

NS **Sobeys**

Verified Prices

LOWEST PRICE

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

Scene+

Verified **3.99** /lb

Fresh Boneless Pork Loin Centre or Rib Roast or Combo Chops 8.80/kg



Verified **5.99** /lb

Fresh Boneless Cross Rib Pot Roast Family Size Simmering Steak or Beef Stewing Cubes cut by your meat expert from Canada AA or USDA Select grade beef while supplies last 13.21/kg



Verified **\$11**

COMPLIMENTS Chicken Wings, JACK ASTOR'S, MONTANA'S, EARLS KITCHEN + BAR, BELMONT, CARDINAL ROADHOUSE, BUTTERBALL, COMPLIMENTS Burgers selected varieties 680 g-1.02 kg



Verified **3.99** ea

Fresh Atlantic Salmon Portions product of Canada plain or marinated 113 g



Scene+ WANT TO WIN 1 MILLION SCENE+ POINTS? That's like \$10,000 toward your groceries. Check out the seafood page for details on how to enter.

Verified **2.99** PINT

Blueberry Pint product of Peru no 1 grade



Verified **99¢** /lb

Red Prince Apples product of Atlantic Canada, Canada extra fancy grade 2.18/kg



Verified **2.79**

MCCAIN Superfries 454-800 g or Vegetable Medleys 400 g



Verified **1.99**

QUAKER Crispy Mints 90-100 g or Rice Cakes 127-199 g



Verified **77¢**

CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL



Verified **7.88**

QUAKER Dips or Chewy Granola Bars 120-156 g



Verified **1.97**

DARE Bear Paws 168-240 g, Viva Puffs 300 g, Wagon Wheels 315-360 g or CHRISTIE Premium Plus Crackers 225 g



*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 for additional details.

Scene+ **DIGITAL EXCLUSIVE**

That's like \$10 toward your groceries

SPEND \$100 OR MORE, GET **1000 PTS**

WHEN YOU LOAD THIS OFFER in the Sobeys app or at MyGroceryOffers.ca



Scan QR code to download or open the app

Card must be registered. Offer valid and available to be loaded from January 2-January 8, 2025 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase \$100 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Spending \$100 or more awards only one 1000 Scene+ points allotment. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other 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. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

THU 2 | FRI 3 | SAT 4 | SUN 5 | MON 6 | TUE 7 | WED 8

Prices and offers in effect Jan. 2025 Nova Scotia



so many deals Scan here for our full digital flyer

SBY_WK36_P01_ATEL_M3



Scene+ MEMBER

PRICING

Swipe your Scene+ Card and Save



1 kg



MEMBER PRICING
\$12 SAVE \$2
\$14 without Scene+ Card
SUNRISE Bologna 2 kg or COMPLIMENTS Thick Cut Bacon 1 kg



MEMBER PRICING
3.97 SAVE 1.03
\$5 without Scene+ Card
TAYLOR FARMS Chopped Salad Kits product of USA 312-363 g



MEMBER PRICING
\$12 SAVE \$3
\$15 without Scene+ Card
MAXWELL HOUSE or NABOB Keurig Compatible Single Serve Pods 30 pk or NABOB Roast & Ground Coffee 915-930 g



MEMBER PRICING
\$3 SAVE 1.99
\$4.99 without Scene+ Card
SILK Beverages 1.75-1.89 L

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



Happy Lunar New Year
新年快樂



Pomelo or Asian Yellow Pear
Gift Box product of China



SHIRAKIKU Japanese Sekka Rice 6.8 kg
available in select stores while quantities last or
EIGHT TREASURES Thai Jasmine Rice 8 kg



AROY-D
Coconut Milk
400 mL



BLUE DRAGON Noodles
250-300 g available in
selected varieties and stores



BLACK + DECKER
Rice Cooker 16-Cup
while quantities last

Dollar Days!

\$7
/lb

Fresh Extra Lean Ground Beef
Family Size 15.43/kg

\$3

BOB'S Bacon 375 g, SCHNEIDERS Adult Kits, Lunchmate Stackers or GREENFIELD Kits selected 67-120 g or COMPLIMENTS Regular or Jumbo Wieners 450 g or Sliced Meats 175 g selected

\$4
/lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken 8.82/kg

\$8

COMPLIMENTS Cooked or Raw Shrimp 71-90 ct per lb 340 g

\$4

MANN'S Snow Peas 170 g or Snap Peas 227 g product of USA or COMPLIMENTS Baby-Cut Carrots product of USA 2 lb or 907 g

\$7

Cinnamon Buns 8 pk 630 g or Croissants 12 pk 756 g

\$4

COMPLIMENTS Fresh Pasta 350-360 g

\$3

COMPLIMENTS Black Forest Ham, Honey Ham, Turkey or Chicken

\$2

COMPLIMENTS Apple Sauce 620 mL or Apple Snack 4-5 pk, Canned Fruit or Pineapple 398 mL or Mandarins 284 mL or SNACK PACK Gels or Pudding 4 pk

\$3

VILLAGGIO Bread 570-675 g or Buns 6-8 pk or DEMPSTERS Tortillas 272-340 g or TIA ROSA Tortillas 220-328 g

\$3

DANONE Activia Yogurt 650 g

\$3

OASIS Juice 8x200 mL tetra

\$3

JELL-O or HERSHEY'S Refrigerated Pudding or Gels 4 pk

\$3

BEN'S ORIGINAL Bistro Express Rice 240-250 g

\$3

QUAKER Instant Oatmeal 228-344 g, Quick or Old Fashioned Oats 1 kg or Yogurt Granola Bars 175 g selected varieties

\$4

KELLOGG'S Cereal selected varieties 210-525 g or POST Cereal selected varieties 283-525 g

\$4

COMPLIMENTS Orange Juice not from concentrate selected 1.54 L or BLACK DIAMOND Cheese Strings 8 pk 168 g

\$5

COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected varieties

\$5

DOVE Beauty Bar 3 pk, Deodorant 45-74 g, Body or Hand Wash 325-400 mL, Hair Care 142-198 g or 195-355 mL selected

\$6

KRAFT Peanut Butter 750 g-1 kg

\$7

BECEL Margarine 637-850 g

\$10

GAIN Laundry Detergent 2.6 L or Flings! 31 pk, DOWNY or GAIN Softener 1.89-2.63 L, DOWNY or GAIN Beads 379 g or Sheets 120-200 pk or TIDE Simply 3.1 L

\$12

ROYALE Bathroom Tissue 24=48 rolls, Paper Towels 6=12 rolls or Facial Tissue 12 pk

\$32

PAMPERS Huge Diapers 80-160 pk

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, or if you prefer, we'll offer you a similar item at a comparable price. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or discounts. All dollar locations prices effective from 8:00 a.m. Thursday morning until midnight Wednesday evening. The Sobeys Loyalty Program is available at all 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 exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fuel/dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, Microsoft, Visa/MasterCard/Discover 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 \$5000 Sobeys points per day. For full Sobeys Terms & Conditions or to redeem your points, visit <http://www.sobey.com/loyalty>. 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 Glanville & The Chronicle Herald.

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Partners in Growth

MIX

FSC® C221322

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 **500 PTS** when you buy 2

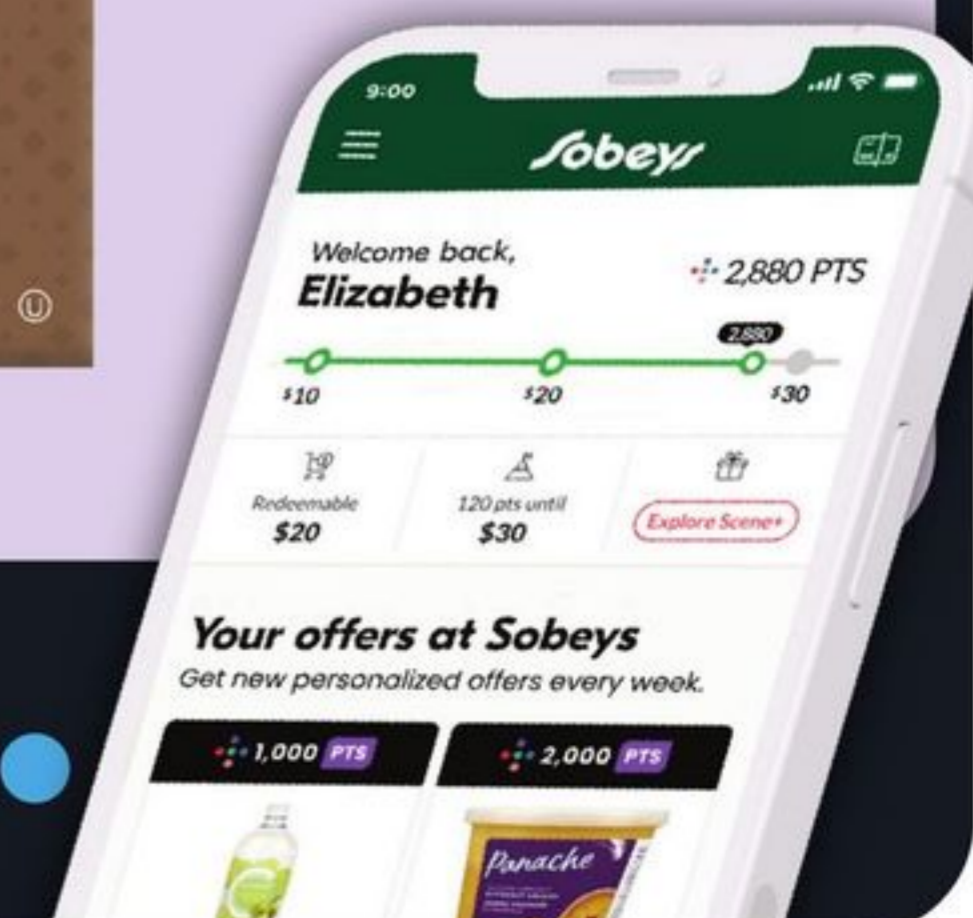
Activate your offers in the **Sobeys app** or at **MyGroceryOffers.ca**



MELITTA Single Serve
Coffee 30 pk



That's like
\$5
toward your
groceries



Download on the
App Store



GET IT ON
Google Play

Offer valid January 2nd to January 8th, 2025 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.



Quality you want at the price you expect

From Atlantic Canada
3.49 **3 LB BAG**
 COMPLIMENTS Onions product of Atlantic Canada 3 lb

From Atlantic Canada
5.99 **3 LB BAG**
 COMPLIMENTS Apples selected varieties product of Atlantic Canada, Canada fancy grade 1.36 kg 3 lb bag

From Atlantic Canada
7.99 **3 LB BAG**
 COMPLIMENTS Red Grapefruit product of USA, Israel or Turkey 1.36 kg 3 lb bag

From Atlantic Canada
4.49 **2 LB BAG**
 COMPLIMENTS Lemons product of Morocco, Egypt or Spain 907 g 2 lb bag

From Canada
4.49 **5 LB BAG**
 COMPLIMENTS Potatoes product of Canada 5 lb

From Canada
6.49 **ORGANIC**
 COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g

MIX & MATCH

Get 400 PTS

When you buy any 3 participating Compliments produce products.

100% fresh GUARANTEE Guaranteed fresh or your money back

Fruity fresh...

4.49 **/lb**
 Extra Large Black, Green or Red Seedless Grapes product of Peru 9.90/kg

3.49 **/lb**
 Large Bartlett Pears product of USA extra fancy grade 7.69/kg

100 PTS when you buy 2
2/\$5
 Ataulfo Mangoes product of Peru

4.99
 Kiwi product of Greece or Italy 454 g

100 PTS when you buy 2
6.99
 Mini Watermelon product of Mexico or Brazil

200 PTS when you buy 2
12.99
 Pomegranate Arils product of USA

Veggie love...

2/\$6
 Romaine, Green or Red Leaf Lettuce product of USA or Mexico

99¢ **/lb**
 Green Cabbage product of Atlantic Canada 2.18/kg

6 PACK
4.49
 Mini Seedless Cucumbers product of Canada, Canada no 1 grade 6 pk

3.49 **/lb**
 Green Peppers product of USA or Mexico 7.69/kg

2.99 **/lb**
 Roma Tomatoes product of USA or Mexico 6.59/kg

3.79
 Broccoli Bunches product of USA or Mexico

bulk

BUY MORE SAVE MORE
3.99 **ea** when you buy 2 or more
 COMPLIMENTS Candies selected 350-400 g 4.49 ea

200 PTS when you buy 1
10.99
 SUNRYPE Fruitsource Bars 12-24 pk or H&H Dried Fruit 12 pk

floral available at most stores

100 PTS when you buy 1
9.99
 Winter Erica Heather 4"

8.99
 Potted Tulips or Hyacinth 6"

200 PTS when you buy 1
\$16
 Rainbow Gerbera Bouquet 10-stem

\$16
 Touch of Spring Bouquet

Give them more with the Grocery Essentials Card Visit sobeys.com/giftcards for details

Restrictions apply, see www.sobeys.com/name/tyger for details. If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement.

CERTIFIED TENDER
TENDRETE CERTIFIEE

12.99 /lb

STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 23.64/kg

So tender

Starling

HAND-SELECTED AAA BEEF

Well-marbled / Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobey's

9.99 /lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steaks cut by your meat expert from Canada AA grade beef While Supplies Last 22.02/kg

200 PTS when you buy 1

5.99 /lb

PANACHE Flattened Chicken Lemon Greek, Jerk or Portuguese 13.21/kg

100 PTS when you buy 1 pkg

4.99

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

150 PTS when you spend \$10 or more

5.99 /lb

Fresh Boneless Pork Loin Centre Stir Fry Strips, Cutlets or Schnitzel 13.21/kg

200 PTS when you spend \$20 or more

5.99 /lb

Fresh Pork Loin Back Ribs Family Size cryovac 13.21/kg

100 PTS when you spend \$10 or more

4.49 /lb

Fresh Beef Liver sliced 9.90/kg

BUY MORE SAVE MORE

5.50 go when you buy 2 or more

LAMB TONIGHT Lean Ground Lamb, JOHNSONVILLE Sausage Meat or Fontaine Lean Ground Veal 226-454 g starting at 5.99 ea

11.99 /lb

Seasoned Lamb Chops Greek & Lemon or Provencal Herbs 26.43/kg

300 PTS when you buy 2

5.99

MAPLE LODGE FARMS Chicken Sausage 375-500 g

READY FOR YOU

Ready for you marinated meats

3.99 /lb

Fresh Boneless Pork Loin Centre Roast Homestyle Seasoned 8.80/kg

4.99 /lb

Whole Chicken Homestyle Seasoned 11.00/kg

6.99 /lb

Fresh BBQ Whiskey or Honey Garlic Marinated Pork Loin Back Ribs 15.41/kg

4.99 /lb

Fresh Maple Chipotle or BBQ Whiskey Marinated Boneless Pork Loin Centre Chops 11.00/kg

the Certified Tender Advantage

CERTIFIED TENDER
TENDRETE CERTIFIEE

14.99 /lb

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

When choosing a roast or steaks, look for the Certified Tender® shield. It means the meat has been certified by the Canadian Beef Grading Agency to be tender and aged perfectly, so you can count on delicious results. Exclusive to select STERLING SILVER® premium cuts.

quick & easy

NEW

BUY MORE SAVE MORE

1.50 go when you buy 3 or more

CARL BUDDIG Sliced Meats 55 g 1.99 ea

STARTING AT 13.99

SWISS CHALET or MONTANA'S Pork Back Ribs 600-650 g

4.99 /lb

MAPLE LODGE FARMS Chicken Bacon or ZABIHA HALAL Breakfast Chicken Strips 375 g

200 PTS when you buy 2

7.99

SCHNEIDERS Juicy Jumbos Wieners 375-450 g

6.99

BEYOND MEAT Plant-Based Chicken Tenders, Breakfast Sausages or 2 Pack Burger 226-235 g

8.99

BEYOND MEAT Plant-Based Ground Beef, Dinner Sausages or Steak Tips 226-400 g

50 PTS when you buy 1

9.99

COMPLIMENTS Beef, Chicken or Vegetable Lasagna, Mac & Cheese or Chili 907 g-1 kg or FRESHSTONE Rolleez Supreme, Meat Lover's Pizza or Philly Cheesteak 540 g

220 PTS when you buy 2

10.99

COMPLIMENTS Meatballs 560-680 g

GET TO FREE GROCERIES FASTER

when you open your **Scenes** membership card and pay with your **scotiabank** Scenes® Visa® Card.

GET 500 PTS ON EVERY \$1 SPENT

100 pts = \$10 in groceries

©2025 Sobey's. \$10 in groceries. Scenes points redeemed at any participating Empire location must be redeemed in increments of 1000. Term 5. Scenes pts on every \$1 spent. On eligible weekly purchases at participating grocery stores. See full list of participating merchants across Canada at scotiabank.com/participatingstores. Visa Inc. Licensed user.

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TAX BREAK

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On select items in store*

- ✓ **Snacks and beverages**, including chips and carbonated water
- ✓ **Baked goods**, including cakes, muffins and pies
- ✓ **Prepared foods**, including sandwiches and ready to eat options

[Learn more](#)

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*Restrictions apply. Selection varies by store. Not all department items are included in tax break. Federal and provincial tax break may vary by province. Valid on qualifying goods from December 14, 2024 - February 15, 2025.

Warm up

with comfort foods!



PERFECT
for pulled pork sandwiches!



16⁹⁹

100 PTS
when you buy 1
COMPLIMENTS Shepherd's or Farmhouse Pie 900 g

GREAT
for making burgers

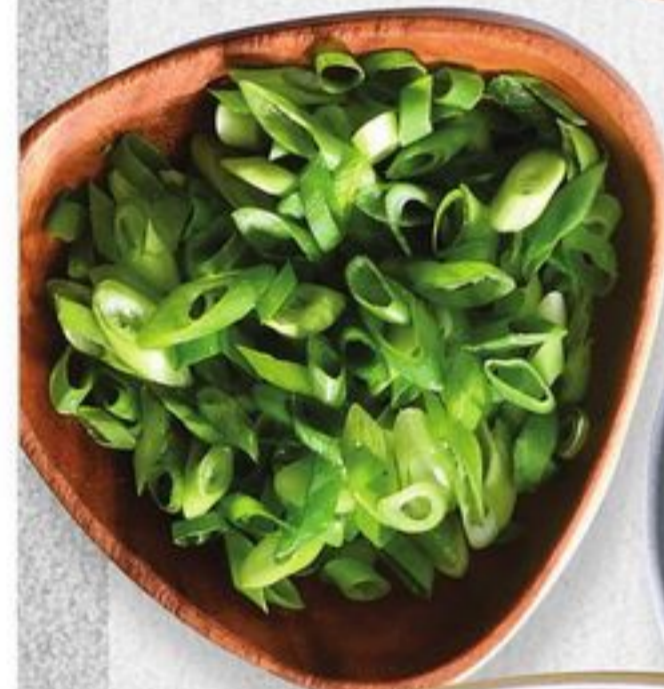


BUY MORE SAVE MORE

5⁵⁰

ea when you buy 2 or more
COMPLIMENTS Extra Lean Ground Chicken or Extra Lean Minced Turkey or LAMB TONIGHT Lean Ground Lamb 240-454 g starting at 5.99

3⁴⁹ /lb
Fresh Pork Shoulder Picnic Roast hock removed 7.69/kg



ENJOY
a hearty bowl of chili!



value size

500 PTS
when you buy 1

6⁴⁹ /lb

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

Fresh Lean Ground Beef 5 lb tube 14.31/kg



seafood



2⁹⁹ COMPLIMENTS Crab- or Lobster-Flavoured Alaskan Pollock 227 g



3⁵⁰ Authentic Maryland Crab Cakes 120 g frozen or previously frozen made with real crab or 2 pk for \$7.00



12⁹⁹ Almond Crusted Sole Fillets, Potato Crusted Cod or Coconut Crusted Tilapia previously frozen 28.64/kg



7⁹⁹ COMPLIMENTS Breaded Fish Sticks, Fish in Tempura Batter, Breaded Cod Nuggets or Fish Burger 454-700 g



10⁹⁹ Fresh Steelhead Trout Fillets product of Newfoundland 24.23/kg



6⁹⁹ Haddock Fillets frozen 15.41/kg



14⁹⁹ COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon, Cod or Haddock Fillets 908 g



JANES Ultimates Breaded or Battered Haddock or Cod or Pan Sear Haddock, Cod or Sole 500-615 g

HAUL IN 1 MILLION SCENE+ POINTS That's like \$10,000 toward your groceries

BUY \$15 on any participating True North Seafood products between January 2-29, 2025.

SCAN your Scene card at checkout to be entered to win.

*see contest rules at the bottom of the page.

deli



17⁹⁹ TRE STELLE Feta 850 g



25% off Gruyère works out to 4.99/100 g or Chevalier Triple Cream Brie works out to 3.89/100 g

Get back to routine with these essentials!

<p>5⁹⁹ COMPLIMENTS Cheese Slices 150-170 g</p>	<p>\$5 COMPLIMENTS Sliced Meats 175 g</p>	<p>6⁹⁹ FRICO Gouda Snacks 160 g</p>
<p>\$2 OH SNAP! Pickle Bites selected 90 mL</p>	<p>10⁴⁹ PILLER'S Family Size Pepperoni Topping 400 g</p>	<p>8⁹⁹ PILLER'S Club Packs Sliced Deli Meats selected 350 g</p>
<p>3⁹⁹ MAPLE LEAF Natural Selections 700 g</p>	<p>2²⁹ LARSEN Salami Country Style 700 g</p>	<p>2⁴⁹ MAPLE LEAF Big Stick Bologna 700 g</p>

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.com/en/true-north-salmon-one-million. Contest runs from January 2, 2025 and ends on January 29, 2025. Open to legal residents across all provinces of Canada excluding Quebec, who have a valid Scene+ account, and who have reached the age of majority on the date they enter the Contest. There is one (1) prize to be won. The prize consists of 1,000,000 Scene+ points (ARV: \$10,000.00 CAD). The prize has no equivalent cash value, is non-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

HAPPY LOHRI



From Canada
Red Carrots product
of Canada 4.39/kg
7.99
/lb



5.49
/lb
Indian Okra (Bhindi)
product of Honduras
12.10/kg



4.99
/lb
Guava product
of Egypt 11.00/kg



12.99
CHALO Signature
Basmati Rice 4.54 kg



12.99
TILDA Basmati or
Basmati Brown Rice
1.81 kg



39¢
MAGGI Masala
Noodles 70 g



3.99
PATAK'S Sauces 400 mL or
3 Step Meal Kits 313-315 g



3.99
THE SPICE TAILOR
Meal Kits 215-375 mL



2.49
SURATI Snacks
250-341 g



8.99
TEA VALLEY Orange Pekoe
Tea 216 pk or AHMAD TEA
454 g selected varieties



99¢
PARLE-G
Biscuits 300 g

Find everything you need for your festivities.

2025

Happy Lunar New Year
新年快樂



1.88
/lb

Asian Pears product of China 4.14/kg

Spicy & savoury!



88¢
/lb

Bok Choy or Napa Cabbage product of USA or Mexico 1.94/kg



2.88

Kumquats product of China



2.49

CARNATION Evaporated Milk 354 mL



6.88

EIGHT TREASURES Whole Raw Head-On Shrimp 400 g



8.88

EIGHT TREASURES Whole Tilapia 1.36 kg



20.99

LINDOR Chocolate Cornet 540 g while supplies last



13.99

MAZOLA Corn, Vegetable or Canola Oil 2.84 L



6.48

KIKKOMAN Soy Sauce 591 mL



5.98

MINI CRUSH Fruit Jelly 1.4 kg



3.98

AROJ Coconut Crispy Rolls 30 g available in selected varieties and stores



4.48

GLICO Pocky Chocolate or Strawberry Biscuit Sticks 8 pk available in selected stores



2.48

HATA Ramune Sodas 200 mL available in selected varieties and stores



4.98

SAPPORO ICHIBAN Noodles 5 pk available in selected varieties and stores



4.88

CP AUTHENTIC ASIA Frozen Entrées 250-350 g available in selected varieties and stores

kitchen



100 PTS when you buy 1
STARTING AT 4.99
 RESER'S Main Street Bistro Side Dishes 340-680 g



125 PTS when you buy 2
6.79
 Wrap Sandwiches 219-370 g



9.99
 BBQ Chicken Legs Back Attached 4 pk 720 g



19.99
 RANA Lasagna 1.1 kg available chilled

READY FOR YOU This week's ready for you meal deals

250 PTS when you buy 1 meal deal

1.49 ea. PLUS add one 1-litre Coca-Cola product

Feed a family of 4 for \$4.75 ea.

BUY 1 Whole Assorted Dagwood Sandwich 1.15 kg
+1 COMPLIMENTS Salad potato, creamy coleslaw, macaroni or other selected varieties 850-908 g
for only 18.99

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

Get 500 PTS When you spend \$10 or more
 Ready for you Chilled Meals

READY FOR YOU



3.99
 COMPLIMENTS Regular Dips or Hummus 200-227 g



5.49
 FONTAINE SANTÉ Mini Hummus 6x57 g

bakery

BAKED IN STORE

3.49
 Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g

Scene MEMBER

4.29 **SAVE 40¢**

4.69 without Scene+ Card
 COMPLIMENTS Brioche Burger Buns 4 pk 200 g

BAKED IN STORE

3.49
 Hot Dog or Hamburger Buns 8 pk

BAKED IN STORE

50 PTS when you buy 1

6.29
 Gourmet Cheese Buns 6 pk 425 g

BAKED IN STORE

30 PTS when you buy 1

4.49
 Panini or Calabrese Buns 6 pk 250-480 g

BAKED IN STORE

6.99
 Gourmet Cookies 6 pk 410-475 g

100 PTS when you buy 2

7.99
 MOM'S Loaf Cake sliced 480 g

8.99
 Small Bar Cakes 455-575 g

75 PTS when you buy 1

5.99
 COMPLIMENTS Mini Cupcakes Vanilla or Chocolate 12 pk 284 g

BUY MORE SAVE MORE

5.99 go when you buy 2 or more
 COMPLIMENTS Mini Muffins 336 g 6.49 ea

4.49
 Dessert Cake Slices 115-230 g

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



Ready for you 4 Can Dine for \$19.99



ADD one 1-litre
Coca-Cola product

149
ea.



**CHOOSE
CHICKEN
OR
RIBS**

250 PTS
when you buy 1
Family meal deal

**Hot Roast
Chicken
OR
Full Rack
of Back Ribs**

and Any 2 Sides

Large Potato Wedges
or COMPLIMENTS
Salad 426-454 g

**and 4 Butter
Topped Buns**



frozen & dairy



11⁹⁹
YOPLAIT Yop
12x200 mL



3⁹⁹ +100 PTS
when you buy 3
INTERNATIONAL
DELIGHT Coffee
Creamers 473 mL



4⁹⁹ iGO Nano
Drinkable Yogurt
6 pk



5⁹⁹ +100 PTS
when you buy 2
Siggis Icelandic Style Yogurt 750 g



5⁴⁹
NATREL Lactose Free Milk 2 L or
Flavoured Coffee Creamer 1 L



3⁹⁹ +150 PTS
when you buy 3
YOPLAIT Yogurt
Tubes or Mingo
Yogurt 6-8 pk



5⁴⁹ TROPICANA Zero
Sugar, Drinks or
Lemonade 1.36 L



5⁹⁹ +100 PTS
when you buy 2
ARMSTRONG Cheese Slices
220-240 g, Sticks 210 g, Swirls
283-340 g or Combos 180 g



6⁹⁹ DAIRY ISLE
Butter 454 g



8⁹⁹ KRAFT Singles
825 g



3⁹⁹ KOZY SHACK Pudding 624 g or
4 pk or MINUTE MAID Zero Sugar
Drinks 1.54 L



5⁹⁹ +100 PTS
when you buy 2
OASIS Health Break
or Smoothie 1.6 L



7⁴⁹ +100 PTS
when you buy 2
DR. OETKER Tradizionale Pizza,
Giuseppe Easy Pizzi or The Good
Baker Pizza 300-600 g



5⁹⁹ HEALTHY CHOICE
Zero or Power
Bowls 262-276 g



3⁴⁹ PILLSBURY Toaster
Strudel 326 g



4⁴⁹ +100 PTS
when you buy 2
CHAPMAN'S Super
Premium Plus Ice
Cream 500 mL



**Love it.
Or it's free.***

*For details see COMPLIMENTS.ca

**100%
MONEY BACK
GUARANTEE**



4⁹⁹ +100 PTS
when you buy 2
COMPLIMENTS Cozy Coop
Large White Eggs 12 pk



4⁴⁹ +200 PTS
when you buy 2
COMPLIMENTS Cheddar
Flavour Slices 400 g



5⁹⁹ +100 PTS
when you buy 2
COMPLIMENTS
Greek Yogurt 650 g



2⁹⁹ +150 PTS
when you buy 2
COMPLIMENTS Balance or
Asian-Inspired Frozen Entrées
selected 250-280 g



2⁹⁹ +100 PTS
when you buy 2
COMPLIMENTS
Perogies 907 g



3⁹⁹ COMPLIMENTS Steak Cut
Onion Rings 454 g



3⁹⁹ +200 PTS
when you buy 2
COMPLIMENTS Frozen
Vegetables selected 750 g



2⁹⁹ COMPLIMENTS
Couscous 340 g



2⁹⁹ +100 PTS
when you buy 2
COMPLIMENTS Sauces 350 mL
or Soya Sauce 450 mL



2⁹⁹ +100 PTS
when you buy 2
COMPLIMENTS Coconut
selected 200 g



5⁷⁹ +100 PTS
when you buy 1
COMPLIMENTS Bagged
Jumbo Cereal 400-794 g



1⁹⁹ +100 PTS
when you buy 3
COMPLIMENTS Canned
Tomatoes 540-796 mL

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or the Sobey's app.

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drinks & snacks

<p>2/950 DORITOS Tortilla Chips 210-280 g</p>	<p>3.99 LA COGINA Tortilla Chips 300-400 g</p>	<p>100 PTS when you buy 2 PEPSICO Beverages 12x355 mL, any flavour</p>	
<p>749 STARBUCKS Creamers 828 mL</p>	<p>2/\$9 MISS VICKIE'S Kettle Chips 190-200 g</p>	<p>6.49 BUY MORE SAVE MORE MONTELLIER Carbonated Natural Spring Water 10x355 mL, any flavour</p>	
<p>2/\$5 GATORADE G FIT™ Electrolyte Beverage 828 mL, any flavour</p>	<p>2/\$5 GATORLYTE™ Electrolyte Beverage 591 mL, any flavour</p>		
<p>4.49 HERSHEY'S Bagged Chocolate 160-290 g</p>	<p>9.99 FRITO-LAY Multipacks 16 pk</p>	<p>3.99 TWIGZ Pretzels 130 g</p>	<p>100 PTS when you buy 2 COMPLIMENTS Flavoured Tortilla Chips 255 g or Potato Chips Extraa! Flavour 200 g</p>
<p>2.99 LINDT Swiss Classic Chocolate Bar 100 g or DARE Real Fruit Candy 120-180 g</p>	<p>1.79 BUY MORE SAVE MORE HERSHEY'S King Size Chocolate Bars 62-96 g or SKITTLES or STARBURST Candy 48-61 g 1.99 ea</p>	<p>7.99 NATURE VALLEY Midsize or Trail Mix Granola Bars or BETTY CROCKER Fruit Gushers selected varieties 340-525 g</p>	<p>9.99 SAVE \$2 11.99 without Scene+ Card SUNKIST Fruit Snacks Club Pack 792 g</p>
<p>3.29 PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g</p>	<p>3.99 CHRISTIE Cookies selected 212-303 g</p>	<p>3.49 VOORTMAN No Sugar Added Cookies or Wafers 142-320 g or BOULANGERIE GRISSOL Melba Toast, Canape or Baguettes 120-200 g</p>	<p>3.49 CARR'S Table Water Crackers 125-150 g</p>
<p>5.99 TERRA BEATA Cranberry or Cherry Juice 1.89 L</p>	<p>2.199 LAVAZZA Rossa or VAN HOUTTE Coffee K-Cups® Pods 30 pk</p>	<p>6.99 TAZO Tea Concentrates 346 mL</p>	<p>4.99 NESTLÉ Carnation Hot Chocolate Envelopes 7-10x25 g</p>

Here for your budget and lifestyle

<p>500 PTS when you buy 4 4.99 COMPLIMENTS Tea 48-72 pk</p>	<p>75 PTS when you buy 2 1.99 COMPLIMENTS Tomato Juice 540 mL</p>	<p>100 PTS when you buy 4 4/\$5 BIG 8 Spring Water 1 L</p>	<p>4/\$5 COMPLIMENTS Fizzy or Sparkling Flavoured or Unflavoured Water 503 mL-1 L</p>
<p>150 PTS when you buy 2 4.99 BEST BUY Creme-Filled Cookies selected varieties 600 g</p>	<p>150 PTS when you buy 2 2/\$7 COMPLIMENTS Cranberry or Ruby Red Cocktails 1.89 L</p>	<p>100 PTS when you buy 2 1.99 COMPLIMENTS Potato Chips 200 g</p>	<p>150 PTS when you buy 2 1.99 COMPLIMENTS Candy 125-175 g</p>

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meal makers

300 PTS when you buy 1

COMPLIMENTS Extra Virgin Olive Oil 1 L

5⁹⁹ **STEFANO** Pasta Sauce 405-648 mL

4⁷⁹ **FRANK'S RedHot** Sauce 354 mL or Thick Hot Sauce 354 mL or MUTTI Passata 680 mL

9⁹⁹ **KRAFT** 100% Grated Parmesan 250 g

100 PTS when you buy 5

99¢ **COMPLIMENTS** Taco, Fajita or Chili Seasonings 35-39 g

BUY MORE SAVE MORE

2²⁹ **KNORR** Sidekicks 112-167 g **2.79 ea** when you buy 3 or more

5⁹⁹ **CLOVER LEAF** Sockeye Salmon 213 g

7⁹⁹ **GREEN GIANT** Canned Vegetables 341-398 mL

value size

15⁹⁹ **HERSHEY'S** Chipits 775-925 g

4⁹⁹ **EAGLE BRAND** Condensed Milk 300 mL or **COMPLIMENTS** Pie Filling selected 540 mL

4⁴⁹ **BETTY CROCKER** Bisquick, Cookie, Brownie & Cake Mixes selected varieties 263 g -1.13 kg

8⁷⁹ **YELLOWSTONE** Seasoning Blends 135-160 g

80 PTS when you buy 4

4/\$5 **JELL-O** Instant Pudding 30-170 g or Jelly Powders 10-85 g

3⁴⁹ **DEL MONTE** Fruit Bowls or Gels 4 pk

100 PTS when you buy 1

5⁴⁹ **BEEMAID** Honey 375 g

75 PTS when you buy 2

4⁹⁹ **NUTELLA** Hazelnut Spread 375 g or B-Ready Bars 6 pk

5⁴⁹ **OROWEAT** Tortilla Keto 246 g

3⁴⁹ **DEMPSTER'S** White or Whole Wheat Holsum Bread, Texas Toast or Sandwich Bread 570-675 g

4⁹⁹ **MINUTE RICE** 500-700 g selected varieties

4⁹⁹ **SPAM** Luncheon Meat 340 g

natural health

50 PTS when you buy 1

11⁹⁹ **PASTA TAVOLA** Ravioli 400 g

GLUTEN FREE

2/10 **EARTH'S OWN** Beverage Barista Oat Gluten-Free 946 mL

11⁹⁹ **AMY'S** Pizza 340-397 g

BUY 1 GET 2ND 50% OFF

NOBLE BEAN Tempeh 240 g

100 PTS when you buy 2

4⁴⁹ **COMPLIMENTS** Coconut Water 1 L

3⁹⁹ **SMARTSWEETS** 50 g

9⁹⁹ **COMPLIMENTS ORGANIC** Roasted Ground Coffee 275-300 g or Pods 12 pk

100 PTS when you buy 1

6⁴⁹ **MARY'S ORGANIC** Crackers 142-184 g

5⁹⁹ **TOM'S OF MAINE** Toothpaste 76-90 mL

39⁹⁹ **PERFECT SPORTS DIESEL** Whey Protein 908 g

150 PTS when you buy 2

7⁹⁹ **LARABAR** 5 pk 225-240 g

30% off

JAMIESON Assorted Letter Vitamins or Multivitamins

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Back to wellness
Hit your health resolutions with these simple swaps

2/\$5 CLIF Builders Bars 66 g or Carton of 12, 29.99 a carton

Boost your hydration

44⁹⁹ VEGA Sport Vegan Protein Powder 812-837 g

19⁹⁹ BIOSTEEL Hydration Mix 16 pk 112 g

100 PTS when you buy 2

5⁴⁹ TRADITIONAL MEDICINALS Teas 16 pk

9⁹⁹ SMART Juice ORGANIC 1L

7⁴⁹ NAKED & SAUCY Natural Nooch Dressings or Natural Sauces 250-290 mL or Natural Simmering Sauces 350 g

9⁹⁹ KETTLE AND FIRE Bone Broth 454 g

3⁹⁹ PURPLESFUL SNACKING Popcorn 136 g

2/9⁹⁹ RIVIERA Vegan Delights Yogurt 500-650 g

7⁹⁹ EARTH BALANCE Spreads or Sticks 368-454 g

200 PTS when you buy 2

100 PTS when you buy 2

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

Melts like dairy
Cheese now made from Daiya oat cream blend.

6⁹⁹ ENJOY LIFE Chocolate Chips 255-283 g

15% off

4⁹⁹ DAIYA Mac & Cheese 156 g

100 PTS when you buy 2

8⁹⁹ DAIYA Pizza 346-550 g

100% plant-based

400 PTS when you buy 2

9⁹⁹ SWERVE Icing Sugar or Sugar Replacement 340 g

50 PTS when you buy 1

7⁹⁹ WHOLESOME ORGANIC Blue Agave 240 mL or ORGANIC Palm Sugar 454 g

Carbonaut
Plant-based. Numbers conscious. Delicious.

STARTING AT 6⁹⁹ CARBONAUT Breads assorted 164-550 g 6.99-8.49 ea

200 PTS when you buy 3

4⁴⁹ ANNIE'S Crackers, Cookies or Granola Bars 130-213 g

Return to school with natural and organic favourites

5⁹⁹ ANNIE'S Cinnamon Crunch Cereal 260 g

3²⁹ ANNIE'S Mac & Cheese 148-170 g

150 PTS when you buy 2

4⁹⁹ MUIR GLEN Tomatoes selected varieties 796 mL

7⁹⁹ LÄRABAR Fruit and Nut Energy Bars 5 pk

*Scan+ Points and all offers valid from January 2 - January 8, 2025. Participating products are those listed in this ad. All products must be purchased in one transaction, excludes taxes, deposits, and other non-discountable items. Redeem at checkout. © General Mills.

home & pet care

<p>4/\$6 IAMS Perfect Portions Wet Cat Food Singles 75 g</p>	<p>24⁹⁹ IAMS Proactive Health Cat Food 3.18 kg</p>	<p>75 PTS when you buy 1 12⁹⁹ PURINA ONE Dry Cat Food 1.45-1.8 kg or Treats 425-566 g</p>	<p>100 PTS when you buy 1 7⁹⁹ COMPLIMENTS Cat Litter 7 kg or Cat Food 2 kg</p>
<p>6⁹⁹ OXI CLEAN White Revive Laundry Stain Remover 1.47 L</p>	<p>4⁹⁹ MR. CLEAN Multi-Surface Cleaners 1.21 L</p>	<p>200 PTS when you buy 1 8⁹⁹ COMPLIMENTS Dishwashing Liquid 5 L</p>	<p>4⁹⁹ DRANO Drain Cleaner Liquid 900 mL</p>
<p>7⁹⁹ BONterra Bathroom Tissue 9=27 rolls, Facial Tissue or Paper Towels 3 pk</p>	<p>18⁹⁹ CASHMERE Bathroom Tissue 24=48 or 12=48 rolls, SPONGE TOWELS 6=12 rolls or SCOTTIES Facial Tissue 12 pk</p>	<p>12⁴⁹ GLAD Tall Kitchen Catchers 50-60 pk</p>	<p>2⁹⁹ SAVE 80c 3⁷⁹ without Scene+ Card COMPLIMENTS Resealable Sandwich Bags 100 pk, Snack 75 pk, Freezer Bags 15=20 pk or Foil Wrap 50 ft</p>

health, beauty & baby

<p>150 PTS when you buy 2 6⁹⁹ NIVEA Body Wash, Deodorant or Shave or Lip Care 51-125 g, 50-500 mL or 2 pk selected</p>	<p>3⁹⁹ COLGATE Total or Max Fresh Toothpaste 70-170 mL or Brushes 1-3 pk, IRISH SPRING Bar 3 pk or SOFTSOAP Hand Soap 332 mL selected</p>	<p>8⁹⁹ JOHN FRIEDA, L'OREAL Everpure or Everstrong Shampoo or Conditioner 115-250 mL or 210 g selected</p>	<p>10⁹⁹ ALWAYS Pads, Liners or TAMPAX Tampons 18-162 pk selected</p>
<p>300 PTS when you buy 2 6⁹⁹ LISTERINE Mouthwash 1 L selected</p>	<p>STARTING AT 7⁹⁹ 400 PTS when you buy 2 OGX, AVEENO or MAUI Hair Care 100-385 mL or 172-340 g selected</p>	<p>100 PTS when you buy 1 6⁴⁹ DEGREE Deodorant 50 mL or 74-107 g selected</p>	<p>15% off GARNIER Micellar Water 400 mL or Wipes 25 pk or L'OREAL Paris Skincare 120-200 mL selected</p>
<p>22⁹⁹ HUGGIES Baby Wipes 560-704 pk</p>	<p>28⁹⁹ HUGGIES Giga, Goodnites or Pull-Ups 28-74 pk</p>	<p>59⁹⁹ SIMILAC Pro-Advance 16x235 mL</p>	<p>BUY MORE SAVE MORE 2¹⁹ 80 when you buy 3 or more LOVE CHILD Organics Purée 128 mL 2.49 ea</p>

pharmacy

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

<p>300 PTS when you buy 1 15% off NEXIUM 24hr Heartburn Relief 14 pk*</p>	<p>300 PTS when you buy 2 10% off VITALUX Eye Vitamins 75-120 pk or CLEAR CARE Contact Lens Solution Duo Pack 720 mL</p>	<p>250 PTS when you buy 1 20% off TENSOR Pain or Injury Products selected</p>	<p>150 PTS when you buy 2 15% off TYLENOL Pain Relief 50-120 pk or MOTRIN 200-400 mg 45-90 pk selected*</p>
<p>250 PTS when you buy 2 16⁹⁹ TYLENOL Complete 40 pk or BENYLIN All-In-One 250-270 mL or 40 pk selected*</p>	<p>150 PTS when you buy 2 15% off POLYSPORIN Ointment 15 g or BAND-AID Bandages 10-60 pk</p>	<p>Your daily meds made easier. Ask us about our convenient and complimentary Custom Pill Packaging service.</p> <p>Ask us today Sobeys Pharmacy</p>	

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