4-6 pk</p>	<p>3.99</p> <p>SMUCKER'S Pure Jam selected varieties 250 mL</p>
<p>100 PTS when you buy 2</p> <p>2.99</p> <p>COMPLIMENTS English Muffins 6 pk</p>	<p>STARTING AT</p> <p>6.99</p> <p>SCHÄR Bread or Buns 200-400 g</p>	<p>6.99</p> <p>EIGHT TREASURES Jasmine Rice 2 kg</p>	<p>2.69</p> <p>EIGHT TREASURES Rice Vermicelli Noodles 400 g</p>

So giftable

Find everything you need for the holidays



20% off CANDLE-LITE Jar Candles 397-511 g while quantities last



7.99 LOFT HOTEL Soft Fleece Holiday Printed Throws while quantities last



20% off COMPLIMENTS Holiday Crackers 8 pk or Gift Wrap Rolls while quantities last



3.29 COMPLIMENTS Holiday Napkins 3 Ply 20 pk while quantities last



20% off CREATIVE Converting Holiday 7" or 9" Plates 8 pk, 2 Ply Napkins 16 pk while quantities last



34.99 STARFRIT THE ROCK Frying Pans 20 cm or 26 cm 2 pk while quantities last



14.99 STARFRIT Mini Waffle Makers, Snowman or Snowflake while quantities last



18.99 ENERGIZER Batteries AA-24 or AAA-16

carlton cards | POPYRUS

Nov. 14 - Dec. 18, 2024

SAVE \$5*

when you buy 3 Carlton Cards

*details in participating stores

home & pet care

<p>BUY MORE SAVE MORE \$1 off when you buy 5 or more FRISKIES or FANCY FEAST Cat Food 85-156 g 1.29 ea</p>	<p>19⁹⁹ ARM & HAMMER Cat Litter 3.8-9.1 kg selected</p>	<p>15⁹⁹ NATURE'S RECIPE Dry Dog Food 1.8 kg or LILY & JAX Dry Cat or Dog Food 1.6-2 kg</p>	<p>Get 250 PTS When you spend \$20 or more on Dog or Cat Treats. Bring home the purr-fect gift!</p>
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<p>200 PTS when you buy 2 7⁹⁹ COMPLIMENTS Laundry Detergent 1.37-1.47 L</p>	<p>400 PTS when you buy 2 STARTING AT 7⁴⁹ FEBREZE Plug In Starter Kit 26 mL</p>	<p>value size 500 PTS when you buy 1 COMPLIMENTS Paper Towel 12 pk</p>	<p>12⁴⁹ GLAD Tall Kitchen Catchers 50-60 pk</p>
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<p>4⁹⁹ FABULOSO Cleaners 1.65 L</p>	<p>12⁴⁹ SNUGGLE Fabric Softener 3.41 L</p>	<p>1⁹⁹ ROYALE Facial Tissue 82-126 sheets</p>	<p>5⁹⁹ COMPLIMENTS Decorated Paper Plates 22-48 pk or Bowls 28 pk 100 PTS when you buy 2</p>
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health, beauty & baby

<p>2⁹⁹ CREST Toothpaste or ORAL B Toothbrushes 65-125 mL or 1 pk selected 150 PTS when you buy 3</p>	<p>3⁹⁹ IRISH SPRING Bar Soap 3 pk, HERBAL ESSENCES Hair Care 3.46 mL, EDGE or SKINTIMATE Shave Gel 198 g selected</p>	<p>100 PTS when you buy 1 9⁴⁹ PLAYTEX SPORT or O.B. TAMPONS 32-40 pk selected</p>	<p>STARTING AT 7⁹⁹ OGX, MAUI or AVEENO Hair Care 100-385 mL 172-340 g selected 400 PTS when you buy 2</p>
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<p>300 PTS when you buy 2 6⁹⁹ LISTERINE Mouthwash 1 L selected</p>	<p>STARTING AT 6⁹⁹ HELLO Deodorant 73 g or Toothpaste 82-98 mL or L'OREAL Hair Treatments 100-300 mL selected</p>	<p>300 PTS when you buy 2 11⁹⁹ HAIR BIOLOGY or HEAD & SHOULDERS BARE Hair Care 95-400 mL selected</p>	<p>15% off 100 PTS when you buy 2 CERAVE Moisturizers or Cleansers Selected Sizes</p>
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<p>28⁹⁹ PAMPERS Easy Ups Ninjamas or HUGGIES Pullups or Goodnites 28-74 pk</p>	<p>22⁹⁹ PAMPERS or HUGGIES Baby Wipes 504-704 pk</p>	<p>200 PTS when you buy 1 15% off DESITIN Diaper Rash Cream 113-454 g</p>	<p>300 PTS when you buy 1 56⁹⁹ ENFAMIL A+ Powder Refills 992 g</p>
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pharmacy

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

MIX & MATCH

GET 600 PTS when you buy 2

15% off
TYLENOL Pain Relief 80-150 pk or **MOTRIN** 400 mg or Liquid Gels 60 pk*, **TYLENOL** or **BENLYN** Cough or Cold & Flu selected*, **BAND-AID** Premium Bandages selected or **POLYSPORIN** Ointment 30 g or **PEPCID** Heartburn Relief 25-30 pk

14⁹⁹ **250 PTS** when you buy 1
ALEVE Pain Relief 40-100 pk or **ASPIRIN** 81 mg or 100-120 pk*

150 PTS when you buy 1
20% off
OCUVITE Vitamins 50 pk or **PRESERVISION** Vitamins 60-120 pk selected

Your daily meds made easier.
 Ask us about our convenient and complimentary Custom Pill Packaging service.

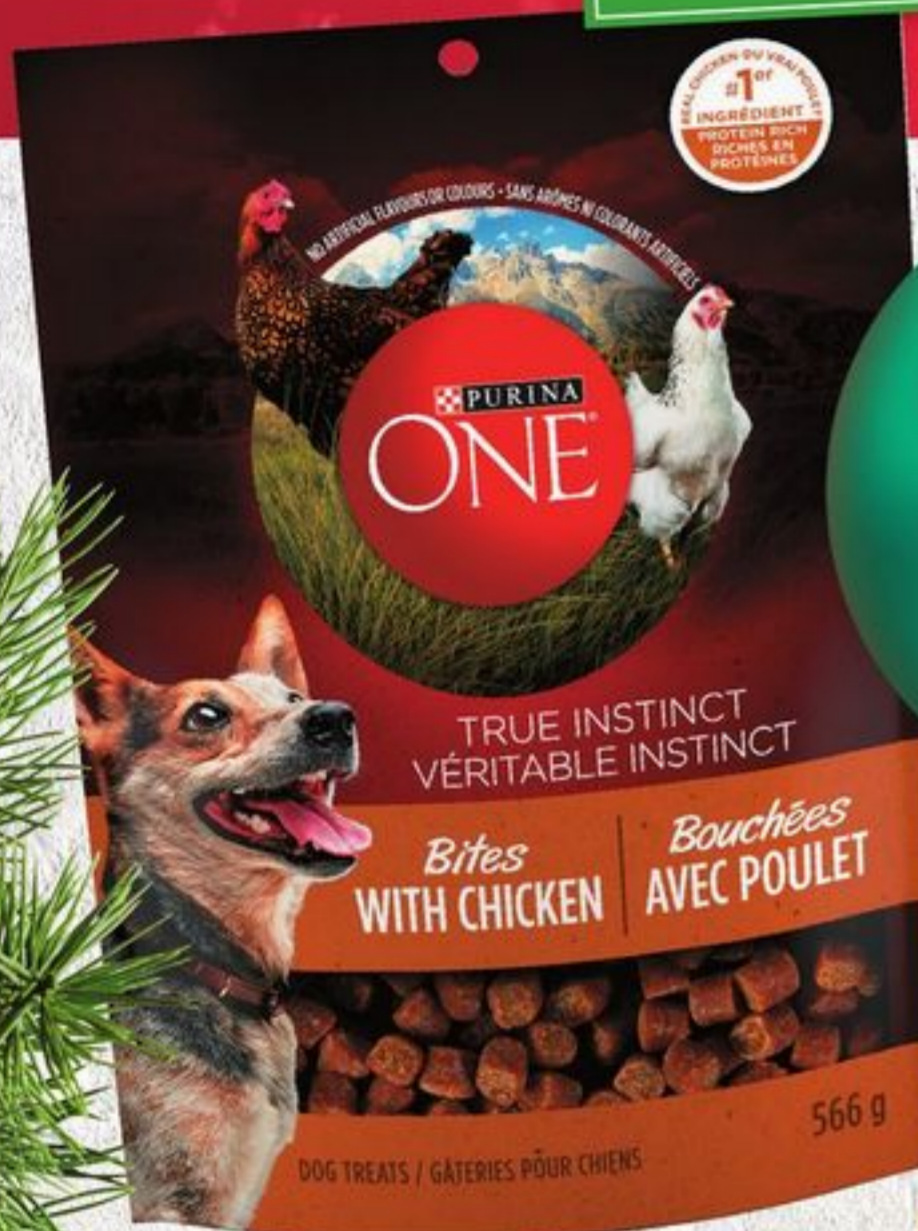
Choice of packaging that works with your lifestyle.
Strip pack format only available in select provinces.

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so.paw-inspiring

Treats for your pet



12⁹⁹
PURINA One Dog Treats 566 g



6⁹⁹
COOKIE PAL ORGANIC Dog Treats 300 g



9⁹⁹
ea when you buy 2 or more



PURINA Beggin' Dog Shacks 665-708 g 12.99 ea

Bring home the paw-fect gift!



6⁹⁹
BLUE BUFFALO Bits, Sizzlers or Stix 113-170 g



10⁹⁹
PEDIGREE Dentastix 504-608 g



2⁵⁰
ea when you buy 2 or more
FRISKIES Cat Treats 170 g

Fill their stockings too!

Get **300** PTS

When you spend \$15 or more on ANY MILK-BONE products.*

*before taxes.



5⁴⁹

MILK-BONE Biscuits including dipped, stacked, celebration variety or farmer's medley 280-900 g



Bring on the happy paws! Stay tuned for new offers weekly!

\$1 from every McCafe purchase helps support RMHC[®] Canada*

*For each retail McCafe[®] coffee product purchased from December 1 to 31, 2024, \$1 will be donated to Ronald McDonald House Charities[®] Canada, up to a maximum of \$100,000.

10⁹⁹ McCafe Ground Coffee 340 g

10⁹⁹ McCafe K-Cup[®] Pods 10-12 pk

19⁹⁹ McCafe K-Cup[®] Pods 30 pk

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Tim Hortons

GET A **\$15** DIGITAL Tim Card[®] TO REDEEM AT RESTAURANTS*

BUY 10 of eligible items at participating retailer

UPLOAD 10 photos of eligible items at participating retailer

GET A **\$15** Digital Tim Card[®]

22⁹⁹ TIM HORTONS Ground Coffee 875-930 g

3⁴⁹ TIM HORTONS Soup 400-540 mL

19⁹⁹ TIM HORTONS Keurig K-Cups[®] Pods 24-30 pk

15⁹⁹ TIM HORTONS Hot Chocolate 1.5 kg

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300 PTS when you buy any 3 or more*

Offer valid until December 18, 2024

*When you purchase 3 or more of any combination of Dempster's[®] breads, bagels, tortillas and flatbreads, Sun-Maid[®] bread and Vachon[®] products in a single transaction.

8 General Mills

COOL WINTER Treats

5⁹⁹ YOPLAIT Yop Yogurt Drinks 200 mL 6 pk or LIBERTE[®] Yogurt Drinkables 1 L

7⁴⁹ YOPLAIT Source 16 pk or LIBERTE[®] Méditerranée or Greek Yogurt 900 g-1 kg

4⁴⁹ YOPLAIT Source Protein Yogurt 650 g

150 PTS when you buy 3

3⁹⁹ YOPLAIT Minigo Yogurt 6 pk or Yogurt Tubes 8 pk

*Some Points and all offers valid from November 1, 2024 - January 6, 2025. Participating products are those listed in this ad. All products must be purchased in one transaction, excludes taxes, deposits, and other non-discountable items. Redeem at checkout.

YOUR ACT OF KINDNESS COULD BRING \$50,000 TO YOUR COMMUNITY!

Coca-Cola CANADA'S KINDEST COMMUNITY

FOR FULL RULES AND TO ENTER THE CONTEST, SCAN HERE

4⁹⁹ COCA-COLA or CANADA DRY Beverages 6x710 mL

7⁹⁹ COCA-COLA or CANADA DRY Beverages 2 L

*No purchase necessary. Open to legal residents of Canada, 13+ of age. Subject to Official Rules at <https://cokk.ca/kindestcommunity>. Ends 11:59pm ET on 1/6/25. Grand Prize (1 total) APV: CAD \$50,000. Odds of winning depend on number of eligible entries received. Match skill test required. Sponsor: Coca-Cola Ltd. CALGARY, Alberta. *Plus applicable taxes, fees, deposits and fees listed at participating locations from December 06 to 11th, 2024. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price. The trademarks that appear are the property of their respective trademark owners.

SHARE MORE Joy

6⁴⁹ MONTELLIER Carbonated Natural Spring Water 10x355 mL, any flavour

200 PTS when you buy 2

PEPSI Soft Drink 6x222 mL, any flavour

100 PTS when you buy 1

EVIAN Natural Spring Water 6x1 L, any flavour

2/\$6 GURU ORGANIC Energy Drink 355 mL, any flavour

Kinder

2/\$3 KINDER Surprise 2.0 g

nutella

100 PTS when you buy 2

4⁴⁹ NUTELLA 375 g or B-Ready 132 g



HOLIDAY BAKING MADE DELICIOUS

USE 1:1 FOR DAIRY BUTTER
IN RECIPES



4⁹⁹ BECEL Dairy Free
Plant Butter 454 g



3⁹⁹

COUNTRY CROCK
Original Spread
427 g



4⁹⁹

BECEL
Margarine
427 g



THAT NEW CLOTHES FEELING

28⁹⁹

PERSIL Ultra
Pacs 57-66 pk or
Laundry Detergent
4.43 L



back for the holidays

*From me
to you* MB

6⁴⁹ BUBLY Sparkling
Water Beverage
12x355 mL
any flavour



50 PTS
when you buy 2

DR PEPPER or CRUSH or
SCHWEPES Ginger Ale
Soft Drink 2 L any flavour



**BUY MORE
SAVE MORE**

1²⁵
ea when you
buy 3 or more

PEPSI Soft Drink 1 L any flavour or
MONTELLIER Carbonated Natural
Spring Water 1 L any flavour or
BRISK Iced Tea 710 mL any flavour



BUY 1 GET 1
of equal or lesser value
FREE

PURE J. L. KRAFT
Dressings
or Marinades
355 mL
any variety



BUY 1 GET 1
of equal or lesser value
FREE

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



See In-Store for Details

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APPLY NOW

**GET 2
SCENE+ PTS
ON EVERY
\$1 SPENT²**

**1000 pts
= \$10 in
groceries¹**



¹1000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1000.
²Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply.
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*Visa Int. / licensed user.



Get diabetes care that fits **your** needs.

With a personalized care plan, our pharmacist can help you:

- Ensure your medications are working
- Understand insulin and injection techniques
- Review glucose monitoring and other technology
- Understand how blood pressure affects your diabetes

Ask our pharmacist if a personalized care plan is right for you.