

# Sobeys

## Verified Prices

### LOWEST PRICE

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

### Scene+

**Verified**  
**888**  
/lb

Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Australia graded beef while supplies last 19.58/kg

HAYTER'S FARM Frozen Grade A Raised Without Antibiotics Turkeys all available sizes 3.65/kg

**Verified**  
**229**  
/lb

Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 5.05/kg

**Verified**  
**166**  
/lb



**200 PTS** when you buy 4  
**Verified**  
**249**

MIX & MATCH  
From Atlantic Canada  
Carrots or Onions product of Atlantic Canada 3 lb or 1.36 kg

**EXCLUSIVE TO SOBEYS**  
**NEW CROP**  
**Verified**  
**399**



**Verified**  
**799**  
/lb, ea

Haddock Loins frozen 17.61/kg or ULTRA NATURAL Fair Trade Honduras Shrimp cooked or raw 300 g



**200 PTS** when you buy 2  
**Verified**  
**494**



**Verified**  
**297**



**Verified**  
**249**



**Verified**  
**494**

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



**Verified**  
**999**

Premium Red or Novelty Poinsettias in Décor Pot 6.5"

\*Verified Prices. For a limited time only. If a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys stores for the weekly flyer period. Program subject to change without notice. Visit [www.sobeys.com/verified-prices](https://www.sobeys.com/verified-prices) for additional details.

**Scene+**  
**SPEND & GET**

SPEND \$125 OR MORE ON GROCERIES, GET **1000 PTS**

That's like \$10 toward your groceries

DON'T FORGET YOUR COUPON Offer also available through [mygroceryoffers.ca](https://mygroceryoffers.ca) or on the Sobeys app



Valid Thursday, November 28 - Sunday, December 1, 2024

Offer valid November 28 to December 1, 2024 at all Sobeys locations in Atlantic Canada. Receive 1000 Scene+ points when you spend a minimum qualifying purchase of \$125 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery Offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

Prices and offers in effect November-December 2024 Nova Scotia  
THU 28 | FRI 29 | SAT 30 | SUN 1 | MON 2 | TUE 3 | WED 4



**So many deals**  
Scan here for our full digital flyer



INS\_NB\_PE

# Sobey's

## black friday 4 DAY SALE!

Thursday, November 28<sup>th</sup> to Sunday, December 1<sup>st</sup>  
While quantities last!



SAVE \$87.92  
WHEN YOU BUY 8

**\$5** ea when you buy 8 or more

JANES Pub Style Breaded Chicken Strips, Nuggets, Burgers, Chicken Fries, Popcorn or Chicken Wings 500-700 g or Breaded or Battered Fish selected 450-510 g 6.99 ea  
REST OF THE WEEK 6.99 ea



SAVE \$4

**3.49**

COMPLIMENTS Honeycrisp Apples product of Atlantic Canada, fancy grade 1.36 kg  
REST OF THE WEEK 5.99 ea



SAVE \$8

**4.99**

ENERGIZER Max AA 8 pk or AAA 4 pk selected varieties  
REST OF THE WEEK 9.99 ea



SAVE \$7

Get 1000 PTS  
When you buy 2

**14.99**

COMPLIMENTS Bathroom Tissue 30=100 rolls limit of 4

That's like \$10 toward your groceries

**WHILE SUPPLIES LAST**

SBK\_0010101\_01\_01\_01\_01\_01



Scene

TURN POINTS INTO GROCERIES



200 PTS when you spend \$30

14.99 /lb Fresh Beef Chuck Short Ribs Thick English Style or Thin Sliced Family Size cut by your meat expert from Canada AA grade beef 33.05/kg



That's like \$5 toward your groceries

500 PTS when you buy 5

2.49 GUAKER Dipps, Chewy or Granola Bars 120-156 g

Get 1000 PTS

When you spend \$30 on all Starbucks brew at home hot beverages.\*

That's like \$10 toward your groceries

\*before taxes.



STARBUCKS Roast & Ground Coffee 340-793 g or K-Cups® 10-44 pk, Whole Bean 907 g, Instant Coffee 90 g, Cold Brew 946 mL, Via 5-8 pk, Hot Chocolate 240-300 g or STARBUCKS by Nespresso 10 pk or Vertuo Pods 8-10 pk

1000 Points = \$10 of free groceries



**4.99** COMPLIMENTS or DAILY'S Bacon 375 g or COMPLIMENTS Marinated Boneless Pork Chops or Sirloin Kabobs 250-300 g

**6.99** /lb COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size or Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size 15.41/kg

**16.99** /lb From Nova Scotia Land-Raised Atlantic Salmon Fillets subject to availability 37.46/kg

**11.99** COMPLIMENTS Breakfast, Mild or Honey Garlic Pork Sausage 1-1.4 kg

**11.99** SUNRISE Waxed Bologna 2 kg

**6.99** THE LITTLE POTATO COMPANY Yellow Potatoes product of Canada 3 lbs, 1.36 kg

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

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

**2.99** /100 g COMPLIMENTS Black Forest Ham, Honey Ham, Turkey or Chicken

**2/\$6** COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA

**75 PTS** when you buy 1

**75 PTS** when you buy 2

**100 PTS** when you buy 2

**500 PTS** when you buy 500 g or more

**value size**

**BAKED IN STORE**

**Get 50 PTS** When you spend \$10-\$24.99

**Get 300 PTS** When you spend \$28 or more on Land-Raised Fresh Atlantic Salmon Fillets

CHOOSE CANADIAN SEAFOOD

**6.99** CRACKER BARREL Cheese 340-400 g, Shreds 250-320 g or BLACK DIAMOND Cheestings 12-16 pk 252-336 g

**6.99** IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

**3.99** SILK Next or Protein Beverages 1.74-1.75 L, Yogurt 500-650 g, Barista 946 mL or Shredded or Sliced Cheese 200 g

**3.99** DANONE Activia Yogurt 8 pk

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

**2/\$7** LAY'S Potato Chips 220-235 g, Poppables 130 g or Baked 177 g or TOSTITOS Tortilla Chips 205-300 g

**2/14** PEPSI or COCA-COLA Soft Drinks 12x355 mL

**5.99** KELLOGG'S Family Size Cereals selected 480-650 g

**10.97** BEEMIDA Liquid Honey 1 kg or KRAFT Peanut Butter 2 kg

**2.99** KELLOGG'S Cheez-It Crackers, Snap'd or Town House 213-391 g or CHRISTIE Mini Cookies 144-200 g

**9.99** TURTLES or TOBLERONE Chocolates 300-360 g while supplies last

**2/\$8** POPCORNERS Popcorn Chips 142 g

**2/\$3** GREEN GIANT Canned Vegetables 341-398 mL or COMPLIMENTS Canned Tomatoes 540-796 mL

**3.99** CRAVE, SMART ONES or KD Deluxe Frozen Entrées 200-340 g

**19.99** That's like \$5 toward your groceries **500 PTS** when you buy 2

**CREST** Rechargeable Toothbrushes, Heads or 3D Whitening System 1-10 pk selected

**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 so you may buy the item at the advertised price when it becomes available, 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 dollar locations prices effective from 8am Thursday morning until midnight Wednesday evening. The Smart 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, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, MasterCard (7am-10pm) and various 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 \$50.00 Sobeys points per day. For full Sobeys Terms & Conditions or to redeem your points, visit <https://www.sobey.com/terms-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 Express & The Chronicle Herald.

50% recycled paper used in the printing of this flyer. SJC's Partners in Growth program will contribute to the planting of a tree through Trees for Life Canada.

Partners in Growth

1

2

3

MIX Paper from FSC FSC® C021332

Empire Company Limited will match donations made in-store to a maximum of \$250,000 on December 14th - 15th, 2024.

SEB\_WK11\_P06\_ATEL\_NG



# Shop online. Pick up at Sobeys.



**\$45** off your groceries\*

USE CODE: **VOILAFALL24**

**Shop Now**

\*\$15 off your first three orders. New customers only. See terms and conditions for details. Expires November 30th, 2024.



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 **1400** PTS

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

That's like  
**\$14**  
toward your  
groceries



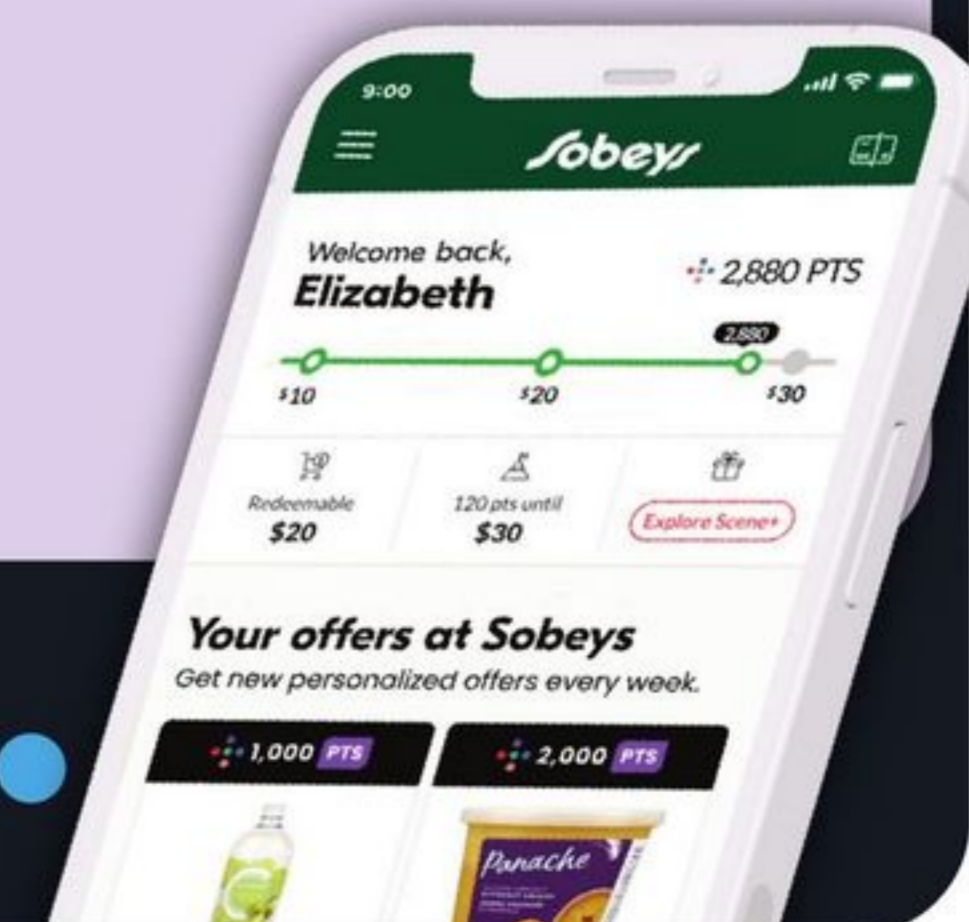
## Get **1000** PTS when you buy 1

MELITTA Ground Coffee 930 g



## Get **400** PTS when you buy 2

COMPLIMENTS Baby Wipes 72 pk



Download on the  
**App Store**



GET IT ON  
**Google Play**

Offer valid November 28th to December 4th, 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.



Special offers and inspiring recipes to simplify the holidays

So it's Sobey's Merry Maker

# So many possibilities

**12 Roasts** of Christmas  
Choose from any of our 12 holiday roasts



**Roast 4**  
**6.99** /lb  
Bourbon and Brown Sugar Apple Stuffed Pork Tenderloin 15.41/kg

READY FOR YOU

It's easy with freshly prepared holiday trays

Get **2500 PTS** When you spend \$200 or more on made-to-order trays  
or **1000 PTS** When you spend \$100 or more on made-to-order trays.



shop our **60+** made-to-order trays

**2.49** ea when you buy 3 or more  
COMPLIMENTS Herbs product of Canada, USA or Mexico assorted varieties 20-28 g 2.79 ea

**6.99** WILDLY DELICIOUS Toppers golden fig or Muskoka cranberry 185 mL  
**12.79** COMPLIMENTS Double Cream Brie or Camembert 350 g

Meal prep made easy

READY FOR YOU

Crowd-pleasing mains

**12 Roasts** of Christmas

Apps, sides, desserts and more!

Compliments Panache



Learn more

**6.49** DAIRY ISLE Butter 454 g

**4.99** COMPLIMENTS Apple Juice 1.54 L

**4.49** Sour Cream 500 mL brands vary by province

**4.99** DR. OETKER Momenti Pizza 160-185 g, Giuseppe Garlic Fingers 317 g or Panini 2 pk

**3.49** Dinner Rolls 12 pk

**2/\$9** MISS VICKIE'S 190-200 g or RUFFLES Potato Chips 180-200 g

**6.99** LINDT or GHIRARDELLI Bagged Chocolate 138-151 g or HERSHEY'S Pot of Gold 243-245 g while supplies last

**2.69** PERrier Sparkling Water or SAN PELLEGRINO Sparkling Water 750 mL-1 L

**2.69** PERrier Sparkling Water or SAN PELLEGRINO Sparkling Water 750 mL-1 L

## Stock-up on family faves

A moment of holiday magic starts with the Grocery Essentials Gift Card Visit [sobey.com/giftcards](http://sobey.com/giftcards) for details

SEP\_A03\_1\_P02\_ATEL\_NL\_NL\_P01





**Roast 12**  
**12<sup>99</sup>** /lb  
 Fresh Atlantic Salmon Roasts with Imitation Crab and Shrimp Stuffing 28.64 kg

READY FOR YOU



**CERTIFIED TENDER**  
**TENDRETE CERTIFIÉE**

**Beef Tenderloin Premium Oven Roast**

**10% off** **Roast 2**

STERLING SILVER Fresh Beef Tenderloin Premium Oven Roast or Grilling Steak cut by your meat expert from Canada AAA grade beef



**100 PTS** when you buy 1

**5<sup>99</sup>** RESER'S Main Street Bistro or Sides 482-680 g



**2/\$5** OCEAN SPRAY Cranberry Sauce 348 mL



**NEW** **7** COMPLIMENTS Cooked Shrimp in Ring with Sauce 255 g



**BUY 2 GET 3RD FREE**

**200 PTS** when you buy 1

**17<sup>99</sup>** 6" Cheesecakes fruit topped, strawberry topped or caramel 825-975 g



**4<sup>99</sup>** MAISON ORPHÉE Vinaigrette 250 mL



**2<sup>29</sup>** STOVE TOP Stuffing 120 g



**5<sup>29</sup>** CLUB HOUSE La Grille or Seasoning Blends selected 65-203 g



**4<sup>99</sup>** MINUTE RICE selected varieties 500-700 g



**5<sup>99</sup>** BOUNTY Paper Towel 2-3 rolls or Napkins 200 pk



**20% off** HANDI-FOIL Roasting Pans selected varieties



**100 PTS** when you buy 2

**2<sup>29</sup>** COMPLIMENTS Foil Containers 2-7 pk or Parchment Paper 35 ft or Foil Wrap 25 ft

**Enjoy the holidays**

SPEND \$50 IN UBER GIFT CARDS AND GET A \$5 BONUS

SOBEYS GIFT CARD

Offer valid during November 28 - December 4, 2024. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

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



# so local

Made right here at home

**100 PTS** when you buy 2

**3.99** From Canada  
COMPLIMENTS ORGANIC White or Cremini Sliced Mushrooms product of Canada 227 g

**1.19** From Atlantic Canada  
Turnip or Green Cabbage product of Atlantic Canada 2.62/kg

**1.99** From Atlantic Canada  
Golden Delicious or Gala Apples product of Atlantic Canada, Canada extra fancy grade 4.39/kg

**4.49** From Atlantic Canada  
Parsnips product of Atlantic Canada 454 g

**7.49** From Canada  
Hiros Cherry Tomatoes on the Vine product of Canada 340 g

**1.99** From Ontario  
Sweet Potatoes product of Ontario 4.39/kg

**34.99**  
Sheared or Natural Balsam Christmas Trees 6-8 ft available at select store locations

**Celebrate with a fresh tree!**

**100% fresh GUARANTEE** Guaranteed fresh or your money back

### Fruity fresh...

**Driscoll's**  
Only the Finest Berries

Driscoll's New Sweetest Batch Blueberries are extra sweet! Try them with dessert or as a salad topper!

**NEW**

**8.99** DRISCOLL'S Sweetest Batch Blueberries product of Peru or Mexico 312 g

### Veggie love...

**1.99** From Atlantic Canada  
Bulk Red Onions product of Atlantic Canada 4.39/kg

**4.99**  
COMPLIMENTS Baby-Cut Carrots product of USA 907 g

**1 LB BAG**

**3.49**  
Green Anjou Pears product of USA extra fancy grade 7.69/kg or Fresh Limes product of Mexico 454 g 1 lb bag

**CASE**

**8.99**  
Vanilla Persimmons Case product of Spain or bulk 1.69 ea

**LARGE**

**1.79**  
Large Avocados product of Mexico

**6.49** **ORGANIC 7.49**  
COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

**5.99**  
Chestnuts product of Italy 454 g

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

**4.49** From Canada  
Boston Duo Lettuce product of Canada

**1.29**  
Flat Cabbage or Daikon Lo Bok product of USA no 1 grade 2.84/kg

**READY FOR YOU**

**15% off**  
Prepared Fresh Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes

**READY FOR YOU**

**BUY 1 GET 2ND 25% OFF**  
Prepared Fresh Daily In-Store Taco or Guacamole Dip, Pineapple Salsa or Bruschetta Mix assorted sizes

**bulk**

**BUY MORE SAVE MORE**

**3.99** **BUY 2 or more**  
COMPLIMENTS Candies selected 350-400 g 4.49 ea

**25% off**  
COMPLIMENTS Baking Nuts 200-400 g

### floral

selection may vary by store

**STARTING AT 24.99**  
Holiday Gardens

**250 PTS** when you buy 1  
**19.99**  
Fleursetta Garden 8"

**\$14**  
Large Gerbera Daisies 10-Stem Bunch

**21.99**  
Country Garden Holiday Bouquet

A moment of holiday magic starts with the Grocery Essentials Gift Card. Visit [sobey.com/giftcards](http://sobey.com/giftcards) for details.

\*For an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product tag for receipt and we will provide you with the appropriate replacement. Restrictions apply, see [www.sobey.com/value-tag](http://www.sobey.com/value-tag) for details.



**So tender**  
Sterling Silver  
**HAND-SELECTED AAA BEEF**  
Well-marbled • Aged to perfection  
Cut from Canada AAA Beef  
Exclusive to Sobseys

**19.99** /lb  
STERLING SILVER Fresh Capless Prime Rib Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 44.07/kg

**24.99** /lb  
STERLING SILVER Fresh Boneless Rib or Rib Eye Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 55.09/kg

**CERTIFIED TENDER TENDRETE CERTIFIEE**

**3.79** /lb  
Fresh Chicken Legs Family Size back attached 8.36/kg

**4.99** /lb  
Boneless Stuffed Chicken Breast Asparagus & Mozzarella, Spinach & Feta or Red Pepper & Halloumi Cheese 175 g or 2pk 350 g 9.98

**3.49** /lb  
Fresh Pork Hock 7.69/kg

**5.99** /lb  
Fresh Pork Tenderloin Family Size cryovac 13.21/kg

**7.99** /lb  
Fresh Premium Medium Ground Beef Chuck Burger Bacon & Cheddar, Jalapeno & Cheddar, Onion & Swiss 17.61/kg

**5.99** /lb  
JOHNSONVILLE Breakfast or Dinner Pork Sausage 250-500 g

**16.99** /lb  
Fresh Canadian Lamb Loin Chops 37.46/kg

**10% off**  
THOMAS FARMS Lamb frozen

**300 PTS** when you spend \$20 or more

**100 PTS** when you buy 1 pkg

**READY FOR YOU**  
**Ready for you marinated meats.**

**6.99** /lb  
Fresh Honey Garlic or Maple Chipotle Marinated Pork Tenderloin 15.41/kg

**15.99** /lb  
Fresh Maple Chipotle, Korean BBQ or BBQ Whiskey Marinated Beef Chuck Short Rib, Thin Cut, cut by your meat expert from Canada AA grade beef 35.25/kg

**200 PTS** when you spend \$20 or more

**So appetizing**  
Panache  
MIX & MATCH

**BUY 2 GET 3RD FREE**  
POULTRY SPECIALS COMPLEMENTS OR PANACHE

COMPLEMENTS or PANACHE Meat or Seafood Appetizers or Chicken Wings or PANACHE Bakery Desserts frozen 300-650 g selected

**quick & easy**

**12.99** /lb  
FRETTY Fully Cooked Chicken 454 g

**4.99** /lb  
MAPLE LODGE FARMS Chicken Bacon or ZABIHA HALAL Breakfast Chicken Strips 375 g

**9.99** /lb  
COMPLEMENTS Marinated Flattened Pork Tenderloin or Belly 450-500 g or CHRIS BROTHERS Bologna 1.5 kg

**10.99** /lb  
COMPLEMENTS Smoked Sausages 900 g

**7.99** /lb  
CHRIS BROTHERS Corned Beef Brisket 17.61/kg

**12.99** /lb  
ATLANTIC MEATS Pork Riblets 1.8-2 kg

**6.99** ea  
NOTCO Plant-Based Chickenless Nuggets or Burgers 260-340 g

**10.99** /lb  
COMPLEMENTS Individual Pot Pies 750 g

**200 PTS** when you buy 2

**220 PTS** when you buy 2

**GET TO FREE GROCERIES FASTER**  
when you open your Scotia membership card and pay with your Scotiabank Scotia Visa Card.

**GET 500 PTS ON EVERY \$1 SPENT**

**1000 pts = \$10 in groceries**

©2020 Sobsey's. \$10 in groceries. Scotia points redeemed at any participating Empire location must be redeemed in increments of 1000. For full details on participating Empire locations, visit us at sobseys.com. Other restrictions apply. See full list of participating merchants across Canada at sobseys.com/participatingmerchants. Visa Inc. Licensed user.

981\_WK31\_N05\_A1L\_N5\_N6



# So local

Made right here  
at home



From  
New Brunswick

**16<sup>99</sup>**

SALTWINDS Ocean Air Coffee  
340 g



From  
Nova Scotia

**13<sup>99</sup>**

BENJAMIN BRIDGE Nova  
Zero 4x250 mL



From  
New Brunswick

**27<sup>99</sup>**

WABANAKI Maple Gift Set  
300 mL



From  
Nova Scotia

**4<sup>99</sup>**

ATLANTIC BAKERS Bread & Roll Mix  
1.36 kg



From  
New Brunswick

**3<sup>99</sup>**

FALAVORY Gourmet Soup Seasoning Blends  
41-49 g



# seafood

**10<sup>99</sup>**  
/lb  
Coho Salmon Fillets frozen or previously frozen product of Chile 24.23/kg

**200 PTS**  
when you spend \$25 or more  
CHOOSE CANADIAN SEAFOOD  
Live Market Lobsters product of Atlantic Canada subject to availability

**9<sup>99</sup>** **100 PTS**  
when you buy 1  
Seacuterie Board with Smoked Salmon, Shrimp, Imitation Crab prepared in-store 380 g

**29<sup>99</sup>** CHOOSE CANADIAN SEAFOOD  
BLUE TIDE Wild Caught Atlantic Canada Lobster Meat 200 g

**9<sup>99</sup>** **10<sup>99</sup>**  
without Scenes+ Card  
COMPLIMENTS Steelhead, Atlantic Salmon or Gravlax 150 g

**25% off**  
COMPLIMENTS Hokkaido, Sea or Bay Scallops 340-400 g

**14<sup>99</sup>**  
COMEALU Bacon Wrapped Sea Scallops 340 g or PHILLIPS Crab Claw Meat 227 g

**13<sup>99</sup>**  
LA FISHERIE Seafood Pie 700 g or Shrimp Mac & Cheese 620 g

# kitchen

**SAVE 15%**  
Chicken Wings available hot or chilled ready to eat

**3<sup>99</sup>** **100 PTS**  
when you buy 2  
COMPLIMENTS Salads regular potato, creamy coleslaw, macaroni or other selected varieties 426-454 g

**So festive**  
**13<sup>99</sup>** **100 PTS**  
when you buy 1  
Whole Festive Chicken Dagwood Sandwich 1.04 kg also available in 1/2 or 1/4 sandwiches  
**6<sup>99</sup>** **200 PTS**  
when you buy 2  
Brie, Prosciutto & Fig Flatbread, Sweet Stinger Hot Honey or Cup & Char Pepperoni Flatbreads select varieties 203-305 g

**Pasta deal!**  
**BUY 1**  
Family Size OLIVIERI Pasta 500-700 g  
**& GET 1 FREE**  
OLIVIERI Regular or Skillet Gnocchi 280-350 g

# deli

**25% off**  
FRICO Gouda Mild, Medium, Spiced or Chili works out to 3.39/100 g. Smoked works out to 3.19/100 g or Aged works out to 3.59/100 g

**6<sup>49</sup>** **100 PTS**  
when you buy 2  
BOTHWELL Cheeses 170 g

Bring some Spanish flare to your charcuterie board  
**9<sup>49</sup>**  
RABEL Spanish Cheeses 150 g

**7<sup>99</sup>**  
MAPLE LEAF Natural Selections or SCHNEIDERS Sliced Deli Meats selected 125-175 g

**3<sup>99</sup>** **400 PTS**  
when you buy 2  
BRANDT Sliced Meats 125-150 g selected

**100 PTS**  
when you buy 200 g or more  
**3<sup>99</sup>**  
MASTRO Genoa Salami

**2<sup>39</sup>**  
CHRIS BROTHERS Mild or Hot Pepperoni available from deli service case

# bakery

**100 PTS**  
when you buy 1  
**STARTING AT 7<sup>49</sup>**  
Cupcakes 6 pk 335-505 g

**19<sup>49</sup>**  
Fresh Fruit Flan 990 g

**9<sup>49</sup>**  
Apple Cranberry Pie 625 g

**3<sup>99</sup>** **4<sup>49</sup>**  
without Scenes+ Card  
Pumpnickel, Sourdough or San Francisco Sourdough Boules 450-454 g

**5<sup>49</sup>**  
ACE BAKERY Demi Baguette frozen 400 g

**4<sup>29</sup>**  
Panini or Calabrese Buns 6 pk 250-480 g

**2<sup>99</sup>**  
Artisan Style Baguettes 325-375 g

Sign up for Sobey's E-Flyer &

**SAVE \$5**

off your next purchase of \$40 or more!  
[www.sobeys.com/getflyer](http://www.sobeys.com/getflyer)

89F\_WK31\_SL\_ATL\_US\_NB\_PEL\_M10



# Explore products from around the world!

Shop international foods storewide.



Ateyoa product of Egypt  
**5.99**  
ea



**1.99**  
/lb

From Canada  
Red Carrots product of Canada 4.39/kg



**1.88**  
KIM PHAT Water Chestnuts whole or sliced 227 g



**3.99**  
KIM PHAT Pad Thai Noodles 400 g



**4.99**  
KIM PHAT Udon Noodles 4 pk



**1.79**  
COMPLIMENTS Coconut Milk regular or light 400 mL



**1.79**  
EIGHT TREASURES Coconut Milk 400 mL



**3.99**  
EIGHT TREASURES Sesame Oil 185 mL



# dairy & frozen

**4<sup>99</sup>** NATREL Fine Filtered Milk 2 L

**5<sup>99</sup>** INTERNATIONAL DELIGHT Creamer 946 mL or Cold Foam 396 g **100 PTS** when you buy 2

**5<sup>49</sup>** KRAFT Dips 340 g **100 PTS** when you buy 2

**3<sup>49</sup>** YOPLAIT Source Yogurt 630 g **SAVE 50c** without Scene+ Card

**7<sup>99</sup>** iöGO Yogurt 16 pk

**4<sup>99</sup>** SHEPHERD GOURMET SKYR Icelandic Style Yogurt 500 g

**3<sup>99</sup>** KOZY SHACK Pudding 624 g Tub or 4 pk

**3<sup>49</sup>** TRE STELLE Cream Cheese 200 g **100 PTS** when you buy 2

**5<sup>49</sup>** PURE LEAF Iced Tea 1.75 L

**6<sup>99</sup>** MARITIME PRIDE Large White Eggs 18 pk

**4<sup>99</sup>** OASIS Orange Juice Blends 1.5 L **200 PTS** when you buy 2

**5<sup>49</sup>** TROPICANA Zero Sugar Fruit Drinks or Drinks 1.36 L

**4<sup>99</sup>** OASIS Orange Juice Blends 1.5 L

**7<sup>99</sup>** STARBUCKS Iced Coffee 142 L Iced Espresso Beverage or Cold Brew Beverage 118 L

**4<sup>99</sup>** CHAPMAN'S Premium Ice Cream, Frozen Yogurt, Sorbet, No Sugar Added Ice Cream 1-2 L or Super Novelties 8-18 pk

**10<sup>49</sup>** CRAFTY RAMEN Frozen Ramen 520 g

**6<sup>49</sup>** COMPLIMENTS Aerosol Whip Cream 400 g **50 PTS** when you buy 1

**3<sup>99</sup>** COMPLIMENTS Fries 650 g

**2<sup>99</sup>** COMPLIMENTS Perogies 907 g

**8<sup>99</sup>** BEST BUY Frozen Vegetables 2 kg **200 PTS** when you buy 1

# natural health

**4<sup>99</sup>** AMY'S Kitchen Burritos or Gluten Free Burritos 156-170 g **50 PTS** when you buy 1

**9<sup>99</sup>** DAIYA Thin Crust Pizza or Flatbreads 346-550 g **400 PTS** when you buy 2

**6<sup>49</sup>** KASHI Granola 311-340 g, ORGANIC or Go Lean Cereal 275-460 g **100 PTS** when you buy 2

**2<sup>99</sup>** TWO BEARS Assorted Lattes 207 mL or CLUB HOUSE ORGANIC Spice Bags 10-57 g

**3/\$7** COVE Gut Healthy Soda 355 mL

**4<sup>99</sup>** THIRSTY BUDDHA All Natural Coconut Water 1 L

**6<sup>49</sup>** NATURE'S BAKERY Blueberry Fig Bars 270-340 g **100 PTS** when you buy 2

**2<sup>99</sup>** COMPLIMENTS Veggie Snax 142 g **50 PTS** when you buy 2

**15% off** DR. SQUATCH Soaps 141-142 g Harry Potter or Star Wars Soaps available for a limited time at select stores

**4<sup>99</sup>** COREPOWER Shakes 414 mL or Elite 414 mL 5.49 **100 PTS** when you buy 2

**11<sup>99</sup>** LIQUID IV Drink Mix 6x16 g sticks **200 PTS** when you buy 2

**24<sup>99</sup>** VEGA Protein & Greens 510-526 g



# So sweet

Perfect gifts



**9<sup>99</sup>** CADBURY Dairy Milk Chocolate Mini Bars Variety Box 304 g or Mini Eggs 400 g or TOFFIFEE 400 g while supplies last



**5<sup>29</sup>** TOBLERONE Tiny Chocolates 120 g while supplies last



**10<sup>49</sup>** FERRERO ROCHER Tree 150 g while supplies last



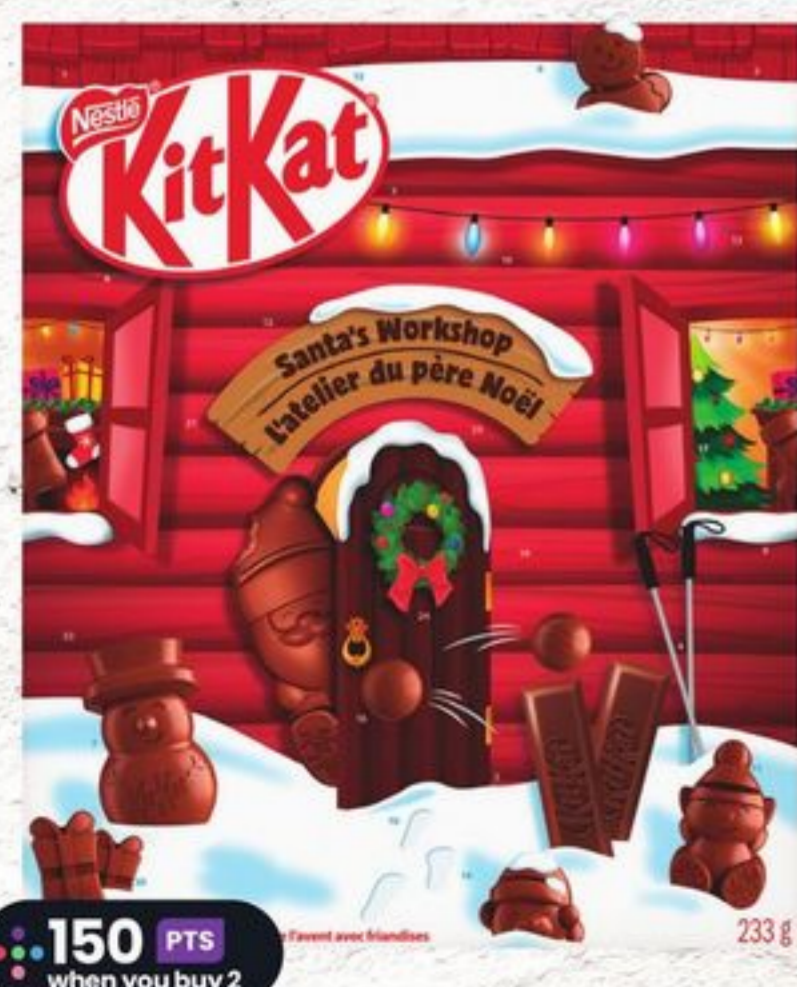
**8<sup>99</sup>** PANACHE Peppermint or Marshmallow Cookie Bark, Pecan Clusters or COMPLIMENTS Jolly Mix Candy 330-900 g while supplies last



**12<sup>99</sup>** LINDT Advent Calendars 128 g while supplies last



**10<sup>99</sup>** HERSHEY'S or CADBURY Advent Calendars 200-212 g while supplies last



**12<sup>99</sup>** KIT KAT Advent Calendars 233 g while supplies last



**11<sup>99</sup>** KINDER Plush 116 g, Surprise Maxi 150 g or Advent Calendar 182 g while supplies last



**3<sup>99</sup>** FERRERO ROCHER Chocolate Bar 90 g 4.49 ea

\*Best New Product for Chocolate Bar in a 2024 BrandSpark® Survey.



# drinks & snacks

<p><b>400 PTS</b> when you buy 2</p> <p>AHA Sparkling Water 12x355 mL</p>	<p><b>150 PTS</b> when you buy 2</p> <p>7<sup>49</sup> SODASTREAM Fountain Style Syrup 440 mL</p>	<p><b>50 PTS</b> when you buy 2</p> <p>7<sup>29</sup> COCA-COLA Mini Bottles 8x300 mL</p>	<p><b>279</b> get when you buy 2 or more</p> <p>MAYNARDS Small Bag Candy 150-154 g 3.79 ea</p>
<p><b>100 PTS</b> when you buy 2</p> <p>3<sup>99</sup> LA COCINA Tortilla Chips 300-400 g</p>	<p>3<sup>79</sup> HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g</p>	<p><b>100 PTS</b> when you buy 2</p> <p>COMPLIMENTS Potato Chips Extraa! Flavour, Kettle Chips 200 g or Flavoured Tortilla Chips 255 g</p>	<p>3<sup>99</sup> CHRISTIE Peek Freans or Dad's Cookies 275-350 g, Crispers or Ritz Chips Family Size 240 g</p>
<p>4<sup>99</sup> <b>200 PTS</b> when you buy 2</p> <p>NESTLÉ Carnation Hot Chocolate Envelopes 7-10x25 g</p>	<p>2/<sup>7</sup> MIO Lemonade or KOOL-AID Liquid Orange or CRYSTAL LIGHT Strawberry Lemonade 48 mL, Lemon Singles 36 g or Raspberry Ice 4 pk</p>	<p>5<sup>49</sup> <b>50 PTS</b> when you buy 1</p> <p>KING COLE Orange Pekoe Tea Bags 30-60 pk or MORSES 72 pk</p>	<p><b>100 PTS</b> when you buy 2</p> <p>4<sup>99</sup> CHRISTIE Family Size Crackers 350-454 g or Premium Plus Crackers 450-500 g</p>

**Here for your budget and lifestyle**

<p><b>200 PTS</b> when you buy 4</p> <p>BIG 8 Soft Drinks or Sparkling Water 2 L</p>	<p><b>200 PTS</b> when you buy 2</p> <p>COMPLIMENTS Cookies selected 300-350 g</p>	<p>4<sup>99</sup> <b>100 PTS</b> when you buy 1</p> <p>COMPLIMENTS Hot Chocolate Canisters 500 g or White Candy Cane 350 g</p>	<p>10<sup>99</sup> <b>100 PTS</b> when you buy 1</p> <p>COMPLIMENTS Bar Granola Chewy Chocolate Chip 1256 g</p>
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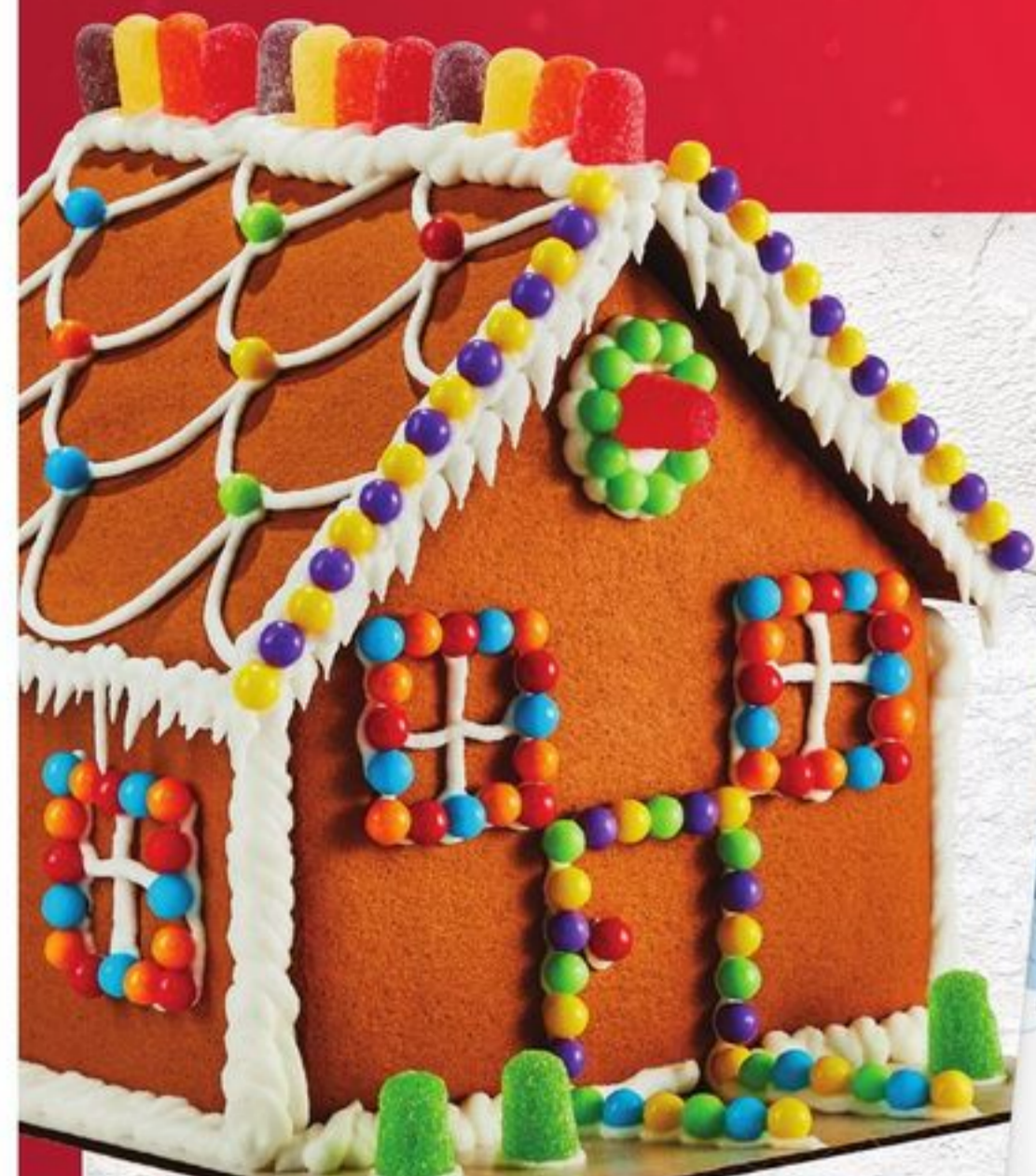
# meal makers

<p>14<sup>49</sup> TILDA Basmati or Basmati Brown Rice 1.81 kg</p>	<p>5<sup>29</sup> AL'FEZ Sauces selected varieties 400 mL</p>	<p>4<sup>49</sup> WEIGHT WATCHER'S Bread 450 g, Tortillas 8 pk or Bagels 6 pk or SUN-MAID Cinnamon Raisin Bread 450 g</p>	<p>3<sup>99</sup> VACHON Snacks 248-336 g or SARA LEE Little Bites 234 g</p>
<p>4<sup>49</sup> BICK'S Pickles 500 mL</p>	<p><b>100 PTS</b> when you buy 2</p> <p>3<sup>99</sup> LE GREC Salad Dressing 350 mL</p>	<p>2<sup>99</sup> LANCIA Pasta 750 g</p>	<p>5<sup>99</sup> CLOVER LEAF Sockeye Salmon 213 g</p>
<p><b>200 PTS</b> when you buy 3</p> <p>7<sup>99</sup> COMPLIMENTS Beans 398 mL</p>	<p>5<sup>49</sup> CHOLULA Hot Sauce 150 mL or Salsa 325 mL</p>	<p>3<sup>99</sup> CRISCO Shortening 454 g or COMPLIMENTS Condensed Milk 300 mL</p>	<p><b>200 PTS</b> when you buy 2</p> <p>15% off COMPLIMENTS Baking Nuts selected 100 g (excludes pine nuts)</p>
<p>2<sup>99</sup> LANTIC Brown, Yellow or Icing Sugar selected 1 kg</p>	<p>3<sup>69</sup> CREAM OF WHEAT 336-800 g or COMPLIMENTS Granola 325 g</p>	<p><b>100 PTS</b> when you buy 1</p> <p>9<sup>99</sup> PANACHE Maple Syrup Amber Rich 500 mL</p>	<p><b>100 PTS</b> when you buy 2</p> <p>4<sup>99</sup> COMPLIMENTS Jam 375-500 mL</p>

**RECIPES, STORIES, TIPS & TRICKS** and more, all at Sobey's.com



# Stock up on holidays essentials!



STARTING AT

**12<sup>99</sup>**

COMPLIMENTS Gingerbread House Kit or Pre-Built House Kit 748-874 g



STARTING AT

**5<sup>99</sup>**

COMPLIMENTS Chocolate Peppermint Mini Cupcakes 12 pk 284 g or KIMBERLEY'S BAKESHOPPE Green & White Frosted Soft Sugar Cookies 383 g



STARTING AT

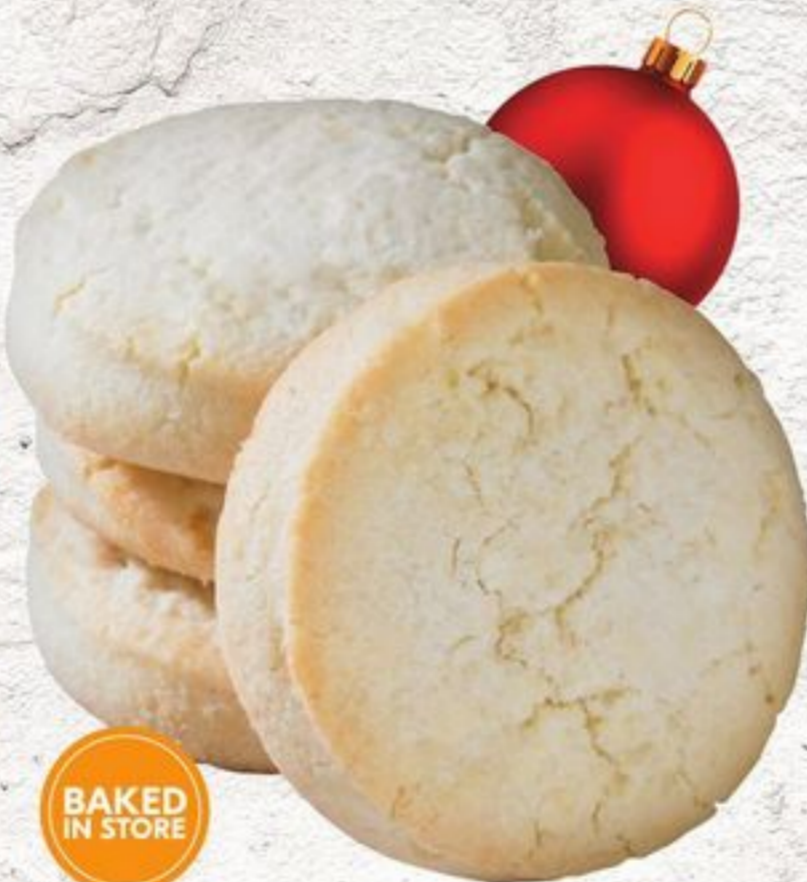
**9<sup>99</sup>**

MCFADGEN'S Fruitcake, Plum Pudding or MONTE CRISTO Fruitcake 450-600 g



**5<sup>99</sup>**

WENDEL'S Ginger Cookies gluten-free 160 g



BAKED IN STORE

**5<sup>99</sup>**

Mini Plain or Chocolate Shortbread Cookies 18 pk 270 g



**18<sup>99</sup>**

AURORA Pandoro Classic 800 g



STARTING AT

**9<sup>99</sup>**

MILANO Panettone 800 g



Try our mistletoe muffins, available for a limited time!

**6<sup>99</sup>**

**150 PTS** when you buy 2  
COMPLIMENTS Muffins 4-6 pk 400-600 g



# home & pet care

<p><b>5/\$7</b> PURINA Fancy Feast Broths Singles or FRISKIES Lil' Soups 34-40 g</p>	<p><b>9.99</b> WHISKAS Dry Cat Food or BENEFUL Dry Dog Food 1.6-1.8 kg</p>	<p><b>6.99</b> MEOW MIX Original Cat Food 1.42 kg</p>	<p><b>27.99</b> <b>200 PTS</b> when you buy 1 PURINA ONE Dog Food 6-7 kg</p>
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<p><b>16.49</b> PUREX Laundry Detergent 4.08-4.43 L. SUNLIGHT Laundry Detergent 4.0 L. PERSIL Laundry Detergent 2.21 L or 32-42 pk</p>	<p><b>5.49</b> <b>200 PTS</b> when you buy 2 COMPLIMENTS Fabric Softener Sheets 120 pk</p>	<p><b>22.99</b> <b>100 PTS</b> when you buy 1 ROYALE Bathroom Tissue 24=72 rolls or Paper Towel 12 pk</p>	<p><b>7.29</b> WINDSOR Clean &amp; Protect Pellets 18.1 kg</p>
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<p><b>3.49</b> <b>BUY MORE SAVE MORE</b> PALMOLIVE Dish Soap 591-628 mL 3.99 ea go when you buy 2 or more</p>	<p><b>2/\$9</b> <b>100 PTS</b> when you buy 2 LYSOL Bathroom or Toilet Bowl Cleaner 650-950 mL, All Purpose Cleaner 650 mL-1.2 L, Shower Cleaner 538-680 g or Puck 100 g selected</p>	<p><b>8.99</b> CASHMERE Bathroom Tissue 8=16 rolls or SPONGE TOWELS 2 pk</p>	<p><b>20% off</b> COMPLIMENTS Gift Wrap Rolls while quantities last</p>
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# health, beauty & baby

<p><b>1.49</b> CREST Toothpaste 50-100 mL or ORAL-B Cavity Defense Toothbrushes 1 pk selected</p>	<p><b>STARTING AT 4.99</b> PANTENE, HEAD &amp; SHOULDERS or OLD SPICE Shampoo or Conditioner 308-400 mL or SECRET or OLD SPICE Deodorant 45-96 g selected</p>	<p><b>10.99</b> ALWAYS Pads, Liners or TAMPAX Tampons 18-162 pk selected</p>	<p><b>7.49</b> OLD SPICE Deodorant or Spray selected 73-144 g</p>
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<p><b>10.99</b> <b>600 PTS</b> when you buy 2 LISTERINE Value Size Total Care Mouthwash 1.5 L selected</p>	<p><b>STARTING AT 5.99</b> DOVE Deodorant 45-85 g or Hand Soap 355-400 mL selected</p>	<p><b>20% off</b> <b>50 PTS</b> when you buy 2 COMPLIMENTS Body Wash, Hand Soap or Sanitizer 236 mL-1 L selected</p>	<p><b>15% off</b> <b>100 PTS</b> when you buy 1 ST. IVES Skincare selected</p>
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<p><b>1.99</b> <b>BUY MORE SAVE MORE</b> <b>200 PTS</b> when you buy 2 BABY GOURMET Purée Pouches 113-128 mL selected 2.49 ea</p>	<p><b>59.99</b> SIMILAC Pro-Advance 16x235 mL selected</p>	<p><b>15% off</b> <b>300 PTS</b> when you buy 2 HONEST CO Baby Care 118-532 mL or 288 pk</p>	<p><b>3.49</b> <b>BUY MORE SAVE MORE</b> <b>200 PTS</b> when you buy 2 COMPLIMENTS Baby Wipes 64-72 pk 3.99 ea</p>
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# pharmacy

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

<p><b>10% off</b> VICKS DayQuil or NyQuil Cold &amp; Flu 236 mL or 16 pk* selected</p>	<p><b>10% off</b> <b>100 PTS</b> when you buy 1 FLORASTOR Probiotic Supplements 20-50pk selected</p>	<p><b>15% off</b> <b>100 PTS</b> when you buy 1 NEOCITRAN Cold &amp; Flu Relief 10 pk*</p>	<p><b>15% off</b> <b>300 PTS</b> when you buy 1 NICORETTE Gum, Lozenges 80-105 pk or Quick Mist or NICODERM 7 pk selected</p>
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<p><b>20% off</b> <b>300 PTS</b> when you buy 2 TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle &amp; Body 40 pk selected*</p>	<p><b>15% off</b> <b>150 PTS</b> when you buy 2 BAND-AID Bandages 10-60 pk</p>	<p><b>Get diabetes care that fits your needs.</b> Ask us if a personalized care plan is right for you. 360Health   Jobey PHARMACY &amp; WELLNESS</p>
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# So furry and bright

Treats for your pet



**12.99**  
PURINA One Dog Treats 566 g



**6.99**  
COOKIE PAL ORGANIC Dog Treats 300 g



**7.67**  
ed when you buy 4 or more  
CESAR Wet Food Singles 100 g 1.99 ea



**6.99**  
BLUE BUFFALO Bits, Sizzlers or Stix 113-170 g



Bring home the paw-fect gift!



**10.99**  
100 PTS when you buy 1  
PEDIGREE Dentastix 504-608 g



**2.50**  
ed when you buy 2 or more  
FRISKIES Cat Treats 170 g 3.49 ea

Fill their stockings too!

Get **300 PTS**

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

\*before taxes.



**5.49**

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!



# So giftable

The perfect sets

## Special spa sets



**150 PTS**  
when you buy 2  
LIP SMACKER Holiday Lip Balm  
or Tins 1 pk selected

**300 PTS**  
when you buy 2  
NATIVE Sugar Cookie or Candy Cane Body Wash  
532 mL, Deodorant 75 g or Hair Care 487 mL

## Everyday essentials



**150 PTS**  
when you buy 1  
NIVEA or NIVEA Men  
Gift Set

**150 PTS**  
when you buy 2  
NIVEA Body Wash, Deodorant,  
Lip or Shave Care 50-500 mL,  
51-52 g or 2 pk selected

STARTING AT **9.99**  
**100 PTS**  
when you buy 1  
SENSODYNE Pronamel  
Children Toothpaste or POLIGRIP  
Value Size 2 pk selected

## Bath time bests



**100 PTS**  
when you buy 2  
OMBRA Bath Salts  
350 g or Foam Bath  
500 mL

**100 PTS**  
when you buy 2  
DR. TEAL'S Epsom  
Salts 1.36-1.81 kg or  
Foam Bath 1 L selected

Available in selected stores while quantities last.



Rachelle Béry

Winter wellness starts with self-care

Rachelle Béry wellness boutique

Daily doses



10% off GENUINE HEALTH PROBIOTICS 30-60 PK



500 PTS when you buy 1  
15% off YOUTHEORY SUPPLEMENTS ASSORTED SIZES

May help to manage stress, mood and sleep



26<sup>99</sup>  
NATURAL CALM MAGNESIUM 226 G



200 PTS when you buy 1  
20% off PROGRESSIVE VEGESSENTIAL PROTEIN POWDERS 840 G

Try the holiday flavours for a limited time! Gingerbread, Nut Nog and Mint Cocoa



25 servings of organic superfoods in every pouch  
15% off BLUME REGULAR OR HOLIDAY LATTES 100-125 G

Bath & beauty basics



15% off GREEN BEAVER SHAMPOO, CONDITIONER OR BODY WASH 370 ML



15% off ANDALOU BODY, SKIN OR HAIR CARE ASSORTED



300 PTS when you buy 2  
14<sup>99</sup> HERBATINT 120-135 ML



15% off SAAVY SOAPS BODY CARE 250 ML OR 140-297 G (EXCLUDING HOLIDAY)

A selection of organic and natural products made to enrich your life



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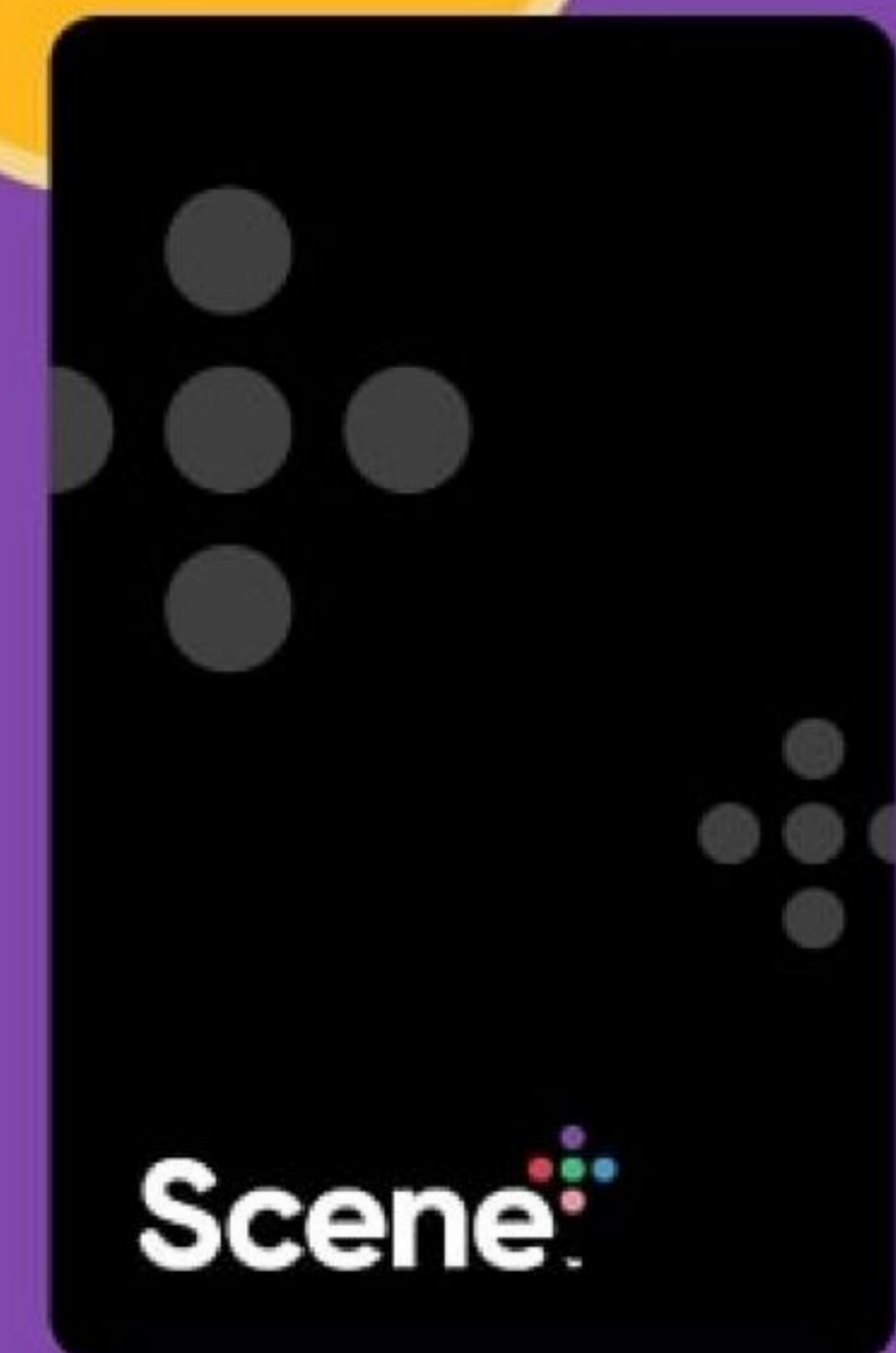
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when you scan your **Scene+ membership card** and pay with your **Scotiabank® Scene+™ Visa\* Card**.

**APPLY NOW**

**GET 2  
SCENE+ PTS  
ON EVERY  
\$1 SPENT<sup>2</sup>**

**1000 pts  
= \$10 in  
groceries<sup>1</sup>**



<sup>1</sup>1000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1000.  
<sup>2</sup>Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply.  
See full list of participating merchants across Canada at [scotiabank.com/participatingstores](https://scotiabank.com/participatingstores).  
\*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.**