

Optimum
Members-Only Price™
\$13
Non-members
23⁹⁹

Members save
\$10⁹⁹

PUREX BATHROOM TISSUE 20=60 ROLLS OR SPONGE TOWELS PAPER TOWELS
6=12 ROLLS
21888700_EA/21371072_EA



2/\$10
LESS THAN 2 \$5.99 EA.

Optimum
GET **3,000** [®]
when you buy 2 = **\$3 Value**

PC® BLUE MENU® OR PC® SPARKLING WATER
SELECTED VARIETIES
12X355 ML
20668034001_C01/20668034002_C01



\$11

Optimum
GET **4,000** [®]
= **\$4 Value**

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
20547343001_EA
20548682002_EA



\$3 **PRICE DROP!**

INDOMIE INSTANT NOODLES
SELECTED VARIETIES
5'S
20666719_EA



no name®

just value.
(so switch)

\$3

NO NAME® FRUIT
SELECTED VARIETIES
300/400 G
21545097_EA/21545106_EA



1.97

NO NAME® PASTA
SELECTED VARIETIES
900 G
20315613002_EA/20315613003_EA



2.50

NO NAME® ENGLISH MUFFINS
WHITE OR WHOLE WHEAT
6'S
21297780_EA/21297819_EA



\$7

NO NAME® NATURALLY IMPERFECT LEMONS
PRODUCT OF U.S.A.
4 LB
21124488001_EA



Scan to see our complete digital flyer



Independent
Your Independent Grocer

SAVE \$2 LB

3.99
LB

PORK TENDERLOIN
CRYOVAC PKG OF 2
8.80/KG
20854533_EA

SAVE \$3 LB

5.99
LB

CHICKEN BREASTS
BONELESS SKINLESS
FAMILY SIZE
13.21/KG
20016450_EA

SAVE \$4 LB

11.99
LB

FRESH STEELHEAD TROUT FILLETS
FRESH SEAFOOD ITEMS
SUBJECT TO AVAILABILITY
26.43/KG
21025083_KG

\$4

LARGE CAULIFLOWER
PRODUCT OF MEXICO OR U.S.A.,
NO. 1 GRADE
2013337901_EA

SAVE \$1 LB

2.99
LB

PC® EXTRA LARGE GREEN OR RED SEEDLESS GRAPES
PRODUCT OF PERU, CHILE OR SOUTH AFRICA, NO. 1 GRADE
6.59/KG
2042575001_KG
20155199001_KG

SAVE \$3

8.99

PC® BLACK TIGER SHRIMP
RAW ZIPPERBACK®
16-20 PER LB, FROZEN
400 G
20001192_EA

SAVE \$1

8.49

NO NAME® CHEESE BARS 700 G OR PC® SHREDS 620 G
SELECTED VARIETIES
20975773_EA
21060177_EA

SAVE 50%

\$1

CAMPBELL'S TOMATO, CREAM OF MUSHROOM, VEGETABLE OR CHICKEN NOODLE SOUP
284 ML
20176214001_EA
20176214002_EA

5.44

HÄAGEN-DAZS
414-450 ML OR BARS 3/4'S
SELECTED VARIETIES
FROZEN
2030229001_EA
21513578_EA

\$3

EARTH'S OWN ALMOND BEVERAGE
SELECTED VARIETIES
1.89 L
20093372_EA
20322947_EA

\$3

GREEN GIANT VEGETABLES 400-750 G OR MCCAIN SUPERFRIES OR SPECIALTY POTATOES 454-800 G
SELECTED VARIETIES FROZEN
2032432002_EA
21022302_EA

SAVE \$1.08
WHEN YOU BUY 2

2/6.50
LESS THAN 2 \$3.79 EA.

D'ITALIANO BREAD OR BUNS
SELECTED SIZES AND VARIETIES
20038335_EA
21450797_EA
20627903_EA

6.49

LIBERTÉ GREEK YOGURT 650/750 G OR ACTIVIA YOGURT 12X100 G
SELECTED VARIETIES
2030421001_EA
20642273_EA

SAVE UP TO 49%

\$5

TIDE LAUNDRY DETERGENT 1 L/12-16.5 DOWNY OR GAIN FABRIC SOFTENER 946 ML-1.31 L OR BEADS 141 G
SELECTED VARIETIES
21549771_EA
21579685_EA

NO GST*

For a complete list of eligible items, scan here



*GST Relief on eligible items effective December 14, 2024 to February 15, 2025. For details, scan QR code or visit <https://www.canada.ca/en/services/taxes/child-and-family-benefits/gst-hst-holiday-tax-break.html>. Shelf labels for GST Relief eligible items may indicate that GST applies; however, no GST will be applied at point of sale during the relief period.

HIT OF THE MONTH

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 January 1 - 31, 2025. While quantities last. See in-store for details.

 <p>CATELLI SMART OR HEALTHY HARVEST PASTA SELECTED VARIETIES 375 G 20299819000_EA/20527060_EA</p>	 <p>BOLTHOUSE JUICE SMOOTHIES SELECTED VARIETIES PRODUCT OF U.S.A. 946 ML 20301788_EA/20325816_EA</p>	 <p>GOGO SQUEEZ FRUIT SAUCE SELECTED VARIETIES 4X90 G 20322697002_EA/20415694001_EA</p>	 <p>Q-TIPS 400'S 21216550_EA</p>
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See in-store for details.

\$2 **PRICE DROP!**

CLIF BUILDERS BAR
SELECTED VARIETIES
68 G
2030133001_EA
2030133002_EA



\$4 **PRICE DROP!**

ZIPLOC SANDWICH, SNACK, FREEZER OR STORAGE BAGS
SELECTED VARIETIES
10-90'S
2087465_EA
20076099_EA



2⁵⁰ **PRICE DROP!**

PEPPERIDGE FARM GOLDFISH CRACKERS
SELECTED VARIETIES
156-227/6X28 G
20320900_EA/21573295_EA



SAVE \$3.99 **GET 2,000 PC OPTIMUM POINTS** **-\$2 Value**

\$19

VAN HOUTTE K-CUP PODS
SELECTED VARIETIES
24-30'S
20743469_EA
21588235_EA



\$4 **GET 1,000 PC OPTIMUM POINTS** **-\$1 Value**

PC® ORANGE JUICE 1.5L LOR LIBERTÉ MEDITERRANÉE YOGURT 500 G
SELECTED VARIETIES
21420531_EA
21547564_EA



SAVE UP TO \$2.50


8⁹⁹

PC® SMOKED SALMON
SELECTED VARIETIES
FROZEN 150 G
20055009_EA
21047088_EA



15⁹⁹

ROGERS GRANULATED WHITE SUGAR
10 KG
20170955_EA



SAVE \$2.49

\$7

BECEL MARGARINE
SELECTED VARIETIES
637/850 G
20297818002_EA
21279333_EA



SAVE 96¢ WHEN YOU BUY 4

4/\$5 **LESS THAN 4 \$1.49 EA.**

MICHELINA'S ENTRÉES 156-284 G OR SWANSON POT PIES 200 G
SELECTED VARIETIES
FROZEN
20320525001_EA
21200614_EA



SAVE UP TO \$1.50

3⁹⁸

HOLIDAY LUNCHEON MEAT OR HERFORD CORNED BEEF
SELECTED VARIETIES
340 G
20050432_EA
20418778_EA



4⁷⁹

QUAKER INSTANT OATMEAL
SELECTED VARIETIES
216-430 G
21990214_EA
21990260_EA



SAVE 50¢

3⁴⁹

PC® THE DECADENT CHOCOLATE CHIP COOKIE 280/300 G OR LECLERC CÉLÉBRATION COOKIES 240 G
SELECTED VARIETIES
20612317_EA
20652797001_EA



SAVE \$2.37 WHEN YOU BUY 3

3/\$9 **LESS THAN 3 \$3.79 EA.**

BEN'S BISTRO EXPRESS
SELECTED VARIETIES
240/250 G
21404864_EA
21405342_EA



SAVE 20¢

90¢

FANCY FEAST 85 G OR FRISKIES 156 G CAT FOOD
SELECTED VARIETIES
20302296001_EA
20316703_EA



\$15

FINISH DISH TABS 30-55'S, CASCADE 30-48'S, GAIN LAUNDRY 4.55 L/42'S, GAIN OR DOWNY FABRIC SOFTENER 2.4-3.29 L, BEADS 515 G
SELECTED VARIETIES
20959627_EA
20660832001_EA



Independent CUSTOMER RELATIONS 1-800-296-2332. VISIT yourindependentgrocer.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. 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. 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 Loblaws Inc. and others. All rights reserved. © 2025 Loblaws Inc. MasterCard and the MasterCard Brand Mark are registered trademarks and PayPass is a trademark of MasterCard International Incorporated. President's Choice Bank 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 Loblaws 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 yourindependentgrocer.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 Loblaws Inc. banner.

OUTDOOR/SEASONAL: For your local store's hours and for a list of Your Independent Grocer locations that DO NOT participate in this flyer, visit www.yourindependentgrocer.ca or call Customer Relations at 1-800-296-2332. 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. **Advertised 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 Loblaws Inc. and others. All rights reserved. ©2025 Loblaws Inc. **PRICE DROP** offer valid in-store at participating locations between January 2 - February 5, 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.

WB WW WY BACK



FRESH VALUE

1⁷⁵
LB

PLANTAIN
PRODUCT OF COLOMBIA,
HONDURAS, GUATEMALA
3.86/KG
2011926001_KG/2011926001_KG



\$8

**FARMER'S MARKET™
MANDARINS**
PRODUCT OF U.S.A.
3 LB
20884941001_EA



1⁸⁸

RED MANGO
PRODUCT OF PERU
EACH
20059625001_EA



\$3
LB

**GREENHOUSE
BEEFSTEAK
TOMATOES**
PRODUCT OF U.S.A.,
MEXICO OR CANADA
6.61/KG
2042614001_KG



4⁵⁰

BLACKBERRIES
PRODUCT OF MEXICO
OR U.S.A.
6 OZ
2005915001_EA



2/\$6
LESS THAN 2
\$3.49 EA.

**CANADA
PC® ORGANICS
WHOLE CREMINI
OR WHITE
MUSHROOMS**
PRODUCT OF CANADA
227 G
21021545_EA/21021499_EA



4⁵⁰

**PC® MIXED
SALAD GREENS**
SELECTED VARIETIES,
PRODUCT OF U.S.A.
142 G
21203746_EA/21203746_EA



\$12

**FRUIT OR VEGGIE
TRI PACKS**
MADE FRESH IN-STORE
830-1200 G
20022719_EA/21209367_EA



9⁹⁹
LB

**WEST
INSIDE ROUND
STEAK**
FAMILY SIZE, CUT FROM
CANADA AA GRADE
WESTERN BEEF
22.02/KG
20812701_KG/20820642_KG



5⁹⁹
LB

**MARINATED PORK
TENDERLOIN**
13.21/KG
20436471_KG



\$12

**CANADA
PC® CHICKEN
DRUMSTICKS 6'S OR
THIGHS BONE-IN 6'S**
AIR CHILLED
21341035_EA
21341042_EA



\$7

**JOHNSONVILLE
PORK SAUSAGE**
SELECTED VARIETIES
250-500 G
20143858_EA
20303844_EA



\$6

**MAPLE LEAF OR
SCHNEIDERS
BACON**
SELECTED VARIETIES
375 G
20732366_EA
20772671_EA



\$14

PC® PIES
SELECTED VARIETIES
FROZEN
800 G
20896663_EA
20896664_EA



9⁹⁹
LB

ASC TILAPIA FILLETS
FRESH
22.02/KG
20897812_KG



3⁴⁹

**SEAQUEST® CRAB
OR LOBSTER
FLAVOURED
POLLOCK FLAKES
OR CHUNKS**
SELECTED VARIETIES,
READY-TO-EAT
227 G
20699832_EA
20749758_EA



\$9

**PC® BATTERED
WILD SEA SALT
AND VINEGAR
HADDOCK BITES**
454 G OR
PEI MUSSELS IN
PROVENCE OR
CREAMY WHITE
WINE SAUCE 907 G
FROZEN
20838560_EA
21481247_EA



FRESH VALUE

Optimum
Members-Only Price
3.50
Non-members
4.29
Members save **79¢**

KAISER OR PANINI ROLLS
SELECTED VARIETIES
6'S
21579824_EA/21579823_EA

4.50

ACE BAKERY BISTRO LOAF
WHITE OR SOURDOUGH
595 G
21616092_EA/21616106_EA

\$5

MINI COOKIES
ASSORTED VARIETIES
24'S
21595600_EA

BAKED IN-STORE

\$6

PC® MINI MUFFINS
SELECTED VARIETIES
12'S
21488839_EA/21488827_EA

\$20

8" CÉLÉBRATION CAKES
IN-STORE MADE
CHOCOLATE OR WHITE
800 G
20593082_EA/20593133_EA

\$12

PC® PROFITEROLES
VANILLA CREAM
625 G
20079202_EA

\$3

HOSTESS SNACK CAKES
SELECTED VARIETIES
AND SIZES
21283746_EA/21283732_EA

Cupcakes
FUN PACK AMUSANT
CHOCOLATE CHOCOLAT

Twinkies
FUN PACK AMUSANT

2/7.50
LESS THAN 2 \$4.49 EA.

CASA MENDOSA OR WONDER TORTILLAS
SELECTED VARIETIES
10 INCH
20318786_EA/20976426_EA

Wonder Wraps
Wrap me!

2/\$8
LESS THAN 2 \$4.49 EA.

PC® PIZZA CRUST
SELECTED VARIETIES
300/440 G
20896528_EA/21418545_EA

THIN
PIZZA CRUSTS
CRUSTS & MORE MINCES

\$9-10 **GET 3,000** **-\$3 Value**
when you buy 2

12" TAKE AND BAKE PIZZA
SELECTED VARIETIES
510-739 G
21456393_EA/21456401_EA

\$9

INDIVIDUAL CHICKEN COMBO WITH WEDGES
361-530 G
21022536_EA

\$16-20

SHEPHERD'S PIE, MINI SLIDERS OR STUFFED PEPPERS
PREPARED FRESH IN-STORE
SELECTED VARIETIES
716-1.6 KG
21624870_EA/21055416_EA

3.49

THE LAUGHING COW
SELECTED VARIETIES
8'S
20312146_EA/20319307_EA

ORIGINAL

Garlic Herbs
AIL & FINES HERBES

6.99

CASTELLO HAVARTI OR BLUE CHEESE
SELECTED VARIETIES
125-200 G
20438574_EA/20572932_EA

CASTELLO HAVARTI
CREAMY-CHEESE

2.99 /100 G

NORWEGIAN JARLSBERG
IN-STORE DELI CUT
21388103_KG

2.99 /100 G

SERVICE CASE ZIGGY'S® TURKEY
SELECTED VARIETIES
20291916_KG

FROM 7.99 **GET 1,000** **-\$1 Value**

MARCANGELO SLICED MEATS
SELECTED VARIETIES
100/125 G
20984839_EA/208653324_EA

ANTIPASTO MISTO
PROSCIUTTO

Optimum
Members-Only Price
\$5
Non-members
\$6
Members save **\$1**

SNACK FACTORY®
Pretzel Crisps

PRETZEL CRISPS
SELECTED VARIETIES
200 G
20948940_EA

ORIGINAL/ORIGINALE
DELI STYLE/STYLE DELI



**For a
complete list of
eligible items,
click [here](#)**

**Select food and
beverages including:**

- Beer, wine that are 22.9% alcohol by volume (ABV) or less
- Spirit, coolers, premixed alcoholic beverages that are 7% ABV or less
- Candies and candy-coated items
- Chocolate and gum
- Salty snacks, nuts or seeds
- Granola products and snack mixtures
- Frozen treats
- Fruit bars and fruit-based snacks
- Baked goods and sweets such as cakes, pies, pastries and cookies
- Pudding and mousse
- Prepared arrangements of foods such as salads, sandwiches and platters
- Hot foods or beverages sold on site

**Select children's items
including:**

- Clothing, shoes and accessories (Children's clothes up to girls' size 16 and boys' size 20 or in sizes XS, S, M, or L)
- Diapers
- Car seats
- Toys, plush and games (for kids under 14)

**Select literature
including:**

- Printed newspapers and books

*GST Relief on eligible items effective December 14, 2024 to February 15, 2025. Exclusions may apply to eligible item categories listed to the right. For details, visit <https://www.canada.ca/en/services/taxes/child-and-family-benefits/gst-hst-holiday-tax-break.html>. Shelf labels for GST Relief eligible items may indicate that GST applies; however, no GST will be applied at point of sale during the relief period.

no name®

SHOP NOW

just value. (so switch)

1⁹⁷

NO NAME® PASTA
SELECTED VARIETIES
900 G
20315413002_EA
20315413003_EA



2/\$4
LESS THAN 2
\$2.49 EA.

NO NAME® SAUCE
SELECTED VARIETIES
600 ML
20220683_EA
20299886001_EA



1⁴⁹

NO NAME® TOMATOES
SELECTED VARIETIES
796 ML
20600782_EA
20601345_EA



4⁴⁹

NO NAME® FLOUR
SELECTED VARIETIES
2.5 KG
20032256_EA
20032255_EA



3⁴⁹

NO NAME® OATS
SELECTED VARIETIES
900 G/1 KG
20922828_EA
20423994_EA



2⁹⁹

NO NAME® SPICES
SELECTED VARIETIES
5.3-250 G
20677798_EA
20618046_EA



5⁹⁹

NO NAME® BUTTER
SELECTED VARIETIES
454 G
2039543002_EA
20325029_EA



\$4

NO NAME® ICE MILK
SELECTED VARIETIES
FROZEN
1.65 L
21610095_EA
21610236_EA



1⁹⁹

NO NAME® POTATO CHIPS
SELECTED VARIETIES
200 G
21302935_EA
21302937_EA



1²⁹

NO NAME® VEGETABLES
SELECTED VARIETIES
341/398 ML
20302135_EA
20302292_EA



\$2

NO NAME® VINEGAR
4 L
20102756_EA



\$2

NO NAME® DISINFECTANT WIPES
SELECTED VARIETIES
35'S
21388782_EA



\$2

NO NAME® ZIPPER SANDWICH BAGS
100'S
20180393_EA



no name®

SHOP NOW

just value. (so switch)

\$7

NO NAME® BACON
SELECTED VARIETIES
500 G
20156771_EA
20174904_EA



\$14

NO NAME® MEAT LASAGNA
FROZEN
2.27 KG
2009795_EA



2⁵⁰

NO NAME® BAGELS
SELECTED VARIETIES
6'S
21297816_EA
21297831_EA



35⁹⁹

NO NAME® COFFEE PODS
SELECTED VARIETIES
102'S
21593380_C01



12⁵⁰

NO NAME® LIQUID OR CREAMED HONEY
SELECTED VARIETIES
1 KG
20033483_EA
20072342_EA



3⁵⁰

NO NAME® PIZZA
SELECTED VARIETIES
FROZEN
350-411 G
2154429_EA
2154441_EA



1⁴⁹

NO NAME® BEANS
SELECTED VARIETIES
540 ML
2032921001_EA
20554393_EA



\$13

NO NAME® CHICKEN WINGS
SELECTED VARIETIES
FROZEN
908 G
21045309_EA
21045310_EA



\$1

NO NAME® MACARONI AND CHEESE
DINNER
SELECTED VARIETIES
200 G
21297954_EA



\$7

NO NAME® VEGETABLES
SELECTED VARIETIES
FROZEN
2 KG
20174632_EA
20214388_EA



2/\$11
LESS THAN 2 \$5.99 EA.

NO NAME® SHREDDED CHEESE
SELECTED VARIETIES
320 G
21083491_EA/21289761_EA



2/\$6
LESS THAN 2 \$3.49 EA.

NO NAME® PEROGIES
SELECTED VARIETIES
FROZEN
907 G
20811199_EA
20811240_EA



2/\$7
LESS THAN 2 \$4 EA.

NO NAME® SOUR CREAM
SELECTED VARIETIES
500 ML
20299457_EA
20322987_EA



NATURAL FOODS

7⁴⁹

SUNBUTTER
SELECTED VARIETIES
454 G
2001644001_EA



5⁴⁹

PC ORGANICS FROZEN VEGETABLES
SELECTED VARIETIES
300-500 G
20406869002_EA
20004291_EA



2/\$8

LESS THAN 2
\$4.49 EA.
GOGO QUINOA PROTEIN PASTA
SELECTED VARIETIES
225 G
21590970_EA
21591062_EA



\$13

PC ORGANICS COCONUT OIL
SELECTED VARIETIES
850 ML
20893349_EA



\$3

GET 1,000⁺ = \$1 Value

RISE KOMBUCHA
SELECTED VARIETIES
414 ML
20910755001_EA
21245955_EA



4⁴⁹

ALLERGY SMART COOKIE BOX
5X2'S/140 G OR
VITA COCO COCONUT WATER 1 L
SELECTED VARIETIES
20332922_EA
21564885_EA



\$6

JORDANS CEREAL OR GRANOLA
SELECTED VARIETIES
325-400 G
21522230_EA
21365028_EA



3⁴⁹

QUE PASA CHIPS OR TACO SHELLS
130/350 G OR SALSAS
420 ML
SELECTED VARIETIES
21033316_EA
21465537_EA



\$8

FLOW WATER
SELECTED VARIETIES
6X500 ML
21032026_C01
21157080_C06



\$7

ELMHURST
SELECTED VARIETIES
473-946 ML
21415678_EA
21415704_EA



2⁴⁹

SILK CREAMERS
SELECTED VARIETIES
450/473 G
20861930_EA
20973399_EA



\$19

BIO-K+ PROBIOTIC
50 BILLION BACTERIA
VEGAN OR DAIRY
6X98 G
20303863_EA
2033300602_EA



2⁴⁹

BIO STEEL SPORTS DRINK
500 ML
21343891_EA
21416369_EA



SAVE 15%

NATURE'S WAY OR NUTRASEA COLD AND COUGH RELIEF
SELECTED VARIETIES
21192086_EA
21417390_EA



\$9

BLENDER BITES OROGGI PIZZA
SELECTED VARIETIES
360-500 G
21044348_EA
21535027_EA



2/\$8

BURT'S BEES LIP BALM
4.25 G
20990727_EA
20991047_EA



\$32

PROGRESSIVE ADULT MULTIS OR PROGRESSIVE PROBIOTICS 30B+ KIDS 45 G
SELECTED VARIETIES
21418096_EA
21564878_EA



MAKE EVERY DAY BETTER WITH THE GOODNESS OF PLANTS



2/\$8 LESS THAN 2 \$4.79 EA. 189 L / 175 L 2031509001_EA
2/\$8 LESS THAN 2 \$4.79 EA. 1.74 L 21457065_EA
\$4 946 mL 2123927_EA
\$6 680 g / 640 g 21196118_EA
\$5 200 g 21553708_EA
\$5 200 g 21558892_EA

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NEW LOOK! GREAT TASTE!



Scan to learn how VEGA can help you **PERFORM BETTER.**

Simply Protein

New Year's Resolutions Never Tasted Sooo Good.

13g Protein | 2g Sugar | 7g Fibre



Simply Better Snacks

GET \$5,000* - \$5 Value when you spend \$35* on
CRISPY BARS 12 x 40 g Bar 21388759_C12
 Simply Protein bars



Keep it Simplified.

DELICIOUSLY GLUTEN-FREE



749 frozen whole grain wide slice bread, 567 g 21100055_EA
 749 frozen white wide slice bread, 567 g 21100057_EA
 749 frozen sweet hawaiian wide slice bread, 539 g 21479458_EA

GENUINE HEALTH

NEXT-LEVEL NUTRITION TO FUEL YOUR BEST SELF

#1 Greens Superfood in Canada **GET \$2,000* - \$2 Value**



\$45 fermented organic vegan proteins+ unflavoured 600 g 21299254_EA
\$36 greens+ original tropical fruit 228 g 21592541_EA
\$60 greens+ extra energy natural orange 399 g 20008157_EA

GENUINEHEALTH.COM Proudly Canadian

GreatLakes Wellness

Clump free, complete dissolve collagen. Simply beautiful.

GreatLakesWellness.ca @greatlakeswellness #GreatLakesGreatYou



GET \$2,000* - \$2 Value
\$44 GREAT LAKES WELLNESS MARINE COLLAGEN 227 G 21094415_EA
GET \$2,000* - \$2 Value
\$29 GREAT LAKES WELLNESS BOVINE COLLAGEN 220 G 21094416_EA

NEW! BIGGER CAN

REMEDY KOMBUCHA SELECTED VARIETIES 4X355 ML 21616964_C04/21617011_C04 **\$7**



THE SAME DELICIOUS KOMBUCHA NOW IN A LARGER 355ML SIZE.

FRESH PICKS

SHOP NOW

\$25

SIGNATURE GIFT
BOUQUETS
SELECTED VARIETIES
21436377_EA



\$10

INTERMEDIATE
ROSE BUNCH
21593444_EA



26⁸⁸

5 INCH ORCHID
20293541_EA



3/\$21

LESS THAN 3
\$9 EA.

CARNATIONS
ASSORTED COLOURS
21470641_EA



WYIG FLAP FL



DIGITAL COUPONS

UP TO
\$50
IN TOTAL
VALUE

More offers. More points.

**CLICK FOR THESE
COUPONS AND MORE**



5,000 points

When you spend \$30 or more on fresh fruits or vegetables

Ends on January 29th, 2025



5,000 points

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

Ends on January 29th, 2025



3,000 points

PC® Smokies
1 kg

Ends on January 29th, 2025



\$2 off

Kettle Brand Potato Chips Party Size
Valid on Sea Salt, Sea Salt & Vinegar, Honey Dijon or Salt & Pepper 368 g

Ends on January 29th, 2025



\$1.50 off

Sweet'N Low
Calorie Free Sweetener
200's

Ends on January 29th, 2025



1,000 points

PC® Hummus or Dips
selected varieties
227/228 g

Ends on January 29th, 2025



2,000 points

When you spend \$10 or more on PC® Organics baby food pouch selected varieties 128 mL

Ends on January 29th, 2025



6,000 points

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

Ends on January 29th, 2025



5,000 points

When you spend \$30 or more on Pet Department, Includes Pet Food, Treats, Toys or Supplies

Ends on January 29th, 2025

EASY MEALS

BUY ONE

**LARGE PASTA
PREPARED IN-STORE**
1-1.2 KG
FOR \$14-18
2163701_EA



**PREPARED
IN-STORE**

GET ONE

FOIL GARLIC LOAF
330 G
FOR \$2
2102061_EA



APP EXCLUSIVE OFFER

Optimum
Open your PC Optimum® app or visit pcoptimum.ca to get the offer
2/\$9
LESS THAN 2
\$5.49 EA.

GET
3,000
when you buy 2
Value
\$3

**PC® OR BLUE MENU®
ENTRÉES OR BOWLS**
SELECTED VARIETIES
FROZEN
212-400 G
2030993001_EA
21547211_EA



\$6

FLATBREAD PIZZA
SELECTED VARIETIES
340-415 G
21487532_EA
21487533_EA



**PREPARED
IN-STORE**

\$18

**TENDERS DINNER
COMBO FOR TWO**
9 PIECE STRIPS
FULLY COOKED 320 G
COMES WITH TWO
SMALL SIDES
134-454 G
21066335_EA



\$17

PC® MEATBALLS
SELECTED VARIETIES
FROZEN
800-907 G
20993220_EA
20993346_EA



\$17

PC® WINGS
SELECTED VARIETIES
FROZEN
700-907 G
20708932_EA
20708933_EA



\$15-17

**FAMILY SIZE
SALADS**
PREPARED IN-STORE
SELECTED VARIETIES
740 G-1.47 KG
20972500_EA
20972512_EA



**PREPARED
IN-STORE**

\$10

**LARGE PREMIUM
SALADS**
SELECTED VARIETIES
330 G
20133593_AG
21594141_KG



1.50

**BAGUETTE
WHITE OR WHEAT**
255 G
21529211_EA
21530097_EA



**BAKED
IN-STORE**

2/\$5
LESS THAN 2
\$2.99 EA.

DELVERDE PASTA
SELECTED VARIETIES
250-450 G
2037795004_EA
20652196_EA



2/\$5
LESS THAN 2
\$2.99 EA.

**PRIMO PASTA
SAUCE**
SELECTED VARIETIES
680 ML
20165260_EA
2073137003_EA



2/\$9
LESS THAN 2
\$4.99 EA.

**PC® FROZEN
VEGETABLES**
SELECTED VARIETIES
FROZEN
400-750 G
20314960_EA
20318915_EA



2/\$14
LESS THAN 2
\$8.99 EA.

**PILLSBURY PIZZA
POPS OR BITES**
SELECTED VARIETIES
FROZEN
20972958_EA
21435931_EA



2.49

**CAMPBELL'S
CHUNKY SOUP**
SELECTED VARIETIES
515 ML
21480447_EA
21480479_EA



\$2

**PC® BLUE MENU®
BROTH**
SELECTED VARIETIES
900 ML
21189891_EA



GROCERY

\$4

**KOZY SHACK
PUDDING**
SELECTED VARIETIES
62.4 G/4X11.3 G
2032764001_EA
20327829002_EA



2/\$7
LESS THAN 2
\$3.99 EA.

DARE BRETON BITES
132/200 G, **GRISSOL**
120/200 G OR **CHEEZ-IT**
CRACKERS 191/200 G
SELECTED VARIETIES
2124560_EA
21520998_EA



5⁴⁹

**POST FAMILY SIZE
CEREAL**
SELECTED VARIETIES
340-725 G
21542452_EA
21579229_EA



2/6⁵⁰
LESS
THAN 2
\$3.99 EA.

**KELLOGG'S RICE
KRISPIES BARS** 160-200 G,
POP TARTS 384 G,
SPECIAL K 125 G OR
NUTRI-GRAIN
BAR 175-295 G
SELECTED VARIETIES
20126567001_EA
20313984001_EA



\$4

iÖGO NANO
6X93 ML OR **SIGGI'S**
4X100 G **YOGURT**
SELECTED VARIETIES
20409687001_EA
21589925_EA



\$6

**INTERNATIONAL
DELIGHT COFFEE
WHITENER**
SELECTED VARIETIES
946 ML
20895480002_EA
20895480003_EA



4²⁹

**GAY LEA NORDICA
COTTAGE CHEESE**
SELECTED VARIETIES
500 G
20166239001_EA/20379458001_EA



2/9⁵⁰
LESS
THAN 2
\$5.49 EA.

**PHILADELPHIA
CREAM CHEESE**
227/250 G OR **DIPS** 227 G
SELECTED VARIETIES
20441267_EA
20866924010_EA



2/\$8
LESS THAN 2
\$4.99 EA.

**DARE ULTIMATE
COOKIES, VIVA
PUFFS, WHIPPET OR
WAGON WHEELS**
SELECTED VARIETIES
230-360 G
20023850002_EA
20449986001_EA



2/\$9
LESS THAN 2
\$4.99 EA.

**PC® ALMONDS,
CASHEWS OR
MIXED NUTS**
SELECTED VARIETIES
200 G
21054943_EA
21054980_EA



2/\$6
LESS THAN 2
\$3.49 EA.

**PC® KETTLE COOKED,
LOADS OF OR WORLD OF
FLAVOUR POTATO CHIPS**
SELECTED VARIETIES
200 G
20846913004_EA
21422931_EA



5⁹⁹

**LAVAZZA CREMA
GUESTO OR QUALITA
ROSSA GROUND COFFEE**
250 G OR **CARNATION
HOT CHOCOLATE
ENVELOPES** 7-10'S
SELECTED VARIETIES
21047948_EA
21553695_EA



5⁹⁹

TAZO TEA BAGS
SELECTED VARIETIES
20'S
21308031_EA
21308145_EA



\$13

**TRU EARTH
LAUNDRY DETERGENT
DÉTERGENT À LESSIVE**
Eco-Strips Ultra Concentrated
L'Ultra Concentré



\$5

FANTASTIK 650 ML,
**SCRUBBING
BUBBLES** 946-950 ML,
WINDEX 765 ML,
**GLADE SMALL
CANDLES** 1'S OR
**GLADE WAX
MELTS** 6'S
SELECTED
VARIETIES
20125323001_EA
20323850001_EA



\$3

DAWN DISH LIQUID
SELECTED
VARIETIES
431/473 ML
21430581_EA
21430590_EA



Members-Only Price
\$3

Non-members
3⁷⁹

Members save
79¢

**MEGA-PACK
MÉGA-FORMAT**



FOR YOUR FAMILY

4⁹⁹

NIVEA BODY WASH 500 ML, DEODORANT ROLL-ON 50 ML OR ANTIPERSPIRANT 51/52 G
SELECTED VARIETIES
20321421004_EA/21169899_EA



6⁴⁹

SOFTSOAP LIQUID HAND SOAP REFILL
SELECTED VARIETIES
1.47 L
21060883_EA/21167794_EA



5⁴⁹

ST. IVES BODY WASH
SELECTED VARIETIES
650 ML
21360961_EA



6⁹⁹

BIC DISPOSABLE RAZORS
SELECTED VARIETIES
2-8'S
20037524_EA/20151540_EA



6⁹⁹

DOVE DRY SPRAYS 107/113 G OR DEODORANT 74 G
SELECTED VARIETIES
20840632_EA/20844533_EA



7⁹⁹

OLD SPICE DEODORANT 73-144 G, SECRET DEODORANT 68-116 G OR GILLETTE DEODORANT 122 G
SELECTED VARIETIES
20701678_EA/21163772_EA



4⁹⁹

CREST 3D WHITE, PRO-HEALTH OR GUM TOOTH PASTE 63-160 ML, ORAL-B MANUAL TOOTHBRUSH EA, OR CREST KIDS MOUTHWASH 500 ML OR GLIDE FLOSS
SELECTED VARIETIES AND SIZES
21092358_EA/21096728_EA



6⁹⁹

LISTERINE CLASSIC 1 L OR KIDS 500 ML MOUTHWASH
SELECTED VARIETIES
21358191_EA



5⁹⁹

SENSODYNE OR PRONAMEL TOOTH PASTE 75-100 ML OR POLIDENT DENTURE TABLETS 40'S OR POLIGRIP DENTURE ADHESIVE 40 G
SELECTED VARIETIES
2030179001_EA/20756075_EA



SAVE UP TO

20%

EUCERIN LOTIONS
SELECTED VARIETIES AND SIZES
20694794_EA



SAVE UP TO

25%

AVEENO SKIN CARE, BABY CARE OR BODY WASH
21570544_EA



GET **5,000** **-\$5 Value** when you spend '25' on

7⁹⁹

GET **1,000** **-\$1 Value**

VASELINE BODY LOTION OR HAND CREAM
SELECTED VARIETIES AND SIZES
21065910_EA



\$8

L'ORÉAL GLYCOLIC GLOSS OR BOND REPAIR HAIR CARE
SELECTED VARIETIES AND SIZES
21015502_EA/21016068_EA



SAVE UP TO

20%

GARNIER FRUCTIS HAIR CARE
SELECTED VARIETIES AND SIZES
2034069900_EA/21007302_EA



SAVE UP TO

15%

L'ORÉAL EXCELLENCE HAIR COLOUR OR ROOT COVER UP
SELECTED VARIETIES
20306551001_EA/21108376_EA



SAVE UP TO

30%

MARC ANTHONY OR CAKE HAIR CARE
SELECTED VARIETIES AND SIZES
2028849001_EA/21434673_EA



FOR YOUR FAMILY

SAVE UP TO 20%

11¹⁹ - 23¹⁹

FLINTSTONES CHILDREN'S VITAMINS 60-180'S OR ONE A DAY MULTIVITAMINS 60-130'S SELECTED VARIETIES 21294671_EA/21515317_EA



SAVE UP TO 20%

9⁹⁹ - 33⁹⁹

NATURE'S BOUNTY VITAMINS, SUPPLEMENTS, TABLETS OR CAPSULES SELECTED VARIETIES AND SIZES 20954995_EA



\$8

PURE STANDARD PRODUCTS EPSOM SALTS UNSCENTED BLISSFUL TRANQUILITY 4 KG 21636477_EA



13⁴⁹

BOOST CARB SMART OR PLUS CALORIES SELECTED VARIETIES AND SIZES 2030442906_C06 20990876_C06



15⁹⁹

ADVIL PAIN RELIEF GELS OR CAPLETS 40-150'S, ALEVE OR ASPIRIN PAIN RELIEF CAPLETS, TABS OR CHEWS 40-180'S SELECTED VARIETIES 2030676601_EA 20103677001_EA



GET 5,000⁺ when you spend \$25⁺ on

-\$5 Value

TYLENOL ZARBEES OR MOTRIN PRODUCTS SELECTED VARIETIES AND SIZES 20324966_EA 21540200_EA



GET 3,000⁺ when you spend \$10⁺ on

HALLS LOZENGE BAGS SELECTED VARIETIES AND SIZES 2031588001_EA 2031588000_EA



4⁹⁹

ALWAYS PADS 10-18'S OR LINERS 46-48'S SELECTED VARIETIES 20311746002_EA 20874004_EA



12⁹⁹

U BY KOTEX SUPER PREMIUM PADS 30-50'S, TAMPONS 45'S/80, LINERS 150'S SELECTED VARIETIES 21299918_EA 21594976_EA



16⁹⁹

TENA PADS OR UNDERWEAR SELECTED VARIETIES AND SIZES 21033778_EA



Jamieson[®] NATURAL SOURCES SINCE 1922

Healthy Routines Start with Jamieson[®] Multivitamins Find the formula that's right for you.

30% OFF 10.89-30.59

Jamieson multivitamins selected varieties and sizes 20946453_EA/21585182_EA 21577570_EA



For All Your Hair Care Needs



Herbal Essences or Aussie hair care, selected sizes and varieties, 21167373_EA/21571340_EA

Head & Shoulders or Pantene hair care, selected size and varieties, 21570905_EA/21570829_EA



Head & Shoulders or Old Spice hair care, selected sizes and varieties, 21505016_EA/21354802_EA

Native hair care, selected sizes and varieties, 21505267_EA/21505287_EA

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Don't leave any points behind at the pump!



Earn 10^{pts} per litre

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.

OR



Earn 10^{pts} per litre

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

OR



Earn at least 3c^{pts} per litre in points

Pay with your PC[®] Mastercard[®] and earn points on fuel.¹



¹ 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 10 points per litre of premium gasoline (Octane 89, 91, 93) at Esso[™] stations. Should fuel prices fall below \$1/L, causing total 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 pcfinancial.ca/en/legal-stuff/pc-optimum-mastercard. PC[®], PC Financial[®], and President's Choice Financial[®] are trademarks of Loblaw's 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.

TASTE OF SUPER BOWL

OFFICIAL SPONSORS OF SUPER BOWL LIX

7-Optimum

GET 7,000^{CM}

= \$7 Value

WHEN YOU BUY ALL 3 PRODUCTS BELOW

BUY 12 PIECE WINGS HOT OR CHILLED

+

PEPSICO SOFT DRINKS 6X222 ML OR 2 L

+

RUFFLES, DORITOS, TOSTITOS CHIPS 180 - 295 G

selected varieties

20296926002_EA/21241053_EA/21574551_EA

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GREAT TASTE. ZERO SUGAR.

LESS THAN 2 \$4.99 EA.

2/\$8

PEPSI® Soft Drinks (12 x 355 mL, selected varieties 20322361001_c12) or Dr Pepper® Soft Drinks (12 x 355 mL, selected varieties 21519855_c12)

LESS THAN 2 \$7.49 EA.

2/\$13

GATORADE® ZERO Glacier Freeze® Sports Drink (6 x 591 mL, selected varieties 21242891_c06)

LESS THAN 2 \$2.99 EA.

3/49

PEPSI® Soft Drinks (2 L, selected varieties 20296926004_EA)

LESS THAN 2 \$7.99 EA.

2/\$13

bubly™ sparkling water beverage (12 x 355 mL, selected varieties 21097177_c12/21443732_c12)

LESS THAN 2 \$2.99 EA.

2/\$5

GATORADE G FIT™ Electrolyte Beverage (828 mL, selected varieties 21521747_EA)

GET 2,000^{CM} Value when you buy 2

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

BLUE DRAGON

GET **500** when you buy any of these products

BLUE DRAGON THAI RED CURRY PASTE 270 g 20722986_EA **3.99**

BLUE DRAGON RICE NOODLES SELECTED VARIETIES 300 g 21434579_EA **3.99**

BLUE DRAGON SWEET CHILI SAUCE 330 ML 20709432_EA **3.49**

BLUE DRAGON COCONUT MILK SELECTED VARIETIES 400 ML 20188944_EA **2.99**

Happy Lunar New Year

Visit bleudragon.ca for more recipes



IT'S NOT JUST PASTA. IT'S

ITALPASTA

LESS THAN 2 \$3.29 EA.

2/5.50

Italpasta Pasta Selected varieties 900 g 20081342001_EA

TASTE THE DIFFERENCE

ITALY'S #1 BRAND OF TOMATOES

4.99 Mutti Strained Tomatoes Selected varieties 680 mL 2028449001_EA

8.49 Mutti Pasta Sauce Selected varieties 650 mL 21541102_EA

ONE FAMILY. ONE PASSION. TOMATOES.

Visit www.italpasta.com for product information, recipe inspiration, and zero food waste tips.

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CHEESTRINGS FICELLO

100% CANADIAN. 100% FUN.

PROUDLY MADE IN CANADA WITH 100% CANADIAN MILK

5.77 Black Diamond Cheestrings 16 pk, 336 g 20763661_EA

2/\$10 LESS THAN 2 \$5.99 EA. Black Diamond Combo, 129 g 2020887_EA

5.79 Parkay Margarine 1.28 kg or 1.36 kg 20278076_EA 20258004_EA

7 Lactantia Butter Sticks, 454g 2009880_EA/200770_EA

5.49 Black Diamond Cheese Sticks 189 g - 252 g 2020932_EA 20098424_EA

7 Kraft Parmesan shredded cheese, 200 g 2020882_EA

11 Black Diamond Cheestrings 28 pk, 588 g 20768883_EA

Dairyland

HAPPY LUNAR NEW YEAR!

好奶賀新年 元氣一整年

7 PROTEIN BEVERAGE 189 L SELECTED VARIETIES DAIRYLAND 21554401_EA 21554346_EA

3 FLAVOURED MILK 946 ML-1 L SELECTED VARIETIES DAIRYLAND 2108895_EA 21590747_EA

3 COFFEE CREAMER 400 ML BAILEYS 20895957002_EA 20895957004_EA

5.99 NIBBLERS AND COMBOS 180-200 g ARMSTRONG 21440769_EA

3.99 SOUR CREAM DIP 250 G HELUVAGOOD! 20179979002_EA

Scan for more recipes!

Lil' Juan's

Lil' Juan's is using quality ingredients and gentle slow-cooking to bring you meals that are just that - simply delicious.

Chicken Tinga 400 g 21625751_EA **\$10**

KALI'S INDIAN CUISINE

Easy prepared meals where all you have to do is heat and serve with your favourite side dishes, like seasoned rice or buttered naan. Kali's Indian Cuisine is made with traditional herbs and spices, simple and oh so tasty!

Butter Chicken 400 g 21625192_EA **\$10**

Tikka Masala 400 g 21625191_EA **\$10**

LOU'S KITCHEN

QUICK AND EASY - ENJOY!

Lou's Pulled Pork 400 g 20182404_EA **\$10**

Don't leave any points behind at the pump!

• 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. Earn **10** per litre.

• Insert your **PC Optimum™ card** into the card reader before entering your payment card. Earn **10** per litre.

• Pay with your **PC® Mastercard®** and earn points on fuel. Earn at least **3¢** in points.

*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 all PC Optimum™ 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 10 points per litre of premium gasoline (Ontario 99, 91, 88) at Esso™ stations. Should fuel prices fall below \$1/L, earning 10 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 pccanada.com/pc-optimum-mastercard. PC®, PC Financial® and President's Choice Financial® are trademarks of Loblaws Inc., used under license. Mastercard® is a registered trademark, and the orange 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.

TRUSTED SOFTNESS. BETTER TEAR™

*vs. leading US 1-ply bargain brand

\$18 Charmin Bath Tissue, 12=48 roll, soft 21549779_EA



NEW

Cleans Better

\$18 Charmin Bath Tissue, 12=48 roll, strong 21636641_EA

*vs. Leading Canada 2-ply bath tissue



+50% MORE ABSORBENT

*vs. leading ordinary brand.

\$18 Bounty Paper Towel, Select A Size, 6=12 roll 21515966_EA



THICKER AND MORE ABSORBENT

*vs. the leading US 2-ply napkin

\$11 Bounty Napkin 400's 21053171_EA



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START YOUR **ACTIVIA**
GUT HEALTH CHALLENGE

2 ACTIVIA EVERY DAY FOR **14** DAYS



Optimum™

\$1.50 Value

APP EXCLUSIVE OFFER

Earn

1,500 pts

when you spend \$7 or more on any Activia product*

and

get entered to win 10 MILLION** pts

\$10,000 value!



\$6.49
Activia® - 12 x 100 g
2030342001_EA



\$4.49
Activia® - 625 g, 650 g
214305607_EA



\$12.49
Activia® - 2 kg
2147239_EA



less than 2 \$7.49 ea.
2/\$12
Activia® - 6 x 93 ml
21008459_EA



less than 2 \$2.29 ea.
2/\$4
Activia® - 190 ml
21348503_EA

*Open your PC Optimum™ app or visit optimum.ca to get the offer. Earn 1500 PC Optimum™ points when you spend \$7 or more on any participating Activia products. Product availability may vary by store. We reserve the right to limit quantities. We are not obligated to award points based on errors or misprints. Points apply to items sold at individual units and are not awarded per unit when the unit is part of a case pack or variety pack. No cash value. Offer valid from January 2nd to February 9th, 2025. Activia® used under license. © 2025 Cie Gervais Danone. All rights reserved.
**NO PURCHASE NECESSARY. Open to Canadian resident PC Optimum members who are 14 years or older. Contest ends February 18, 2025 at 12:00 am ET. Members can get an entry when they spend \$7 or more on any eligible Activia products at participating Atlantic Superstore, Dominion, Fortinos, Loblaws, Maxi, No Frills, Provigo, Le Marché, Shoppers Drug Mart, Value-Mart, Real Canadian Superstore, Wholesale Club, Your Independent Grocer and other locations and scan their PC Optimum card at the time of purchase. 1 Place of 10,000,000 PC Optimum points to be won that's like \$10,000.00 in value when redeemed each. Limit of one prize per member. Must correctly answer mathematical skill-testing question. Odds of winning a prize depends on total number of eligible entries received. For full rules/details and how to enter without purchase, visit www.pc.optimum.ca/contest-danone.

PACK YOUR MORNING
WITH PROTEIN



\$7
Oikos® - 650 g, 750 g
21305945_EA



less than 2 \$5.49 ea.
3/12.75
Oikos® - 4 x 65 g, 4 x 100 g
21418716005_EA
21418716004_EA



less than 2 \$2.29 ea.
2/\$4
Oikos® - 190 ml
21401296_EA

*As part of a complete breakfast and balanced diet. Per 175 g serving.

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10-HOUR BREW
BOLD AND SMOOTH TASTE



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4x100 g
20801752003_EA
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\$4
Liberté® Méditerranée®
500 g

\$3.69

Yoplait® Minigo
6x60 g
21619388_EA



\$3.69

Yoplait® Tubes®
8x56 g
21547595_EA
21547629_EA



\$4.49

Yoplait Source® Protein 650 g
2158704_EA
215884067_EA



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