

Black Friday

DON'T MISS OUR HOT DEALS!

1
day only
FRIDAY
NOV 29

APP EXCLUSIVE OFFER*

Open the app. It's as easy as that!

Optimum

Earn

40,000 pts

for every \$100* spent on small appliances, toys, home, baby, cosmetics, health & beauty, pharmacy, apparel and more.

Excludes gaming hardware, software and accessories, prescription drugs and optical

\$40
value!

EFFECTIVE NOV 28 TO DEC 4

\$239*

Apple AirPods Pro

AIRPODS PRO (2ND GENERATION) WITH USB-C
ADAPTIVE AUDIO

AIRPODS PRO (2E GENERATION) AVEC USB-C

21570632_EA

*CUSTOMER IS RESPONSIBLE FOR THE PAYMENT OF ANY APPLICABLE MUNICIPAL AND/OR PROVINCIAL DEPOSIT OR PRODUCT/PACKAGING RECYCLING FEE THAT MAY APPLY.

LIMIT 2
OVER LIMIT PAY
329.00 EA

GET
11 STAMPS*
WITH THIS
PURCHASE!



EFFECTIVE NOV 28 TO DEC 4

\$150

NINJA

NINJA FOODI 6-IN-1
8 QUART 2 BASKET
AIR FRYER

DUALZONE TECHNOLOGY,
6 CUSTOMIZABLE PROGRAMS
FRITEUSE À AIR 6-EN-1
À DEUX PANIERS 8
PINTES FOODI NINJA

21425747_EA

LIMIT 2
OVER LIMIT PAY
220.00 EA

GET
7 STAMPS*
WITH THIS
PURCHASE!



EFFECTIVE NOV 28 TO DEC 4

\$92

NESPRESSO

NESPRESSO VERTUO
POP+ MACHINE

BLACK OR BLUE

MACHINE VERTUO
POP+ NESPRESSO

21541583_EA/21541584_EA

LIMIT 2
OVER LIMIT PAY
169.00 EA



*SEE BACK PAGE FOR DETAILS

RA FLAP 1

Black Friday

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1
day only
FRIDAY
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Optimum

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40,000 pts

for every \$100* spent on small appliances, toys, home, baby, cosmetics, health & beauty, pharmacy, apparel and more.

Excludes gaming hardware, software and accessories, prescription drugs and optical

\$40
value!

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EFFECTIVE NOV 28 TO DEC 4

\$100*



APPLE AIRTAG 4-PACK
AIRTAG APPLE
PQT DE 4

21478535_EA
*CUSTOMER IS RESPONSIBLE FOR THE PAYMENT OF ANY APPLICABLE MUNICIPAL AND/OR PROVINCIAL DEPOSIT OR PRODUCT/PACKAGING RECYCLING FEE THAT MAY APPLY.

LIMIT 4
OVER LIMIT PAY
130.00 EA

GET
5 STAMPS*
WITH THIS
PURCHASE!



EFFECTIVE NOV 28 TO DEC 4

\$25

Glasslock®

GLASSLOCK 10-PIECE
TEMPERED GLASS
FOOD STORAGE
MODULAR SET
ENSEMBLE
MODULAIRE DE
CONTENANTS EN
VERRE TREMPÉ POUR
ALIMENTS 10 PIÈCES
GLASSLOCK

21630300_EA

LIMIT 4
OVER LIMIT PAY
35.00 EA



EFFECTIVE NOV 28 TO DEC 4

\$10*

Energizer®

ENERGIZER BATTERIES
AA16 AND AAA10
PILES ENERGIZER
AA16 ET AAA10

20986060_EA / 21059061_EA
*CUSTOMER IS RESPONSIBLE FOR THE PAYMENT OF ANY APPLICABLE MUNICIPAL AND/OR PROVINCIAL DEPOSIT OR PRODUCT/PACKAGING RECYCLING FEE THAT MAY APPLY.

LIMIT 4
OVER LIMIT PAY
14.00* EA



LEGENDARY
**HOLIDAY
SAVINGS**

**LOW
PRICES
IN EVERY
AISLE**

**REAL ATLANTIC
SUPERSTORE™**

Optimum



**HIT
OF THE
MONTH**

**IN
STOCK
TODAY**

**MULTI
BUY**

**ALWAYS
\$**

**CLUB
SIZE**

**PRICE
DROP**

FRESH

**SAVE
1.00** LB

**HOT
DEALS**

3⁹⁹ LB
8.80/KG

PORK TENDERLOIN
CRIOVAC 2'S
FILET DE PORC
2032097000_EA



**SAVE
4.11** LB

4 DAY SALE
THURSDAY, NOV. 28TH
TO SUNDAY, DEC. 1ST

**HOT
DEALS**

8⁸⁸ LB
19.58/KG

T-BONE STEAK
FAMILY SIZE CUT FROM
UNGRADABLE BEEF
BIFTECK D'ALOYAU
2043272000_EA



**CLUB
SIZE**

19⁹⁹

**BONELESS SKINLESS
CHICKEN BREAST**
FROZEN
2 KG
POITRINE DE POULET
DÉOSSÉE SANS PEAU
21342868_EA



**SAVE
49%**

**HOT
DEALS**

\$2

**FARMER'S MARKET
CARROTS OR YELLOW
ONIONS**
PRODUCT OF ATLANTIC CANADA,
CANADA NO. 1 GRADE
3 LB BAG
CAROTTES OU
OIGNONS JAUNES
DÉLICIES DU MARCHÉ™
20600927001_EA
20811944001_EA



**SAVE
UP TO
37%**

**HOT
DEALS**

2⁵⁰ LB
5.51/KG

HONEYCRISP APPLES
ATLANTIC CANADA, CANADA FARMER'S
MARKET
EXTRA LARGE GREEN SEEDLESS
GRAPES PRODUCT OF U.S.A.
NO. 1 GRADE OR PC® EXTRA LARGE
RED SEEDLESS GRAPES
PRODUCT OF PERU OR U.S.A., NO.
POMMES HONEYCRISP,
TRÈS GROS RAISINS VERTS
SANS PÉPINS OU TRÈS
GROS RAISINS ROUGES
SANS PÉPINS PC™
2032823000_KG/203181099001_KG



2/6⁵⁰
OR \$3.99 EA.

**COUNTRY HARVEST
BREAD OR BAGELS**
SELECTED SIZES
AND VARIETIES
PAIN OU BAGELS
COUNTRY HARVEST
21178351_EA
21179440_EA
21178642_CANNED BY



**SAVE
2.00**

7⁹⁹

**PC® PACIFIC LARGE
WHITE SHRIMP**
RAW OR COOKED PEELED
31-40 PER LB, FROZEN
400 G
GROSSES CREVETTES
BLANCHES DU
PACIFIQUE PC™
20789401_EA
20791381_EA



Optimum
Members-Only Price™

1²⁵

Non-members
1⁷⁵

Members save
50¢

**NO NAME®
EVAPORATED MILK**
SELECTED VARIETIES
354 ML
LAIT ÉVAPORÉ
SANS NOM®
21040510_EA
21040543_EA



2⁹⁹

**PC® FROZEN
VEGETABLES 350-750 G**
OR **CAVENDISH FARMS
PREMIUM FRIES**
400-750 G SELECTED
VARIETIES, FROZEN
LÉGUMES SURGELÉS
PC™ OU FRITES DE
QUALITÉ SUPÉRIEURE
LES FERMES
CAVENDISH
20328915_EA
20728779_EA



3⁹⁹

**PHILADELPHIA CREAM
CHEESE OR DIPS**
SELECTED VARIETIES
227/250 G
FROMAGE À LA CRÈME
OU TREMPETTES
PHILADELPHIA
2022970000_EA
20466824000_EA



5⁷⁷

**CRACKER BARREL
CHEESE BARS 400 G,
SHREDS 250-320 G,
PC® SHREDS 250-320 G
OR BLACK DIAMOND
CHEESTRINGS 12/16'S
SELECTED VARIETIES
BARRÉS DE FROMAGE,
FROMAGE RAPÉ
CRACKER BARREL OU
FROMAGE RAPÉ PC™
OU FICELLO BLACK
DIAMOND
2066002873
21290120210**



**SAVE
3.00**

**UP TO
3,000^{pts}
- \$3
Value**

17⁹⁹

CLIF ENERGY BAR
SELECTED VARIETIES
12'S
BARRE D'ÉNERGIE
CLIF
20320914003_C12
20320914004_C12



**SAVE
43%**

**HOT
DEALS**

1²⁹

**OCEAN'S
LIGHT TUNA**
SELECTED VARIETIES
170 G
THON PÂLE
OCEAN'S
21004270_EA
21005218_EA



**SAVE
UP TO
50%**

**HOT
DEALS**

4⁹⁹

TIDE LAUNDRY DETERGENT
1L, PODS, FLINGS 12-16'S,
DOWNY, GAIN FABRIC
SOFTENER 946 ML-1.31L,
BOUNCE SHEETS
40-80'S OR BEADS 141 G
SELECTED VARIETIES
DÉTERGENT À LESSIVE
TIDE, PODS OU FLINGS
ASSOUPLISSANT
TEXTILE DOWNY,
GAIN, FEUILLES
OU PERLES BOUNCE
21548771_EA/21579488_EA



Optimum
Members-Only Price™

4⁹⁹

Non-members
11⁹⁹

Members save
\$7

**CASHMERE
BATHROOM TISSUE**
8-16 ROLLS OR **SCOTTIES
FACIAL TISSUE** 60'S
SELECTED VARIETIES
PAPIER HYGIÉNIQUE
CASHMERE OU
MOUCHOIRS
SCOTTIES
20329467_EA
21204742_EA



Optimum™

From Monday December 2nd to Wednesday December 4th

**The
Redemption
Event**

Redeem
70,000^{pts}
and get
10,000^{pts}
back

OR

Redeem
150,000^{pts}
and get
25,000^{pts}
back

OR

Redeem
250,000^{pts}
and get
50,000^{pts}
back

That's a
\$10
value!

That's a
\$25
value!

That's a
\$50
value!

Limited time offer, subject to change or cancellation. Redemptions at points level available while offer lasts as specified above in a single transaction. In cases of insufficient spend amount causing customers not being able to optimize the offer, the system will automatically suggest/default to a lower redemption threshold, so that customer can always redeem the least amount of available points and achieve the maximum value of offer available. Customer can however choose to redeem a higher amount of points and forfeit portion of the value available if desired as per the PC Optimum™ Program Terms and Conditions. In no event will customers receive extra points in lieu of the forfeited value as part of this offer. Redemptions must be in increments of 10,000 points up to a maximum of 500,000 PC Optimum™ points in one transaction. Applicable fees and taxes payable on full purchase price before application of redemption value. Not redeemable for cash or credit. Exclusions apply. Visit pcoptimum.ca/company-policy/terms-and-conditions for further details.

Flyer prices effective from Thursday, November 28th to Wednesday, December 4th, 2024. SEE BACK PAGE FOR DETAILS.

\$1 **PRICE DROP!**

NESTLÉ SINGLES CHOCOLATE SELECTED VARIETIES 41-50 G
BARRÉS DE CHOCOLAT INDIVIDUELLES NESTLÉ
20066954_EA
20308258_EA

3/4⁹⁸ **PRICE DROP!**
OR \$1.99 EA.

KNORR SIDEKICKS SELECTED VARIETIES 121-153 G
SIDEKICKS KNORR
20323430001_EA
20323430004_EA

\$2 **PRICE DROP!**

BETTY CROCKER SUPERMOIST CAKE MIX 375-404 G OR FROSTINGS 340-450 G
SELECTED VARIETIES
MÉLANGES À GÂTEAU SUPERMOIST OU GLAÇAGES BETTY CROCKER
2004249009_EA
20347837_EA

11⁹⁹

NESTLÉ TURTLES SELECTED VARIETIES 300/250 G
TURTLES NESTLÉ
21063017_EA
21205164_EA

GET **2,000** **-\$2 Value!**
for every "10" spent on

QUAKER INSTANT OATMEAL SELECTED VARIETIES 216-430 G
GRUAU INSTANTANÉ QUAKER
21100254_EA
21100260_EA
"10" lowest \$2 value in package

Optimum Members-Only Price

\$5 Non-members **\$7**

Members save **\$2**

BASSÉ MIX SELECTED VARIETIES 415-600 G
MÉLANGE BASSÉ
21158597_EA/21524508_EA

6⁴⁹

LIBERTÉ GREEK YOGURT 650/750 G OR YOPLAIT YOGURT 16X100 G
SELECTED VARIETIES
YOGOURT GREC LIBERTÉ OU YOGOURT YOPLAIT
2031731001_EA
20704343001_EA

2/\$6 OR \$3.49 EA.

NO NAME® FRUIT SELECTED VARIETIES FROZEN 400 G
FRUITS SURGELÉS SANS NOM®
20545097_EA
20545106_EA

\$6

GIUSEPPE PIZZA 430-785 G, PC® WOOD-FIRED PIZZA 325-413 G, FRUSTA OR CALZONE 240-350 G
SELECTED VARIETIES, FROZEN
PIZZA GIUSEPPE, PIZZA AU FEU DE BOIS, FRUSTA OU CALZONE
21063611_EA/21549353_EA

6⁹⁹

BECEL MARGARINE SELECTED VARIETIES 637/850 G
MARGARINE BECEL
20227818002_EA
21273462_EA

SAVE **5.00** **HOT DEALS**

\$10

NO NAME® honey garlic CHICKEN WINGS SELECTED VARIETIES FROZEN 400 G
AILES DE POULET SANS NOM® miel et ail
21045309_EA
21045371_EA

SAVE **2.00** **HOT DEALS**

5⁹⁹

SEAQUEST® FISH FILLETS FROZEN 400 G
FILETS DE POISSON SEAQUEST®
20038414_EA/20833570_EA
404 Pacific Cod Fillets
Filets de poisson sauvage du Pacifique
400 g

3²⁹

LANTIC SUGAR 2 KG
SUCRE LANTIC
20149033_EA

GET **2,000** **-\$2 Value!**

10⁹⁹

STARBUCKS GROUND COFFEE 283-340 G, K-CUPS 10'S, COLD BREW 946 ML, HOT CHOCOLATE 240-300 G OR INSTANT COFFEE 90 G
SELECTED VARIETIES
CAFÉ MOULU, K-CUPS, CAFÉ INFUSÉ À FROID, CHOCOLAT CHAUD OU CAFÉ INSTANTANÉ
STARBUCKS
20547243001_EA
205484823002_EA

2/\$8 OR \$4.99 EA.

SILK NON-DAIRY BEVERAGES SELECTED VARIETIES 1.75/1.89 L
BOISSONS NON LAITIÈRES SANS LAIT
20332480_EA
203310990001_EA

SAVE **1.00**

5⁹⁹

COFFEE-MATE COFFEE ENHANCER SELECTED VARIETIES 945 ML
REHAUSSEUR DE CAFÉ COFFEEMATE
20092019_EA
20091310_EA

9⁹⁹

HIGH LINER PAN SEAR SELECTS, SIGNATURE CUTS, HADDOCK BITES, FISH WINGS OR SHRIMP
SELECTED VARIETIES, FROZEN 425-600 G
POÊLÉE SÉLECTE, COUPES SIGNATURE, BOUCHÉES D'AIGLEFIN, AILES DE POISSON OU CREVETTES
HIGH LINER
20044676_EA
20044624_EA

13⁹⁹

PC® BELGIAN CHOCOLATE BISCUIT COLLECTION 500 G
COLLECTION DE BISCUITS AU CHOCOLAT BELGE PC®
200467791_EA

3⁷⁹

OLD DUTCH POTATO CHIPS OR SNACKS OR HUMPTY DUMPTY SNACKS
SELECTED VARIETIES 200-250 G
CROUSTILLES OU GRIGNOTINES OLD DUTCH OU GRIGNOTINES HUMPTY DUMPTY
21047564_EA
21044700_EA

SAVE **UP TO 2.50** **HOT DEALS**

4⁴⁹

BREYERS CLASSIC FROZEN DESSERTS 1.66 L, MARKDALE CREAMERY ICE CREAM 2 L OR COLLECTIONS
SELECTED VARIETIES, FROZEN FAMILY DESSERT GLACÉE CLASSIQUE BREYERS OU CRÈME GLACÉE OU COLLECTIONS MARKDALE CREAMERY
20301305006_EA
20315236001_EA

6⁹⁹

HELLMANN'S MAYONNAISE 710-890 ML OR KRAFT MIRACLE WHIP 650-900 ML
SELECTED VARIETIES
MAYONNAISE HELLMANN'S OU MIRACLE WHIP KRAFT
2029847001_EA
20618579001_EA

REAL ATLANTIC SUPERSTORE CUSTOMER RELATIONS 1-866-727-0771. VISIT atlanticsuperstore.ca FOR STORE HOURS.

Quantities and/or selection of items may be limited and may not be available in all stores. For inquiries on product availability at your store please contact Customer Relations at the above phone number. No Rainchecks OR Substitutions on clearance items or where quantities are advertised as limited. Advertisements of regular pricing and product selection (flavour, colour, patterns, style) may vary by store location. We are not obligated to sell items based on errors or misprints in typography or photography. Pricing: All references to "Save, Was, Now, Savings, etc." is in comparison to our own regular prices. Coupons must be presented and redeemed at time of purchase. Savings on items shown may vary in each store location. Applicable taxes, deposits, or environmental surcharges are extra. No sales to retail outlets. ©/™ The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaw's Inc. and others. All rights reserved. © 2024 Loblaw's Inc. MasterCard and the MasterCard Brand Mark are registered trademarks and PayPass is a trademark of MasterCard International Incorporated. President's Choice Financial is a licensee of marks. PC Optimum™ program is provided by President's Choice Services Inc. President's Choice Financial MasterCard is provided by President's Choice Bank. President's Choice Financial personal banking services are provided by the direct banking division of Simpli Financial. ©PC, President's Choice, PC Financial and President's Choice Financial are registered trademarks of Loblaw's Inc. Trademarks used under licence. We reserve the right to limit quantities to reasonable family requirements.

PC OPTIMUM MEMBERS ONLY: These offers are only available to valid PC Optimum™ program members. Membership is free. To register as a PC Optimum™ member, see in-store or visit pcoptimum.ca. We are not obligated to award points based on errors or misprints. No cash value. See atlanticsuperstore.ca for full program details including redemption restrictions Minimum redemption 10,000 points. These offers cannot be combined with any other coupons, discounts or promotions and no adjustments on previous purchases. We reserve to modify or cancel these offers without notice. Product availability may vary by store. While supplies last. We reserve the right to limit quantities. *Receive the points specified when you spend the qualifying dollar amount on the displayed participating product(s) and/or category(ies) before taxes and after redemptions and all coupons and discounts are deducted in a single transaction; ** Valid for flyer duration, after which the price will be the same for both PC Optimum™ and non-PC Optimum™ members. Taxes applicable on the purchase amount after discounts. PC Optimum™ member pricing is not applicable to any price match programs for participating stores operating under the Loblaw's Inc. banner.

#PRICE DROP offer valid in-store at participating locations between November 28, 2024 - January 1, 2025 before applicable taxes and while quantities last. Offer applies only to select products. Offer may be modified and/or cancelled without notice. See in-store for full details. OUTDOOR/SEASONAL: For your local store's hours and for a list of Atlantic Superstore locations that DO NOT participate in this flyer, visit www.atlanticsuperstore.ca or call Customer Relations at 1-866-727-0771. Quantities and/or selection of items may be limited and may not be available in all stores. Outdoor seasonal items (e.g. lawn and garden) may only be available at select store locations. Please check your local store for pricing, limits and availability. We reserve the right to limit quantities to reasonable family requirements. Rainchecks may be available for out of stock items excluding clearance items or where quantities are advertised as limited. We reserve the right to substitute the out of stock item for an equivalent item in lieu providing a raincheck. Advertisements of regular pricing and product selection (flavour, colour, patterns, style) may vary by store location. All references in our flyer to "Save", "Was", "Now" etc. is in comparison to our own regular prices. Savings on items advertised within flyer may vary by store location. Coupons must be presented and redeemed at time of purchase. We are not obligated to sell items based on errors or misprints in typography or photography. Applicable taxes, deposits, or environmental surcharges are extra. No sales to retail outlets. ©/™ The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaw's Inc. and others. All rights reserved. ©2024 Loblaw's Inc. COLLECT AND SAVE PROGRAM: While supplies last, receive one stamp for every \$20 spent before applicable taxes in a single transaction. Exclusions apply. Cannot be combined with any other coupons or promotional offers. Stamps have no cash value and are non-transferable. See in store for paper stamp card or PC Optimum™ App to opt into program and receive digital stamp card. A mix of digital and paper stamps collected are not accepted as a complete set. Completed stamp cards can be redeemed until February 20th, 2025, after which point they expire. All sales are final. Cookware is under warranty for a 2 year period from date of purchase. Exceptions to warranty and replacements apply. For full warranty information, product replacement process, FAQ's and complete offer details, please visit Pcoptimum.ca/collectandsave.



DECEMBER Prices effective Sunday December 1st, 2024

HIT OF THE MONTH

LIMIT 6
AFTER LIMIT
3.50 EA.



\$3

PLANTERS SALTED MIXED NUTS PEANUTS
SELECTED VARIETIES
225 G
21620001_EA

LIMIT 6
AFTER LIMIT
\$5 EA.



\$3

WONDERFUL PISTACHIOS
SALTED OR UNSALTED
PRODUCT OF U.S.A.
225 G
21085963001_EA/21018439_EA

LIMIT 4
AFTER LIMIT
2.99 EA.



\$1⁵⁰

PC OR BLUE MENU ENGLISH MUFFIN
SELECTED VARIETIES
6'S
20830796_EA/21016273_EA

LIMIT 4
AFTER LIMIT
\$6 EA.



\$5

SANPELLEGRINO SPARKLING WATER
SELECTED VARIETIES
6 X 330 ML
21433206_C06/21590941_C06



Members-Only Price*
\$2
Non-members 2⁵⁰

CHRISTIE MINI COOKIES OR MINI SNACK PACKS
SELECTED VARIETIES
150-200 G
21585947_EA/21585155_EA

**LOWEST PRICES
BEST DEALS**

As compared to other major grocery retailers within your local areas.
*Must be a registered PC Optimum member to get this offer.
Valid from December 1 - 31, 2024. While quantities last. See in-store for details.

SUPER COUPONS

UP TO
\$60
IN TOTAL
VALUE

More offers. More points.

CLICK FOR THESE
COUPONS AND MORE



6,000 points

When you spend \$40 or more on fresh fruits or vegetables

Ends on January 1st 2025



6,000 points

When you spend \$30 or more on Mealkits, sandwiches, prepackaged salads, cold case salads, Soups, Pizza, Quiches, pies, or wings

Ends on January 1st 2025



\$1 off

Lunchables, Any variety

Ends on January 1st 2025



1,000 points

PC® chocolate bars selected varieties 300 g

Ends on January 1st 2025



1,000 points

PC® risotto or gnocchi selected varieties frozen 350-400 g

Ends on January 1st 2025



1,000 points

PC® Chopped salad kits product of U.S.A. selected varieties 282-369 g

Ends on January 1st 2025



6,000 points

When you spend \$25 or more on PC® food storage or lunch solutions

Ends on January 1st 2025



\$3 off

Huggies Little Snugglers Diapers, Any variety

Ends on January 1st 2025



2,000 points

When you buy 2 PC® craft brewed 0.5% low-alcohol beer 4x355 mL

Ends on January 1st 2025

**FRESH
PROMISE**

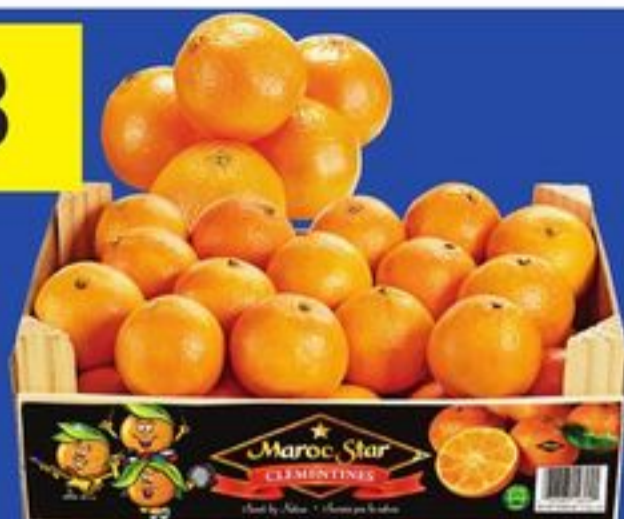
If it's not fresh,
it's free.

\$7



**PC[®] ORGANICS
BLUEBERRIES**
9.8 OZ., PRODUCT OF PERU OR
RASPBERRIES 12 OZ.,
PRODUCT OF MEXICO OR U.S.A.
**BLEUETS OU
FRAMBOISES PC[™]
BIOLOGIQUE**
2179949001_EA
20034947001_EA

\$8



CLEMENTINES
PRODUCT OF SPAIN OR
MOROCCO
**5 LB
CLÉMENTINES**
20182366001_EA

1.25
EA./LB
2.76/KG



ATAULFO MANGO
PRODUCT OF PERU
RED MANGO
PRODUCT OF BRAZIL, 1.25 EA.
OR **CANARY MELONS**
PRODUCT OF BRAZIL, 1.25 LB
2.76/KG
**MANGUE ATAULFO,
MANGUE ROUGE OU
MELONS CANARI**
2102251001_KG/2005963001_EA

\$6 LB
/EA.
13.23/KG



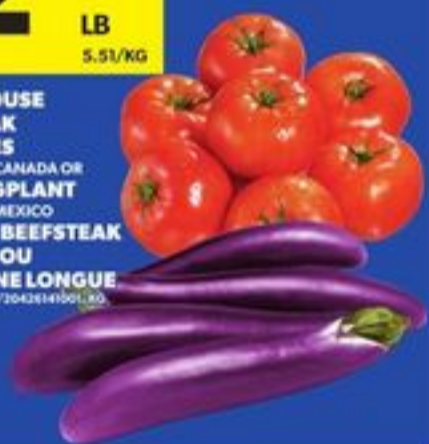
ASPARAGUS
PRODUCT OF PERU
\$6 LB 13.23/KG OR
FRENCH BEANS
PRODUCT OF MEXICO OR
GUATEMALA, NO. 1 GRADE
400 G \$6 EACH
**ASPERGES OU
HARICOTS FRANÇAIS**
20174381001_KG
20489770_EA

\$4



**FARMER'S MARKET[™]
ENGLISH CUCUMBERS**
3'S, PRODUCT OF CANADA OR
LARGE CANTALOUPE
EACH PRODUCT OF U.S.A. OR
GUATEMALA
**CONCOMBRES
ANGLAIS DÉLICÉS DU
MARCHÉ[™] OU
GROS CANTALOUPE**
20428463001_EA/2018200001_EA

2.50
LB
5.51/KG



**GREENHOUSE
BEEFSTEAK
TOMATOES**
PRODUCT OF CANADA OR
LONG EGGPLANT
PRODUCT OF MEXICO
**TOMATES BEEFSTEAK
DE SERRE OU
AUBERGINE LONGUE**
20159013001_KG/20428141001_KG

2/\$12
OR \$6.50 EA.



**CANADA
RENÉE'S
REFRIGERATED
SALAD DRESSING
OR VINAIGRETTE**
PRODUCT OF CANADA
SELECTED VARIETIES
350/355 ML
**VINAIGRETTE
RÉFRIGÉRÉE RENÉE'S**
20001285_EA/20316005_EA

\$10-12



**LARGE CAESAR,
GREEK SALAD OR
LARGE SALADS**
MADE FRESH IN-STORE DAILY
488-926 G
**SALADE CÉSAR GRAND
FORMAT, SALADE
GRECQUE OU
SALADES GRAND
FORMAT**
21363212_EA/21363221_EA

*Fresh Promise: Applicable to eligible fresh produce items purchased at Atlantic Superstore store locations or online at atlanticsuperstore.ca. If you are not completely satisfied with your eligible fresh produce item, we will replace it with an identical item, or in our discretion, a comparable item and provide you with a refund of the purchase price upon presentation of the item and your original receipt within 7 days of purchase at the Atlantic Superstore store where purchase originated. The Fresh Promise may not be combined with any other offer. We reserve the right to cancel or change the terms of this guarantee at any time without notice.

8.99
LB
19.82/KG



**CANADA
INSIDE ROUND ROAST**
CUT FROM CANADA AA GRADE
BEEF OR HIGHER
**RÔTI D'INTÉRIEUR
DE RONDE**
20764510_KG

**SAVE
1.50** LB
HOT DEALS

2.99
LB
6.59/KG



CHICKEN LEGS
BACK ATTACHED,
FAMILY SIZE
CUISSES DE POULET
20183925_KG

**CLUB
SIZE**

**SAVE
2.00** LB
HOT DEALS

5.99
LB
13.21/KG



**MARINATED PORK
TENDERLOIN**
PREPARED IN-STORE
**FILET DE PORC
MARINÉ**
20436871_KG

8.49
LB
18.72/KG



**EXTRA LEAN
GROUND BEEF**
FAMILY SIZE
**BŒUF HACHÉ
EXTRA-MAIGRE**
20794252_KG

**CLUB
SIZE**

\$7



**JOHNSONVILLE
PORK SAUSAGE**
SELECTED VARIETIES
250-300 G
**SAUCISSES DE PORC
JOHNSONVILLE**
20001902_EA
20001844_EA

4.29
LB
9.46/KG



PC[®] WHOLE CHICKEN
AIR CHILLED
POULET ENTIER PC[™]
20089413_KG

\$15



**PC[®] FREE FROM[™]
LEAN GROUND
LAMB**
454 G
**AGNEAU HACHÉ
MAIGRE PC[™]
SIMPLEMENT
BON[™]**
21302008_EA

\$7



**PC[®] NATURALLY
SMOKED BACON**
SELECTED VARIETIES
375-500 G
**BACON FUMÉ
NATURELLEMENT
PC[™]**
20051782_EA
20052829_EA

\$11



**ST-HUBERT OR
SWISS CHALET PIES**
SELECTED VARIETIES
FROZEN
650-800 G
**PÂTES ST-HUBERT
OU SWISS CHALET**
2047104_EA
20719098_EA

**SAVE
4.00** LB
HOT DEALS

8.99
LB
19.82/KG



**SEAFOOD
CHOWDER MIX**
PREVIOUSLY FROZEN,
FAMILY SIZE
**CHAUDRÉE DE
PRODUITS DE
LA MER**
20723877_KG

**CLUB
SIZE**

**SAVE
1.50** LB
HOT DEALS

4.49
LB
9.90/KG



**CAPTAIN JAC CRAB
FLAVOURED SEAFOOD**
PRODUIT DE LA MER
AROMATISÉ AU CRABE
CAPTAIN JAC
21396615_KG

10.99



**PC[®] SMOKED
SALMON**
SELECTED VARIETIES,
FROZEN
125/150 G
**SAUMON FUMÉ
PC[™]**
20051006_EA
20080286_EA

SUPER FRESH

BUY ANY ONE

**ACE BAKERY PANE RUSTICO
OR SOURDOUGH MICHE**
SELECTED VARIETIES
700 G
**PANE RUSTICO OU MICHE AU LEVAIN
BOULANGERIE ACE**
FROM \$3.29
20218153_EA



GET ONE FREE

ACE BAKERY DEMI-BAGUETTE FREE
SELECTED VARIETIES
200-275 G
DEMI-BAGUETTE BOULANGERIE ACE
2.99
20234951_EA



8/\$4

OR 79¢ EA.

**PREMIUM BULK
BAGELS**
BAKED IN-STORE
**BAGELS DE CHOIX EN
VRAC**
20028994_EA



\$5

**MINI COOKIES
ASSORTED VARIETIES
BAKED IN-STORE
24'S
MINI-BISCUITS**
20194672_EA



3²⁹

**PC® NAAN 2'S OR
MINI NAAN 4'S
ORIGINAL OR GARLIC
PAINS NAAN OU
MINI NAAN PC®**
20222756_EA/20202634_EA



2/6⁵⁰

OR \$3.99 EA.

**MIX & MATCH
WONDER OR
D'ITALIANO
BREAD OR BUNS**
SELECTED VARIETIES
AND SIZES
**PAIN OU PETITS
PAINS WONDER OU
D'ITALIANO**
20038235_EA/20030335_EA
20036474_EA



2/\$8

OR \$4.29 EA.

**PC® OR BLUE MENU®
ORGANICS OR
PROTEIN TORTILLAS**
SELECTED VARIETIES
342-650 G
**TORTILLAS
BIOLOGIQUES OU
PROTEINES PC®
OU MENU BLEU®**
20192857_EA/20195888_EA



\$16

**ITALIAN STYLE OR
PULLED PORK MINI
SLIDER BUNS**
PREPARED IN-STORE
12'S
**MINI-BURGERS STYLE
ITALIEN CLASSIQUE
OU PORC EFFILOCHÉ**
20162705_EA/20155814_EA



\$25

GET 5,000
- \$5 Value

**SANDWICH OR
WRAP PLATTERS**
PREPARED IN-STORE
1.2-1.7 KG
**PLATEAUX DE
SANDWICHS
OU ROULÉS**
20208193_EA/20208193_EA



\$16

**18 PIECE
BONELESS BITES**
SERVED HOT OR CHILLED
984 G
**18 MORCEAUX DE
BOUCHÉES DÉOSSÉES**
20194451_EA



\$7

**BENTO CALIFORNIA
ROLLS**
SELECTED VARIETIES
200-220 G
**ROULEAUX
CALIFORNIENS
BENTO**
20074851_EA



6⁹⁹

**TRESTELLE
BOCCONCINI**
200 G OR RICOTTA 475 G
SELECTED VARIETIES
**BOCCONCINI OU
RICOTTA TRESTELLE**
20093652_EA/20106463_EA



5⁹⁹

**BOURSIN
SOFT CHEESE**
SELECTED VARIETIES
150 G
**FROMAGE À PÂTE
MOLLE BOURSIN**
20196794_EA



2/\$12

OR \$6.99 EA.

PC® GOAT CHEESE
SELECTED VARIETIES
140 G
**FROMAGE DE
CHÈVRE PC®**
20209431_EA/20200308_EA



\$7

**PILLERS SLICED
MEATS 125 G,
CASTELLO HAVARTI
OR BLUE CHEESE**
125-200 G
SELECTED VARIETIES
**VIANDES TRANCHÉES
PILLER'S®, HAVARTI
OU BLEU CASTELLO**
20428291_EA/20074963_EA
20455380_EA



\$4

**NEW YORK
STYLE
BAGEL CRISPS
OR STONE FIRE
NAAN CRISPS**
SELECTED VARIETIES
170 G
**BAGEL CRISPS
NEW YORK STYLE
OU CRAQUELINS
CROUSTILLANTS
DE PAIN NAAN
STONEFIRE**
2029788400_EA/20205696_EA



7⁹⁹

Members-Only Price
Non-members
11⁹⁹

Members save
\$4

**SCHNEIDERS
PEPPERETTES
OR BITES**
SELECTED VARIETIES
250-375 G
**PEPPERETTES
OU BOUCHÉES
SCHNEIDERS**
20197616_EA/20143303_EA



Black Friday

DON'T MISS OUR HOT DEALS!

FLYER OFFERS AVAILABLE NOV 28 TO DEC 4

1 day only
FRIDAY
NOV 29

APP EXCLUSIVE OFFER
Open the app to see details

Optimum
Earn **40,000** pts
for every \$100* spent on small appliances, toys, home, baby, cosmetics, health & beauty, pharmacy, apparel and more.

Excludes gaming hardware, software and accessories, prescription drugs and optical

\$40 value!

EFFECTIVE NOV 28 TO DEC 4

EFFECTIVE NOV 28 TO DEC 4

\$80

LIMIT 2
OVER LIMIT PAY 95.00 EA

KEURIG K-EXPRESS BREWER
21470463_EA



EFFECTIVE NOV 28 TO DEC 4

\$200

LIMIT 2
OVER LIMIT PAY 250.00 EA

GET 10 STAMPS* WITH THIS PURCHASE!

NINJA CREAMI ICE CREAM MAKER
21470012_EA



EFFECTIVE NOV 28 TO DEC 4

\$65

LIMIT 2
OVER LIMIT PAY 130.00 EA

GET 10,000** = \$10 Value

SODASTREAM TERRA MACHINE
1473905_EA/21473849_EA



EFFECTIVE NOV 28 TO DEC 4

\$5

LIMIT 2
OVER LIMIT PAY 8.00 EA

SODASTREAM PEPSI OR CLASSICS 440ML FLAVOURS AND SYRUPS
21406590_EA/21406599_EA



EFFECTIVE NOV 28 TO DEC 4

SAVE 41.00

PC[®] TERRACOTTA EVERYTHING PAN
21416332_EA

\$40



EFFECTIVE NOV 28 TO DEC 4

SAVE UP TO 50% OFF
25.00-42.00

PC[®] ENAMELED CAST IRON SKILLETS, DUTCH OVENS, ROASTERS, BRAISERS OR STOCKPOTS
SELECTED VARIETIES
1024019_EA/21417098_EA



EFFECTIVE NOV 28 TO DEC 4

EFFECTIVE NOV 28 TO DEC 4

SAVE UP TO 25% OFF
3.00-63.00

FARBERWARE

FARBERWARE SINGLE KNIFE OR BLOCK SETS
SELECTED VARIETIES
21048303_EA



SAVE UP TO 25% OFF
7.00-36.00

PC[®] METAL BAKEWARE AND BAKEWARE SETS
SELECTED VARIETIES
21154308_EA/21218734_EA



SAVE UP TO 40% OFF
7.00-13.50

PC[®] PANTRY FOOD STORAGE CONTAINERS
SELECTED VARIETIES
20786342_EA/20786604_EA



Black Friday

DON'T MISS OUR HOT DEALS!

FLYER OFFERS AVAILABLE NOV 28 TO DEC 4

EFFECTIVE NOV 28 TO DEC 4

SAVE 100.00

\$89

LIFE AT HOME™ 7' HALIBURTAN LED ARTIFICIAL PENCIL TREE
FROSTED OR DUAL COLOUR
8 FUNCTIONS WITH BUTTON CONTROL
21579768_EA / 21579821_EA

Life at Home



24" DIAMETER
600 TIPS
200 LIGHTS

EFFECTIVE NOV 28 TO DEC 4

children's charity™

\$5 from the purchase of this bear will go to President's Choice Charity to help feed one million kids

Learn more at pccchildrenscharity.ca



PRESIDENT CHOICE 16" CHARITY BEAR
SELECTED VARIETIES
21284078_EA

\$15

EFFECTIVE NOV 28 TO DEC 4

SAVE UP TO 40% OFF
2.40-169.00

Life at Home

LIFE AT HOME™ CHRISTMAS ARTIFICIAL TREES & INDOOR/OUTDOOR LIGHTS
SELECTED VARIETIES
21098938_EA / 21372689_EA



MINIATURE LIGHTS
LUMIÈRES MINIATURES
200 LIGHTS

ICICLE LED LIGHTS
TWINKLING EFFECT
GLAÇONS DE LUMIÈRES À DEL
EFFET SCINTILLANT
BLANC/BLANC
180 LIGHTS

EFFECTIVE NOV 28 TO DEC 4

SAVE UP TO 40% OFF
3.00-42.00

Life at Home

LIFE AT HOME™ CHRISTMAS ORNAMENTS, STOCKINGS & TREE SKIRTS
SELECTED VARIETIES
21285961_EA / 21583874_EA



EFFECTIVE NOV 28 TO DEC 4

EFFECTIVE NOV 28 TO DEC 4

SAVE UP TO 8.00

\$8

Life at Home

LIFE AT HOME™ 3 WICK SCENTED CANDLES
SELECTED VARIETIES
21370723_EA / 21576748_EA



BUTTERED RUM
300g

FESTIVE SPICE
300g

EFFECTIVE NOV 28 TO DEC 4

SAVE UP TO 40% OFF
24.00-36.00

Life at Home

LIFE AT HOME™ FLANNEL SHEETS
SELECTED VARIETIES
FULL, QUEEN, KING
21586594_EA



SHEET SET

EFFECTIVE NOV 28 TO DEC 4

SAVE UP TO 40% OFF
9.00-29.00

Life at Home

LIFE AT HOME™ TROWS OR CUSHIONS
SELECTED VARIETIES
21370528_EA
21579438_EA



EFFECTIVE NOV 28 TO DEC 4

\$25

LIMIT 4
OVER LIMIT PAY 30.00 EA

HOT WHEELS TUNNEL TWIST CAR WASH PLAYSET
INCLUDES 1 HOT WHEELS COLOUR SHIFTER CAR
21591559_EA



14⁸⁶

LIMIT 4
OVER LIMIT PAY 30.00 EA

LEGO PORSCHE 963
COMES WITH 208 PIECES
21552799_EA



\$20

LIMIT 4
OVER LIMIT PAY 25.00 EA

LEGO HARRY POTTER ARAGOG IN THE FORBIDDEN FOREST
COMES WITH 195 PIECES
21578386_EA



Black Friday

DON'T MISS OUR HOT DEALS!

Friday

1 day only
FRIDAY
NOV 29

APP EXCLUSIVE OFFER
Open the app to see details

Optimum
Earn
40,000 pts

for every \$100* spent on small appliances, toys, home, baby, cosmetics, health & beauty, pharmacy, apparel and more.

Excludes gaming hardware, software and accessories, prescription drugs and optical

\$40
= \$40 value!

our biggest black friday deals!

Nov 29 to Dec 1 | In-Store + Online

25% off everything.*

plus even more door crusher deals!

Women's Sleep Leggings

\$10
reg. \$14



Men's Vests with PrimaLoft*

\$29
reg. \$59



JOE FRESH

SAVE NOW

*Offer does not apply to gift cards, optical and Door Crusher Deals. While quantities last.
Visit www.joefresh.com/offerdetails for full details.



Insiders Report™

Celebrate big, spend small

[click here to shop our full assortment](#)

7⁹⁹

PC[®] FINE CHOCOLATE COLLECTION
207 G
21151030_EA



19⁹⁹

PC[®] LUXURY BISCUIT TIN
1 KG
21456468_EA



\$5

NEW

PC[®] ROLLED WAFERS
SELECTED VARIETIES
400 G
21401215_EA
21401372_EA



5⁹⁹

PC[®] MILK OR DARK CHOCOLATE COVERED TRUFFLES
SELECTED VARIETIES
155 G
21405210_EA
21405235_EA



\$6

NEW

PC[®] SLICED FRUITCAKE
210 G
21599272_EA



13⁹⁹

PC[®] ALL-BUTTER SCOTTISH SHORTBREAD
320 G
21540781_EA



Festive Sips

8⁵⁰

PC[®] DE-ALCOHOLIZED BEER
SELECTED VARIETIES
12 X 355 ML
20121729_C12
20325233_C12



7⁵⁰

PC[®] DEALCOHOLIZED WINE
SELECTED VARIETIES
750 ML
21045806_EA
21403285_EA



\$8

PC[®] SPARKLING DEALCOHOLIZED CIDER BEVERAGE
4 X 330 ML
21588266_EA
21588277_EA



6⁹⁹

PARTAKE NON-ALCOHOLIC BEER
SELECTED VARIETIES
4 X 355 ML
21208552_C04
21208553_C04



8⁹⁹

GUINNESS NON-ALCOHOLIC DRAUGHT 0.05%
4 X 440 ML
21567127_C04



8⁹⁹

BUDWEISER ZERO FULL-FLAVOURED ZERO ALCOHOL BREW
SELECTED VARIETIES
6 X 355 ML
21313108_EA



10⁹⁹

CORONA SUNBREW 0.0% ALCOHOL
SELECTED VARIETIES
6 X 330 ML
21432615_C06



9⁹⁹

HEINEKEN 0.0%
SELECTED VARIETIES
6 X 330 ML
21099900_C06
21090011_C06



15⁹⁹

COORS EDGE NON-ALCOHOLIC DOUBLE BREWED
SELECTED VARIETIES
12 X 355 ML
21105236_C12



no name®

just low prices (so switch)

2⁹⁹

NO NAME® PEANUT BUTTER
SELECTED VARIETIES
500 G
2039632001_EA



2⁷⁹

NO NAME® CANOLA OIL SPRAY
170 G
21563234_EA



3⁹⁹

NO NAME® PEANUTS
SELECTED VARIETIES
500 G
20318062001_EA/20318062002_EA



6⁹⁹

NO NAME® LONG GRAIN BROWN RICE
SELECTED VARIETIES
2 KG
20009675_EA



39¢

NO NAME® INSTANT NOODLES
SELECTED VARIETIES
85 G
20300274001_EA/20300274002_EA



\$2

NO NAME® APPLE SAUCE
SELECTED VARIETIES
620 ML
21279698_EA/2127979757_EA



4⁹⁹

NO NAME® MARGARINE
SELECTED VARIETIES
907 G
20073675_EA



5⁹⁹

NO NAME® PAPER TOWELS
JUMBO
6=8 ROLLS
20079623_EA



5⁴⁹

NO NAME® NAPKINS
500'S
20306697_EA



3⁹⁹

NO NAME® CHOPPED GARLIC
250 G
20023251_EA



1⁵⁰

NO NAME® ALUMINUM FOIL
25'
2119946_EA



3⁴⁹

NO NAME® PLASTIC WRAP
60M
21020002_EA



8⁹⁹

NO NAME® CAT LITTER
SELECTED VARIETIES
7 KG
2002346003_EA



COLLECT & SAVE! BIG

Get one stamp for every \$20* spent.
Collect 20 stamps and get 75% off one piece of
high quality Swiss Design Cookware!

75%
OFF* EACH



**\$20* SPENT
= 1 STAMP**

LEARN MORE

*While supplies last, receive one stamp for every \$20 spent before applicable taxes in a single transaction. When you collect and redeem 20 stamps, you'll get 75% off one (1) piece of Kuhn Rikon Cookware. Excludes purchase of tobacco, alcohol products, prescriptions, gift cards, phone cards, lottery tickets, all third party operations (post office, gas bars, dry cleaners, etc.) and any other products which are provincially regulated. 75% will be deducted from the total purchase amount before sales taxes are applied. Cannot be combined with any other coupons or promotional offers. Stamps have no cash value and are non-transferrable. For a digital stamp card, PC Optimum™ members can opt into this program and find a stamp card through the App. One card per account. For a paper stamp card and for non-members see in-store to receive your card. A complete set of 20 digital OR paper stamps must be presented to cashier at time of purchase. A mix of digital and paper stamps collected are not accepted as a complete set. Completed stamp cards can be redeemed up until February 20th, 2025, after which point they expire. All sales are final. Cookware is under warranty for a 2 year period from date of purchase. Exceptions to warranty apply. Cookware eligible for a replacement under warranty can be replaced at your store of purchase until February 20th, 2025 or while supplies last, after which point, please contact loblawpromotions@l-founders.com for replacement of product. For full warranty information, FAQ's and complete offer details, please visit Pcoptimum.ca/collectandsave.

FRESH PICKS

SHOP NOW

\$24

GET 5,000[®] = \$5 Value

SIGNATURE GIFTING BOUQUET

21087813_EA / 21087812_EA



\$24

GET 5,000[®] = \$5 Value

DOZEN ROSES IN ASSORTED COLOURS

21529061_EA



\$12

GET 3,000[®] = \$3 Value

6 INCH POINSETTIA

SELECTED VARIETIES
20036545_EA



\$24

GET 5,000[®] = \$5 Value

8 INCH POINSETTIA IN UPGRADED TIN

SELECTED VARIETIES
20287881_EA



FEEL GOOD CHOICES AT FEEL GOOD PRICES

3⁴⁹

QUE PASA TORTILLA CHIPS
SELECTED VARIETIES
300/350 G
2007330, SA
2007334, SA



2⁹⁹

SENSIBLE PORTIONS VEGGIE STRAWS
SELECTED VARIETIES
120-142 G
2007334, SA
20073347, SA



SAVE 1.00

5⁴⁹

MARY'S CRACKERS
SELECTED VARIETIES
120-104 G
20291727002, SA
2042367, SA



SAVE UP TO 20% OFF

BOBS RED MILL
SELECTED VARIETIES AND SIZES
2027204, SA



5⁴⁹ - 8⁹⁹

GET 2,000⁰⁰ = \$2 Value

QUEEN ST. BAKERY OR OZERY SUPERSEED
SELECTED VARIETIES
116-300 G
2047262, SA
2029884, SA



5⁴⁹

ALLERGY SMART COOKIES BOX
SELECTED VARIETIES
5X2'S, 140 G
2054445, SA
2054445, SA



SAVE 2.00

6⁹⁹

HEALTHY CRUNCH, DARK CHOCOLATE SUPERFOODS
SELECTED VARIETIES
180/235 G
2048023, SA
2048028, SA



11⁹⁹

ECO-MAX LAUNDRY DETERGENT OR FABRIC SOFTENER
SELECTED VARIETIES
3L
203475500, SA
203475500, SA



SAVE UP TO 10% OFF

BURT'S BEES
SELECTED VARIETIES AND SIZES
20293174, SA
20990723, SA



SAVE UP TO 10% OFF

RENEW LIFE
SELECTED VARIETIES AND SIZES
20448407, SA
20448408, SA



SAVE 1.00

2⁴⁹

SILK PLANT BASED BEVERAGE
SELECTED VARIETIES
946 ML
205532600, SA
205532600, SA



SAVE 2.00

8⁹⁹

WOOLWICH GOAT CHEESE
SELECTED VARIETIES
400 G
2104490, SA
2104490, SA



5⁹⁹

NATURES PATH SUNRISE CEREAL
SELECTED VARIETIES
300 G
2004933600, SA
2004933602, SA



7⁹⁹

BRAGG APPLE CIDER VINEGAR
SELECTED VARIETIES
946 ML
20982004, SA



SAVE UP TO 15% OFF

NATURAL TRADITIONS FOCUS FUEL COFFEE LATTE 150 G OR **NUTIVA ORGANIC COCONUT OIL** 434 ML-1.5 L
SELECTED VARIETIES
2037917, SA
20797268, SA
20222515, SA



SUPER YOUR EVERYDAY

4⁴⁹

OASIS JUICE, SMOOTHIE 1.5/1.6 L OR YOGURT PROTEIN 650 G
SELECTED VARIETIES
2152990_EA
21587047_EA



2/\$11
OR \$6.99 EA.

HÄAGEN-DAZS
414-450 ML OR BARS 3/4'S
SELECTED VARIETIES
FROZEN
20202294004_EA
21533347_EA



SAVE 42%

3⁹⁹

HOT DEALS

BAXTER OR SCOTSBURN SOUR CREAM
SELECTED VARIETIES
500 ML
21381063_EA
21381251_EA



SAVE 2.50

6⁴⁹

HOT DEALS

SAPUTO MOZZARELLISSIMA
SELECTED VARIETIES
500 G
20799349002_EA
21495983_EA



2/\$9
OR \$5.49 EA.

BETTY CROCKER DUNKAROOS
168 G, NATURE VALLEY MUFFIN BAR
175 G OR NATURE VALLEY CRUNCHY DIP 132 G
SELECTED VARIETIES
21448886_EA
21538515_EA



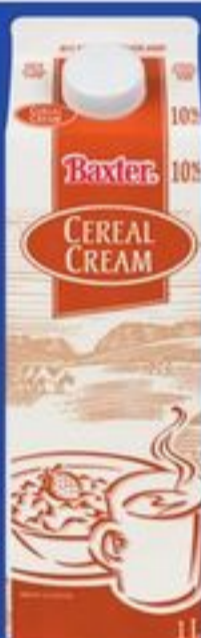
2/\$8
OR \$4.99 EA.

LIBERTÉ YOGURT
4X100 G, 2X130 G OR DANINO YOGURT 6X93 ML
SELECTED VARIETIES
21389653_EA
21532010_EA



3⁷⁹

SCOTSBURN OR BAXTER CREAM
SELECTED VARIETIES
1 L
20082802_EA



SAVE 1.00

5⁹⁹

ARMSTRONG CHEESE SNACKS
100 G OR NIBBLERS
200 G
SELECTED VARIETIES
21440781_EA
21539632_EA



\$6

GET 2,000⁰⁰ = \$2 Value

CARNATION HOT CHOCOLATE TINS
SELECTED VARIETIES
400/450 G
21398805_EA
21549771_EA



2/\$7
OR \$3.99 EA.

PEPPERIDGE FARM GOLDFISH CRACKERS
SELECTED VARIETIES
156-227/6X28 G
20320906_EA
21572293_EA



2/\$9
OR \$4.99 EA.

LECLERC CÉLÉBRATION COOKIES
SELECTED VARIETIES
240 G
20853797001_EA
20963370_EA



2/7⁵⁰
OR \$4.29 EA.

CHRISTIE RITZ, WHEAT THINS, TRISCUIT CRACKERS
SELECTED VARIETIES
175-454 G
21629995_EA
21648372_EA
21547034_EA



13⁹⁹

TIMOTHY'S, K-CUPS 30'S, MUSKOKA WHOLE BEAN, JURIG GROUND COFFEE
400-454 G/20'S PODS OR CAFÉ WILLIAMS WHOLE BEAN COFFEE 300-340 G
SELECTED VARIETIES
21433553_EA
21589666_EA



6⁴⁹

ZEVIA SODA
SELECTED VARIETIES
6X355 ML
2106231_C06
21407484_C06



10⁹⁹

GET 2,000⁰⁰ = \$2 Value

GLAD OUTDOOR BAGS
SELECTED VARIETIES
10-40'S
21964510_EA
21964577_EA



11⁹⁹

PUREX 4.08-4.43 L, PERSIL 2.21 L, SUNLIGHT 4 L LAUNDRY DETERGENT, SNUGGLE FABRIC SOFTENER 2.8-3.41 L OR SHEETS 200'S
SELECTED VARIETIES
20081932001_EA
21427042_EA



Optimum Members-Only Price
16⁹⁹
Members save \$5

Non-members 21⁹⁹

CESAR DOG FOOD
SELECTED VARIETIES
12'S
20428583004_EA



GET 3,000⁰⁰ = \$3 Value
for every \$15⁰⁰ spent on

MILK-BONE DOG TREATS
SELECTED VARIETIES
113 G-2 KG
20086971_EA
21648372_EA



SUPER YOUR EVERYDAY

OptimumSM
40,000 pts

\$40
Value¹

for every \$100* spent on Home, Electronics, Toys, Cosmetics, Health & Beauty, Baby, Pharmacy and Joe Fresh (excludes gaming hardware, software and accessories, prescription drugs and optical)

*At least \$40 value in points.

\$6

**DOVE SHAMPOO OR
CONDITIONER**
SELECTED VARIETIES AND SIZES
20322123003_EA/207555773_EA



\$10

**HEAD & SHOULDERS
HAIR CARE 100-613 ML
OR HERBAL ESSENCES
BIO RENEW HAIR CARE**
600 ML SELECTED VARIETIES
215661226_EA/215652227_EA



6⁴⁹

TRESEMMÉ HAIR CARE
SELECTED VARIETIES AND SIZES
198-311 G/168-323 ML
20213030001_EA/211191023_EA



GET **5,000** pts
when you buy 2
- \$5 Value

**CERAVE
CLEANSERS**
SELECTED VARIETIES
355 ML/562 ML
21295350_EA
21295342_EA



GET **6,000** pts
when you spend \$15* on
- \$6 Value

**ST. IVES SCRUBS,
CLEANSERS OR
BODY LOTION**
SELECTED VARIETIES AND SIZES
210661016_EA/21429050003_EA



7⁹⁹

GET **500** pts

**POND'S GEL
MOISTURIZERS**
SELECTED VARIETIES AND SIZES
21630283_EA/216301010_EA



6⁴⁹

GET **500** pts

**SOFTSOAP LIQUID
HAND SOAP REFILL**
SELECTED VARIETIES
1.47 L
21566983_EA/21471914_EA



4⁹⁹

GET **500** pts

**IRISH SPRING
BAR SOAP 6X104 G,
BODY WASH 591 ML
OR SOFT SOAP
BODY WASH 591 ML**
SELECTED VARIETIES
212193275_EA/214236486_EA



4⁴⁹

**NIVEA BODY WASH 500 ML,
DEODORANT ROLL-ON
50 ML OR ANTIPERSPIRANT
51/52 G SELECTED VARIETIES**
20221421004_EA/21169095_EA



6⁴⁹

GET **500** pts

BIC DISPOSABLE RAZORS
SELECTED VARIETIES, 2-8'S
20312062002_EA/20349219_EA



3⁹⁹

**OLD SPICE OR SECRET
DEODORANT**
SELECTED VARIETIES
45-107 G
20096094_EA/2066349003_EA



13⁹⁹

**OLD SPICE, SECRET,
NATIVE WHOLE BODY
DEODORANT, CREAM
OR DRY SPRAY**
SELECTED VARIETIES
65-99 G
2161070_EA/2161191_EA



6⁹⁹

**SENSODYNE
RAPID RELIEF,
REPAIR AND
PROTECT
TOOTHPASTE
OR POLIDENT
TABLETS 84-90'S**
SELECTED VARIETIES
AND SIZES
20437569002_EA
21471656_EA



8⁴⁹

**LISTERINE
ULTRA CLEAN
OR TOTAL CARE
MOUTHWASH**
SELECTED VARIETIES
1L
20791283_EA/21068044_EA



5⁴⁹

**COLGATE SUPER
PREMIUM TOOTHPASTE,
COLGATE 360° MANUAL
TOOTHBRUSHES OR
COLGATE MOUTHWASH**
SELECTED VARIETIES AND SIZES
20398398_EA/21517421_EA



SUPER YOUR EVERYDAY

Optimum[™]
40,000 pts

\$40
Value¹

for every \$100* spent on Home, Electronics, Toys, Cosmetics, Health & Beauty, Baby, Pharmacy and Joe Fresh (excludes gaming hardware, software and accessories, prescription drugs and optical)
*At least \$40 value in points.

SAVE UP TO
20%
OFF

CLARITIN OR
HYDRASENSE
SELECTED VARIETIES AND SIZES
2007812_EA/20654049_EA



SAVE UP TO
25%
OFF
5.99-44.99

WEBBER NATURALS
VITAMINS OR
SUPPLEMENTS
SELECTED VARIETIES AND SIZES
20783425_EA/21369542_EA



SAVE UP TO
20%
OFF

COLD-FX
OR LUMIFY
SELECTED
VARIETIES
AND SIZES
20008396_EA
21478644_EA



13⁹⁹

BOOST HIGH PROTEIN
OR SIMPLY+ READY TO
DRINK SHAKES
SELECTED VARIETIES
AND SIZES
20948162_COA
21499431_COA



SAVE UP TO
20%
OFF

LIQUID I.V.
HYDRATION
MULTIPLIER
SELECTED VARIETIES
AND SIZES
21092444_EA/21092522_EA



SAVE UP TO
20%
OFF

U BY KOTEX PADS,
LINERS OR TAMPONS
SELECTED VARIETIES AND SIZES
21032636_EA/21291963_EA



11⁹⁹

ALWAYS LINERS 92-96'S,
PADS 7-92'S OR TAMPAX
TAMPONS 22-36'S
SELECTED VARIETIES
210025093_EA/21374658_EA



SAVE UP TO
20%
OFF

TROJAN CONDOMS
SELECTED VARIETIES AND SIZES
20354384_EA/21095553_EA



**HOLIDAY
RADIANCE**

\$6⁹⁹

Dove Dry Spray 107/113 g or DOVE MEN+CARE deodorant or antiperspirant 74-85 g selected varieties 21501550_EA/21501562_EA 20844533_EA/20840721_EA

GET 3,000^{pts} - \$3 Value¹
for every \$10* spent on

TRESemmé shampoo or conditioner 828 mL or styling 198-311 g/169-300 mL selected varieties 21501914_EA/21501931_EA/21502118_EA
(At least \$3 value in points)

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formulas
for good,
clean fun

\$449
method liquid hand soap pump selected varieties 300/354 mL 20432113004_EA

\$799
method liquid hand soap refill selected varieties 828 mL/1 L 21425039_EA

\$749
method body wash selected varieties 532 mL 21425299_EA

GET 1,000^{pts} - \$1 Value¹

method for change

**What if buying gas
fuelled your points?**

Only Esso[™] and Mobil[™] gas earns you PC Optimum[™] points.

Esso Mobil + Optimum[™]

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**LAUGH FULLY.
LIVE
CONFIDENTLY.**

WITH *Poise*[®]

UP TO 100% CLEAN • DRY • FRESH PROTECTION

\$19⁹⁹ EACH POISE[®] Pads and Liners selected varieties 21302119_EA

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BURNBRAE
FARMS • FERMES

6⁹⁹ EACH
Naturegg Solar Free Range or Omega Plus Solar Free Range
12 Large Brown Eggs
21585857001_EA

5⁴⁹ EACH
Naturegg Nature's Best or Nestlaid
12 Large White Eggs
20814983001_EA/20816075001_EA

5⁵⁹ EACH
Naturegg Omega Plus
12 Large White Eggs
20815787001_EA

5⁴⁹ EACH
Naturegg Simply Egg Whites
500 g
20820355001_EA

5⁹⁹ EACH
Naturegg Omega 3 Nestlaid
12 Large White Eggs
21089384001_EA

Sabra
CREATE EASY WINTER Snacks

4⁵⁰

7

3,500 Value
3,900 Value

Sabra Hummus Selected Varieties
283 g, 492 g
21089636_EA/20103342_EA

PUT EASE INTO YOUR SEASON!

4²⁹
HUNT'S™ HEIRLOOM
796 mL
21516696_EA
21425408_EA

2/8 OR \$4.79 EA
VH™ SAUCES
selected varieties
341/355 mL
20308726001_EA
20309693001_EA

1⁹⁹ CHEF BOYARDEE™
425 g
20312500005_EA
21352118_EA

6⁴⁹
PAM™
141 g
21626407_EA

2,000 Value
when you buy 2

Kraft PRESENTS
Pinterest to Plate
IMPRESS WITHOUT THE STRESS

Scan Here to View Our Recipes @KraftHeinz

3⁹⁹ Selected Varieties
Philadelphia Cream Cheese Product 227 - 250 g
20641267_EA

5⁹⁹ Selected Varieties
Kraft Singles Process Cheese Product 410 g
21188654_EA

3⁹⁹ Selected Varieties
Philadelphia Dips 227 g
20299760003_EA

6⁴⁹ Selected Varieties
Cheez Whiz Cheese Spread 450 g
20659606001_EA

OROWEAT
KETO

FINALLY A GREAT TASTING KETO OPTION

20 g FIBRE*
90 CALORIES*
NO ARTIFICIAL COLOURS OR FLAVOURS
NO ADDED SUGAR

*PER 1 TORTILLA SERVING (41 g)

6

OROWEAT™ KETO ORIGINAL TORTILLAS 246 G
21597120_EA

Our butchers cut quality meat in your store every day!

pork loin schnitzel
21588065_EA

lean beef meatballs plain
21587897_EA

pork stir fry strips
21588095_EA

beef stir fry strips cut from Canada AA grade beef or higher
21588067_EA

chicken stir fry strips
21588091_EA

Mobile

Get 25 GB for \$29/mo.

when you register for Automatic Top-up.

20,000 ^{PC} after 2 months of service **\$20 Value**



*New activations only. Conditions and SIM Card charges apply. Offer is subject to change without notice. Ask us for details.

5⁹⁹ Rio Mare light tuna selected varieties 3x80 g 20025383_EA

4⁴⁹ Rio Mare light tuna salad selected varieties 160 g 20971498_EA/20970856_EA

Real Italian Taste

Get well. Stay well.

GET **7,500^{PC}** when you spend *30* on **\$7⁵⁰ Value**



Advil, Buckley's, Neocitran, Voltaren, Tums, Robax, Jack & Jill, Caltrate, Centrum, Emergen-C, Sensodyne, Pronamel, Biotene, Polident or Poligrup products selected varieties and sizes 20503664_EA / 20077169001_EA

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NEW HUGGIES SKIN ESSENTIALS™
Helps **protect against** top two causes of **rash***



DERMATOLOGIST APPROVED UP TO 100% LEAKPROOF PROTECTION

\$24⁹⁹ Huggies® Skin Essentials™ super big pack diapers selected varieties N-6 36-72's 21601011_EA

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Add your phone number to your account on the PC Optimum™ app. Enter your phone number on the pump keypad before entering your payment card.



Insert your PC Optimum™ card into the card reader before entering your payment card.



Pay with your PC® Mastercard® and earn points on fuel.*

*Points amount shown includes the 10 points per dollar for all purchases with the President's Choice Financial® Mastercard®. In addition, earn at least 10 PC Optimum™ points per purchased litre of gasoline or diesel fuel at Esso™ stations in Canada when you pay with your President's Choice Financial® Mastercard®. You will also earn at least 10 PC Optimum™ points per litre available to all PC Optimum™ loyalty members at Esso™ stations in Canada. Earn an additional 100 points per litre of premium gasoline (Octane 95, 91, 87, 84) at Esso™ stations. Should fuel prices fall below \$1/L, earning rate points per litre awarded to fall below 30 points per litre, points will be topped up to ensure a minimum of 30 points per litre are awarded in all transactions paid with a PC Financial® Mastercard® at Esso™ locations. For full details including how points are awarded to your PC Optimum™ account and rounding rules, visit pccfinancial.ca/pc-optimismastercard. PC®, PC Financial®, and President's Choice Financial® are trademarks of Loblaws Inc., used under license. Mastercard® is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. President's Choice Bank is a licensee of the marks. President's Choice Financial® Mastercard® is provided by President's Choice Bank. Esso is a trademark of Imperial Oil Limited. Imperial Oil, licensee.



iögo nano

A tasty and nutritious snack That's a win-win

SOURCE OF VITAMIN D

sans LACTOSE free

\$4⁴⁹ iögo nano DRINKABLE YOGURT 6 X 93 ML SELECTED VARIETIES 20986701_EA/20986703_EA

*Per 188 ml serving, iögo nano drinkable yogurts have 40% less sugar than the leading drinkable yogurt in Canada.

high in protein

\$7⁴⁹ siggi's SKYR YOGURT 650 - 750 G SELECTED VARIETIES 21353874_EA 21353882_EA

NEW siggi's SKYR YOGURT 4 X 100 G SELECTED VARIETIES 21980027_EA 21987234_EA

NEW iögo CREAMY, 0% OR LACTOSE-FREE YOGURT 16 X 100 G SELECTED VARIETIES 21627847_EA 20609583001_EA

\$11⁹⁹ iögo CREAMY YOGURT 2 KG SELECTED VARIETIES 20609297_EA 20630092_EA



or \$7.49 ea.
2/\$13 bubly™ sparkling water beverage selected varieties 12x355 mL 21549114_C12



or \$7.99 ea.
2/\$14

PEPSI SOFT DRINKS selected varieties 12x355 mL 20322361002_C12



or \$4.99 ea.
2/\$8

PEPSI™ mini cans selected varieties 6x222 mL 20857560004_C06/21189960_C06



or \$7.49 ea.
2/\$13 bubly™ sparkling water beverage selected varieties 12x355 mL 21549114_C12



or \$1.79 ea.
3/3.99

MONTELLIER® Carbonated Natural Spring Water selected varieties 1 L 20662284_EA



or \$6.99 ea.
2/\$12

MONTELLIER® Carbonated Natural Spring Water selected varieties 10x355 mL 21096722_C10



ROCKSTAR ENERGY DRINK



or \$3.79 ea.
2/\$6

ROCKSTAR® Energy Drink selected varieties 473 mL 21617864_EA 21617780_EA

This product may not be suitable for everyone. Read the label and follow directions for use.

or \$6.99 ea.
2/\$12

GATORADE® ZERO Sports Drink 6x591mL or GATORADE® Powder Sticks 10x3 g selected varieties 21585260_C06/21603385_EA



SAVE On Your Favourite Household Brands



4⁹⁹ Downy/Gain Fabric Softener 946 L-1.31 L, Bounce Sheets 40-80's or Beads 141 g selected varieties 21629731_EA/21633321_EA



14⁹⁹ Gain Laundry Detergent 4.55 L/42's, Gain/Downy Fabric Softener 2.4 L-3.29 L, Bead 515 g, Downy/Tide Rinse 48 oz or Bounce Sheets 240's selected varieties, 21633373_EA/21405182_EA



22⁹⁹ Cascade Dishwasher Detergent 51-67's selected varieties 21518479_EA/21516545_EA



11⁹⁹ Swiffer Duster Refills 6-10's, Wet Refills 12-24's or Dry Refills 16-32's selected varieties 20974371_EA/20028650_EA

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PC Optimum™ members can save up to 35% on home and auto insurance*

Save up to **35%**



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SALE
25%

Restoralax powders or RestoraFibre Gummies selected varieties and sizes 20082528_EA

6 in 1
HEALTH SUPPORT

Delicious fibre gummies that help support:

- ✓ Regularity
- ✓ Healthy Digestive System
- ✓ Healthy Immune Function
- ✓ Normal Blood Sugar Level
- ✓ Nutrient Metabolism
- ✓ Source of Antioxidants

To be sure this product is right for you, always read and follow the label. * TM see www.bayer.ca