

Sobeys

Reset your routine!

Discover new wellness habits for the New Year.

100 PTS when you buy 1

9⁹⁹

COMPLIMENTS ORGANIC Coffee 275-300 g or COMPLIMENTS ORGANIC Coffee Pods 12 pk.



Try this!

Add flavourless collagen to morning smoothies, coffee, juice and more



BUY MORE SAVE MORE

4⁵⁰

ea when you buy 2 or more
SILK Almond or Soy Milk 1.89 L 5.49 ea

Wellness tip!

Serve hemp hearts with your morning yogurt



Made in Canada. Non-GMO, Superfood providing protein and other vital nutrients like magnesium, fibre, zinc and iron

6⁹⁹

50 PTS when you buy 1

MANITOBA HARVEST Hemp Hearts 227 g



15% off

GREAT LAKES Collagen 224-287 g



Collagen boosts bone density, skin elasticity and hydration

34⁹⁹

VITAL PROTEINS Collagen Peptides 284 g



Brewed in Montreal since 2008



Sips & snacks

Snuggle up to movie nights with a wellness spin

7⁹⁹

RISE Kombucha 1 L



Air popped with no artificial flavours or colours

2/\$9

POPCORNERS 142 g

Weeknight dinners done right

Savour the flavours



5.99
CHICKAPEA One Pot Pasta 198 g



4.99
MUIR GLEN ORGANIC Tomatoes 796 mL



Organic, non-GMO and free-range

40 PTS
when you buy 2

4.69

IMAGINE ORGANIC Broths 1 L

Easy everyday wellness swaps

Try these crowd-pleasers

4.99

DAIYA Cheese Style Shreds, Slices or Blocks 185-220 g or Cream Cheese 227 g



Vegan alternative that melts like the real thing



Gluten free

9.99

SAPORI DI OGGI Pizza select varieties 435-500 g



Thin, crispy and gluten-free

5.49

BLUE DIAMOND Thins 120 g

Try this!

Up your sandwich game — build one on seeded bread

Plant-based seed-stuffed breads

STARTING AT **7.49**

LITTLE NORTHERN BAKEHOUSE Breads, Buns or Bagels selected varieties 260-567 g 7.49 ea or Pizza Crust 300-420 g 8.99 ea



150 PTS
when you buy 2

4.99

CALIFIA FARMS Almond or Oat Beverage 1.4 L

Non-dairy and a source of calcium

3.49

BLUE DIMOND Almond Breeze Chilled Beverage 1.89 L



Blue Diamond
Great taste, gluten free and made with real almonds

50 PTS
when you buy 2

2/\$5

BLUE DIAMOND Almond Breeze Shelf Stable Beverages 946 mL



4⁹⁹

JORDANS Cereal
375-400 g or
Granola 325-375 g



Wake up to wellness

Bite into breakfasts with benefits



60 PTS
when you buy 2

7⁹⁹

MARANATHA
Smooth or Crunchy
ORGANIC Peanut
Butter 500 g

Organic,
non-GMO and
made with just
two ingredients

100 PTS
when you buy 2

6⁴⁹

ST. DALFOUR
Jam 225 mL



Plant-based
with 23 g
of protein.
Made in
Canada



9⁹⁹

FLOURISH Pancake
Mix 430 g



Helps save
gorillas and
their habitat

9⁹⁹

NATURE'S PATH
Eco Pac Cereal
assorted products
650-907 g

**Creamy,
organic,
dairy free**
Fermented and
probiotic rich dips
and spreads



7⁹⁹

NUTS FOR CHEESE
Dips or Cream Cheese
210 g



50 PTS
when you buy 1

9⁹⁹

EVIVE Smoothie
Cubes 405 g
available only at
select stores

**Sip the
day away**

Wholesome drinks
to start (and finish)
your day



R.W. KNUDSEN
Juice 946 mL

**15%
off**

6⁹⁹

REMEDY Kombucha
355 mL 4 pk

12⁹⁹

CRANK Whole
Bean Coffee 340 g



100 PTS
when you buy 2

5⁴⁹

TRADITIONAL
MEDICINALS
Teas 16 pk

Try this!
Amp up the
flavour of
bagged teas with
fresh herbs



7⁹⁹
ENLIGHTENED Frozen Desserts 473 mL

Organically made with sustainable practices

STARTING AT 4⁴⁹
QUE PASA Tortilla Chips 286-350 g
4.49 ea or Salsa 420 mL 5.49 ea

6⁴⁹
CHOCXO Chocolate 98-100 g

Snack smarter
Better-for-you treats for movie nights and more

Whole grain, low calorie and cholesterol free

50 PTS when you buy 2
3⁹⁹
HARDBITE Classic Potato Chip 128-150 g or POPTASTIC Popcorn 130 g

2⁹⁹
COMPLIMENTS Veggie Snax 142 g

3/\$7
MID-DAY Squares 33 g

\$4 **Midday snacks & more**
Bites to help beat the 4 p.m. lull

MADE GOOD Bars, Minis or Rice Crisps 120-132 g
Organic, nut and gluten free making it a school safe snack

1⁹⁹ ea
KIND Core Bar 1.99 ea or 21.99 per caddy

1⁹⁹ ea
LĀRABAR 45-48 g 1.99 ea or 16 pk 24.99 per carton

100 PTS when you buy 1
10⁹⁹
COMPLIMENTS ORGANIC Extra Virgin Olive Oil 500 mL

100 PTS when you buy 2
4⁹⁹
COMPLIMENTS Gluten Free Cereal 300 g

5⁹⁹
RIVIERA Vegan Delights Yogurt 500-650 g or Fruit on Bottom 4x110 g

Try this!
Make your parfait with gluten-free corn flakes in lieu of granola

Electrify your health goals...

with protein, electrolytes and more!



300 PTS
when you buy 1
15% off

ORGANIKA
Electrolytes Sachets
or Electrolytes +
Enhanced Collagen
20-21 pk or 210 g



Electrolytes help replace the minerals you lose when you sweat



49⁹⁹
VEGA One Protein
827-876 g



9⁹⁹
NUUN assorted
varieties 10-12 pk

Contains prebiotics and probiotics



NEW 12⁹⁹
BLUME SuperBelly
7 pk

Power your workout...

with the proteins built for your body



15% off

KAIZEN Whey or
Plant Protein 840 g



39⁹⁹
DIESEL Protein 908 g



49⁹⁹
ALT Protein 730 g



15% off

PVL Whey Protein Plus Complex,
Plant Pro, Creatine, Pure BCAA's
or Domin8 225-840 g

Did you know?

Protein promotes satisfaction after eating.



29⁹⁹
SIMPLYPROTEIN Bars 12 pk
29.99 per carton or 2/\$5



2/\$8

QUEST Protein Chips or Bars 32-60 g



15% off

EHPLABS Blessed Plant Protein or Oxywhey Whey Protein 825 g-1.04 kg

new year, better you



Helps build lean muscle and supports bone health



34⁹⁹
EHPLABS OxysHred 151-175 g

Tailor your wellness

Daily doses for immunity, energy and beyond



HALÉON
A small step today

A healthier tomorrow

300 PTS when you buy 2

15% off

Centrum

Emergen-C

Caltrate

CENTRUM Gummies 60-160 pk or EMERGEN-C assorted (excluding gummies)

\$20 rebate* in cash-back on the purchase of any 3 products. Get a chance to win! \$150 gift card†

CLICK HERE or visit www.ahealthiertomorrow.ca for details



Get **100 PTS**

When you buy 1 or more of Nature's Way NutraSea participating products.

10% off

NATURE'S WAY NutraSea Liquid or Capsules 30-150 pk or 200-500 mL



30% off

WEBBER NATURALS
Omegas, Fish Oils, Melatonin or Magnesiums 45-210 pk



Proudly Canadian. Caring for Canadians since 1948



100 PTS when you buy 1

18.99

ONE-A-DAY Multivitamins 120-130 pk

15% off

GREEN BEAVER Deodorant or Antiperspirants 50-60 g



Free of aluminum, parabens and artificial ingredients

10.99

TOM'S Deodorant 92 g



Plant-based and biodegradable

300 PTS when you buy 2

8.99

METHOD Body Wash 532 mL



100 PTS when you buy 2

4.99

BURT'S BEES Lip Balms 4.25 g (excludes SPF and tinted)



200 PTS when you buy 2
15% off

MRS. MEYER'S Laundry Detergent, Dryer Sheets, Cleaners, Dishwasher Packs or Soap Refills various sizes

Naturally clean
Upgrade your home spa routine



12.99

ECOMAX Laundry Detergent 3 L

*Rebate is applicable on any Centrum, Emergen-C, and Caltrate products. †Gift cards applicable at your favourite retailer.

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Availability of certain products may be limited in some stores. Some products are available only while quantities last. Most products will be in-store January 9 - February 19, 2025. Stores reserve the right to limit quantities. Product packaging of some products found in-store may be different from packaging shown in the insert.