

KS_NBL_PEL_NFD

NEW

Scene⁺

MEMBERS

SAVE

MORE



EXTRA

5% OFF

1000+

ITEMS

JUST FOR BEING
A SCENE+ MEMBER



LOOK FOR
SPECIALLY MARKED
PRODUCTS IN STORE.

See reverse for details*



**JOIN
SCENE+
TODAY.**

scenepus.ca/register

SBY_WKS12F02L1L_NBL_PEL_NFD

Scene⁺ PLUS UP POINTS

300 PTS
when you buy 2

3⁹⁹

OLYMEL Breakfast or Dinner
Pork Sausage 375-450 g

That's like
\$5
toward your
groceries

ORGANIC

500 PTS
when you buy 1

18⁹⁹

COMPLIMENTS
ORGANIC Maple Syrup
Amber 100% Pure 1 L

**3 LB
BAG**

300 PTS
when you buy 2

5⁹⁹

Navel Oranges
product of South
Africa, Morocco or
Spain 1.36 kg 3 lb bag

That's like
\$5
toward your
groceries

500 PTS
when you buy 4

3⁵⁰

OLD DUTCH Potato
Chips 235 g

See pages 2 & 3 for more offers!

Scene⁺
MEMBERS
SAVE MORE
EXTRA 5% OFF
THIS WEEK

*Offer valid from Jan 2 - Feb 18, 2025 at participating Sobeys stores in Atlantic Canada (NS, NB, NL, PEI). Only applies to products in store marked with the Members Save More icon. No cash value. Cannot be combined with other offers. Scene+ digital or physical card must be presented at time of transaction. Offer subject to change without notice. Visit sobeys.com/en/sceneplus for full Scene+ Terms and Conditions.

LOOK FOR SPECIALLY MARKED PRODUCTS IN STORE.

Verified Prices

LOWEST PRICE

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



Scene+ points

Verified
2.99 /lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size 6.59/kg

Verified
2.49 /lb

AIR-CHILLED

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken, COMPLIMENTS Fresh AIR-CHILLED Chicken Drumsticks Family Size or COMPLIMENTS Fresh AIR-CHILLED Bone-In Thighs Family Size 5.49/kg

Verified
7.99 /lb

Haddock Loins frozen 17.61/kg

Verified
2.99

Blackberries product of Mexico or USA 170 g or Avocados product of Mexico 5 pk

Verified
6.99

LARSEN Wieners 900 g or Boneless Ham Slices 375 g, SCHNEIDERS Pepperettes 300-375 g or MAPLE LEAF Fully Cooked Shredded Chicken or Breakfast Sausages 250-300 g

Verified
3.99

Romaine Hearts product of USA or Mexico 3 pk

Verified
6.47

LIBERTÉ Greek Yogurt 650-750 g

Verified
3.97

KRAFT Singles 410 g or Extra Cheddar Slices 390 g

Verified
3.47

DR. OETKER Ristorante or Casa Di Mama Pizza 320-410 g selected

Verified
5.47

KELLOGG'S Family Size Cereal selected varieties 480-625 g or POST Family Size Cereal selected varieties 480-725 g

MEMBER PRICING **Verified**
25.99 SAVE \$7

32.99 without Scene+ Card TIM HORTONS Single Serve Coffee Pods 48 pk

MEMBER PRICING **Verified**
2.49 SAVE \$1

3.49 without Scene+ Card COMPLIMENTS Fruit Cups 4 pk or MOTT'S Fruitsations 6 pk

MEMBER PRICING **Verified**
4.99 SAVE \$1

5.99 without Scene+ Card MAPLE LEAF or SCHNEIDERS Bacon 375 g, SCHNEIDERS Juicy Jumbos, Regular Beef Wieners or Smoked Sausages 375-450 g or MAPLE LEAF Ready Crisp Bacon 65-85 g selected

MEMBER PRICING **Verified**
5.99 SAVE \$2

7.99 without Scene+ Card HIGH LINER Breaded or Battered Haddock, Pollock, Butterfly, Popcorn Shrimp, Fish & Chips or Fish Cakes 330-700 g

Scene+ MEMBER PRICING

Swipe your Scene+ Card and Save

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

*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.

SBY_0037_P01_01_25



7.99
/lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 17.61/kg



JANES, MAPLE LEAF Prime, SCHNEIDERS, BÂTON ROUGE, SWISS CHALET, WATSON RIDGE or PINTY'S Breaded Chicken or Wings selected varieties 568-800 g starting at 13.99 ea



BUY 1 GET 1 FREE

MARINA DEL REY Wild Argentinian Raw Shrimp 20-40 ct per lb or Raw Shrimp Meat 300 g



4.99

Chopped Kale or Spinach product of USA 454 g



2/24

12.99 ea

Prepared Fresh Daily In-Store Fruit or Vegetable Trays 1-1.3 kg



20% off

Assorted Fresh Lean or Medium Ground Chuck Beef Burgers, Meatballs or Meatloaves



BUY 1 GET 1 FREE

COMPLIMENTS Loaf Cakes 344-400 g



5.99

MAPLE LEAF NATURAL SELECTIONS Sliced Meats selected 125-175 g



4.99

300 PTS when you buy 2

PORTOFINO Breads 585-630 g



3.99

300 PTS when you buy 400 g or more

/100 g

Parmigiano Reggiano product of Italy in-store cut pieces only



2.99

KELLOGG'S Nutri Grain Bar, Rice Krispies Squares, Pop-Tarts or Pastry Crisps selected varieties 125-384 g



5.49

COMPLIMENTS Salted Butter 454 g



5.44

MARITIME PRIDE Large White Eggs 18 pk or COMPLIMENTS Free Run Large White Eggs 12 pk



3.99

KRAFT Peanut Butter 500 g or CHEEZ WHIZ 450 g or NUTELLA Hazelnut Spread or COMPLIMENTS Honey 375 g



3.49

DEMPSTER'S Grain or Signature Bread 600 g or Bagels 5-6 pk



3/3.99

CATELLI Pasta 375-500 g (excludes lasagna)



\$2

PEPSI or COCA-COLA Soft Drinks 2 L



1.99

KELLOGG'S Cheez-It Crackers 191-200 g or DARE Ultimate Cookies 290-300 g



4.44

CHAPMAN'S Markdale Creamery Ice Cream 2 L, Collection Novelties or Yogurt Bars 8 pk or Lolly's 28 pk



2.88

CLOVER LEAF Albacore White Tuna 170 g or COMPLIMENTS Pink Salmon 213 g



99¢

FRISKIES or FANCY FEAST Canned Cat Food 85-156 g selected



2.49

DAWN Dish Soap 431-473 mL



24.99

PAMPERS Super or HUGGIES GIGA Pack Diapers 32-108 pk

Scene GET 1000 PTS FOR EVERY \$100 SPENT IN ONE4ALL ULTIMATE GIFT CARDS!

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 24-hour locations open effective from 8 am Thursday morning until midnight Wednesday evening. The Scene 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 exclude 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, Visa, American Express, debit cards, 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 <https://www.sobey.com/scene/loyalty-terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP 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 Gleaner & The Chronicle Herald.

Offer valid during January 9 - 16, 2025. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and if applicable) fees. Subject to availability.

Partners in Growth
For every ton of paper used in the printing of this flyer, 5233 Partners in Growth® program will contribute to the planting of a tree through Trees for Life Canada.

100% Recycled Paper
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 up to 300 PTS

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

That's like

\$3

toward your groceries



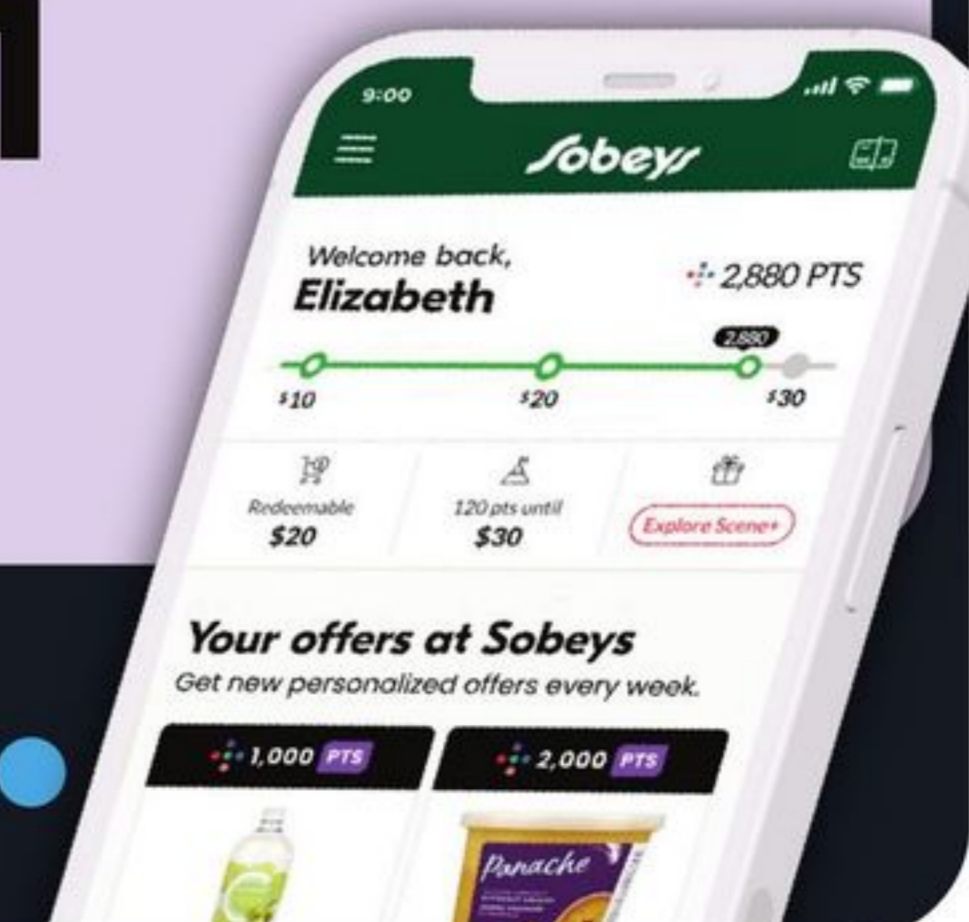
Get 200 PTS when you buy 1

COMPLIMENTS Crackers & Cheese
Value Size 8 pk 696 g



Get 100 PTS when you buy 1

COMPLIMENTS Family Pack
Granola Bars 560-630 g



Download on the
App Store

GET IT ON
Google Play

Offer valid January 9th to January 15th, 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.

So much value

compliments
PACIFIC WHITE SHRIMP
CREVETTES BLANCHES DU PACIFIQUE

RAW CRUES
EXTRA SMALL TRÈS PETITES
71-90

COOKED CUITES
EXTRA SMALL TRÈS PETITES
71-90

200 PTS
when you buy 2

\$8

OCEAN WIDE RECOMMENDED

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

compliments
CHICKEN POTSTICKERS
FULLY COOKED - ENTREMIENT CUITES
QUENELLES AU POULET

compliments
PORK POTSTICKERS
FULLY COOKED - ENTREMIENT CUITES
QUENELLES AU PORC

compliments
VEGETABLE POTSTICKERS
FULLY COOKED - ENTREMIENT CUITES
QUENELLES AUX LÉGUMES

140 PTS
when you buy 2

\$7

COMPLIMENTS Potstickers
chicken, pork or vegetable
454 g

compliments
MACARONI & CHEESE
COOKED THROUGH - BÂBLÉ CUIT
MACARONI AU FROMAGE

100 PTS
when you buy 3

\$2

COMPLIMENTS
Frozen Entrées 227-285 g

compliments
HASH BROWNS
POMMES DE TERRE RISSOLÉES

100 PTS
when you buy 2

\$4

COMPLIMENTS
Hash Browns 650 g

Colgate
Anticavity Fluoride and Antigingivitis Toothpaste

Total
WHOLE MOUTH HEALTH

ADVANCED WHITENING

PROFESSIONAL CLEAN

\$5

COLGATE Total or Optic White
Toothpaste 73-170 mL or
Toothbrushes 1-4 pk selected

special OFFER

Look for this icon to find more great offers in store!

Herbal Essences
REVEL IN LUSH AROMAS

BODY ENVY
SHAMPOO

Herbal Essences
REVEL IN LUSH AROMAS

HELLO HYDRATION
SHAMPOO

\$4

HERBAL ESSENCES
Shampoo or Conditioner
selected 346 mL



Happy Lunar New Year
新年快樂

10 LB CASE
+300 PTS when you buy 1
15⁸⁸ ea
Navel Oranges product of USA 10 lb case 4.54 kg

3⁸⁸ ea
Pamelos product of China or Dragon Fruit product of Vietnam

6⁸⁸
DAN-D PAK Cashews salted or unsalted 454 g

2/6⁹⁸
LAY'S Chips Asian Flavour 165 g

4⁸⁸
SIWIN Potstickers or Dumplings 454-500 g

Scene PLUS UP POINTS

ALL WEEK LONG!

From Canada
+75 PTS when you buy 2
3⁹⁹
COMPLIMENTS Mini Potatoes assorted product of Canada 680 g

+200 PTS when you buy 2
5⁹⁹ STARTING AT
Donuts 4 pk 320-520 g

+100 PTS when you buy 2
5⁹⁹
HANDFUEL Nuts or Clusters selected 120-150 g

+200 PTS when you buy 1
16⁹⁹ STARTING AT
Cheesecakes 6" 810-975 g

+200 PTS when you buy 400 g or more
7⁹⁹ /100 g
COMPLIMENTS Cooked Ham or Bologna

That's like **\$5** toward your groceries
+500 PTS when you buy 3
5⁹⁹
Flatbread selected varieties 230-365 g

+150 PTS when you buy 2
5⁹⁹
CRACKER BARREL Cheese Block 270 g

+100 PTS when you buy 2
3⁴⁹
TRE STELLE Cream Cheese 200 g

+150 PTS when you buy 1
11⁹⁹
OIKOS Greek Yogurt 1.5 kg or 12 pk

+150 PTS when you buy 2
11⁹⁹
P.F. CHANG'S or BERTOLLI Multi-Serve Meals 624 g

+300 PTS when you buy 4
2/8⁵⁰
TOSTITOS Tortilla Chips 205-300 g

+100 PTS when you buy 2
10⁹⁹
COCA-COLA or PEPSI Mini Cans 6x222 mL

+150 PTS when you buy 1
5⁴⁹
MARS Chocolate Pouches 136-230 g

+200 PTS when you buy 2
8⁹⁹
MAXWELL HOUSE K-Cup® Pods 12 pk or MAXWELL HOUSE or NABOB Tassimo Pods 8-16 pk

Scene+ JOIN SCENE+ TODAY. sceneplus.ca/register

Proud to do OurPart™ to help reduce food waste in Canada.

Together with our partners and the Empire family of brands, Sobeys is working to cut food waste by 50% in our stores by the end of 2025.



We've helped donate over **12 Million meals** through Second Harvest, the largest food rescue organization in Canada.

FoodHero

Through our partnership with FoodHero — an app dedicated to reducing food waste by offering Canadians great deals on surplus products — we've helped rescue over **500,000 food items** to date. Download the app today.

Sobeys

OurPart™

[Find out more](#)

64,000+ PTS

available in store January 9-15, 2025

That's \$640 of free groceries like

That's like \$5 toward your groceries

500 PTS when you buy 2

9.99

LILYDALE Oven Roasted Chicken or Turkey 300 g



READY FOR YOU

STERLING SILVER

11.49 /lb

STERLING SILVER Fresh Boneless Cross Rib Pot Roast Homestyle Seasoned, Fat Added cut by your meat expert from Canada AAA grade beef 25.33/kg



25% off COMPLIMENTS NATURALLY SIMPLE Wild Atlantic Canada Sea Scallops 20-40 ct per lb 400 g or Wild Hokkaido Scallops 10-20 ct per lb 340 g or COMPLIMENTS Bay Scallops 80-120 ct per lb 340 g



8.99 COMPLIMENTS Cooked or Raw Shrimp 31-40 ct per lb 340 g



300 PTS when you buy 1



4.99 300 PTS when you buy 2



5.99 300 PTS when you buy 2



400 PTS when you buy 1



500 PTS when you buy 4



8.99 500 PTS when you buy 2



7.49 300 PTS when you buy 2



2.49 100 PTS when you buy 2

Scene 1000 PTS = \$10 of free groceries

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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.

produce

fresh power veggies
to fuel your day!

2⁹⁹ Bunch Spinach product of USA or Mexico

3⁹⁹ Bunch Carrots product of USA

3⁴⁹ Green Kale product of USA or Mexico

3⁹⁹ Kohlrabi product of USA or Mexico

4⁴⁹ Collard Greens product of USA or Mexico

3⁴⁹ Celery product of USA

3⁹⁹ Red or Green Chard product of USA or Mexico

4⁹⁹ Bunch Beets product of USA

21/\$7 GOOD LEAF Microgreens product of Canada 50 g

MAKE some beet hummus!

100% fresh GUARANTEE Guaranteed fresh or your money back

Stuff the Bag
How many can you fit? Stuff the provided bag and pay one price!

From Atlantic Canada
5⁹⁹ per bag
Gala Apples product of Atlantic Canada, Canada extra fancy grade

or Buy in Bulk
A little or a lot! Choose as many as you like and pay per pound at 1.29/lb, 2.84/kg

4⁹⁹ /lb Jumbo Cherries product of Chile no 1 grade 11.00/kg

2/\$5 Large Red Mangoes product of Peru or Brazil

3⁴⁹ LOOP Probiotic Sodas selected 355 mL

From Canada
3⁷⁹ /lb Hot House Tomatoes product of Canada, Canada no 1 grade 8.36/kg

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

2⁹⁹ Seedless Cucumbers product of Canada, Canada no 1 grade

4⁹⁹ Bulk Coloured Peppers product of Mexico 11.00/kg

5⁹⁹ YVES Original Ground Round 340g

4⁹⁹ COMPLIMENTS ORGANIC White or Cremini Sliced Mushrooms product of Canada 227 g

15% off Prepared In-Store Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

BUY 1 GET 2ND 25% OFF Prepared Fresh Daily In-Store Yogurt Parfaits assorted sizes

10⁹⁹ PLANTERS In-shell Peanuts 2 kg

4⁹⁹ GOODZ Dried Mango or Nut Mixes 120-140 g

floral

available at most stores

2/\$7 Assorted Primula 4" pot

11⁹⁹ Crispy Wave Fern in Ceramic 4" pot

11⁹⁹ Tulip Bouquet 10-stem

\$16 Mini Gerbera 15-stem or Glowing Hearts Bouquet

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

So tender
STERLING SILVER
HAND-SELECTED AAA BEEF
 Well-marbled Aged to perfection
 Cut from Canada AAA Beef
 Exclusive to Sobey's

STERLING SILVER Fresh Capless Prime Rib Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 50.68/kg

22⁹⁹ /lb

10% off
 STERLING SILVER Fresh Boneless Beef Tenderloin Premium Oven Roast or Grilling Steaks cut by your meat expert from Canada AAA grade beef

CERTIFIED TENDER
TENDRETE CERTIFIEE

200 PTS when you buy 1 pkg
COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breasts Family Size

100 PTS when you buy 1 pkg
5⁹⁹ /lb
COMPLIMENTS Fresh AIR-CHILLED Bone-In Chicken Breast Halves Family Size 13.21/kg

TRY WITH
 our in-store Honey Sriracha or Three Pepper Glaze

100 PTS when you spend \$10 or more
7⁹⁹ /lb
Fresh Skinless Pork Belly sliced 17.61/kg

3⁹⁹ /lb
Boneless Pork Sirloin Chops or Roasts Family Size 8.80/kg

3⁹⁹ /lb
Beef Marrow Bones frozen 8.80/kg

5.50 ea when you buy 2 or more
COMPLIMENTS Lean Ground Pork 454 g starting at 5.99 ea

16⁹⁹ /lb
Fresh Canadian Lamb Loin Chops 37.47/kg

5⁸⁸ /lb
Frozen Grade A Duck 12.96/kg

value size **Big format Big value**

100 PTS when you spend \$10
6⁹⁹ /lb
Fresh Skinless Pork Belly Portion cryovac 15.41/kg

That's like \$5 toward your groceries

500 PTS when you buy 1 pkg
6⁹⁹ /lb
STERLING SILVER Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 15.41/kg

value size Check for this symbol in store!

quick & easy

200 PTS when you buy 2
9⁹⁹
CHRIS BROTHERS Bologna 1.5 kg or COMPLIMENTS Marinated Pork Belly or Flattened Pork Tenderloin 450-500 g

9⁹⁹
COMPLIMENTS Smoked Sausages 900 g or BUTCHER'S SELECTION Pork Back Ribs 680 g

STARTING AT 5⁴⁹ /lb
COMPLIMENTS Bone-In Ham Steak or Honey Ham half or quarter starting at 12.10/kg

STARTING AT 12⁹⁹
MARCANGELO Chicken or Pork Souvlaki or Bacon Wrapped Beef Sirloin Medallions 340-640 g

7⁹⁹
IMPOSSIBLE Plant-Based Burger or Ground Beef 2 pk 226-340 g

50 PTS when you buy 1
10⁹⁹
COMPLIMENTS Individual Pot Pies 750 g

11⁹⁹
FRESHSTONE Meal Kits Tex Mex Chicken, Beef Bulgogi or Butter Chicken Entrées with Rice 680 g

60 PTS when you buy 1
11⁹⁹
COMPLIMENTS Beef Cabbage Rolls or 5 Cheese Cannelloni 907 g-1 kg

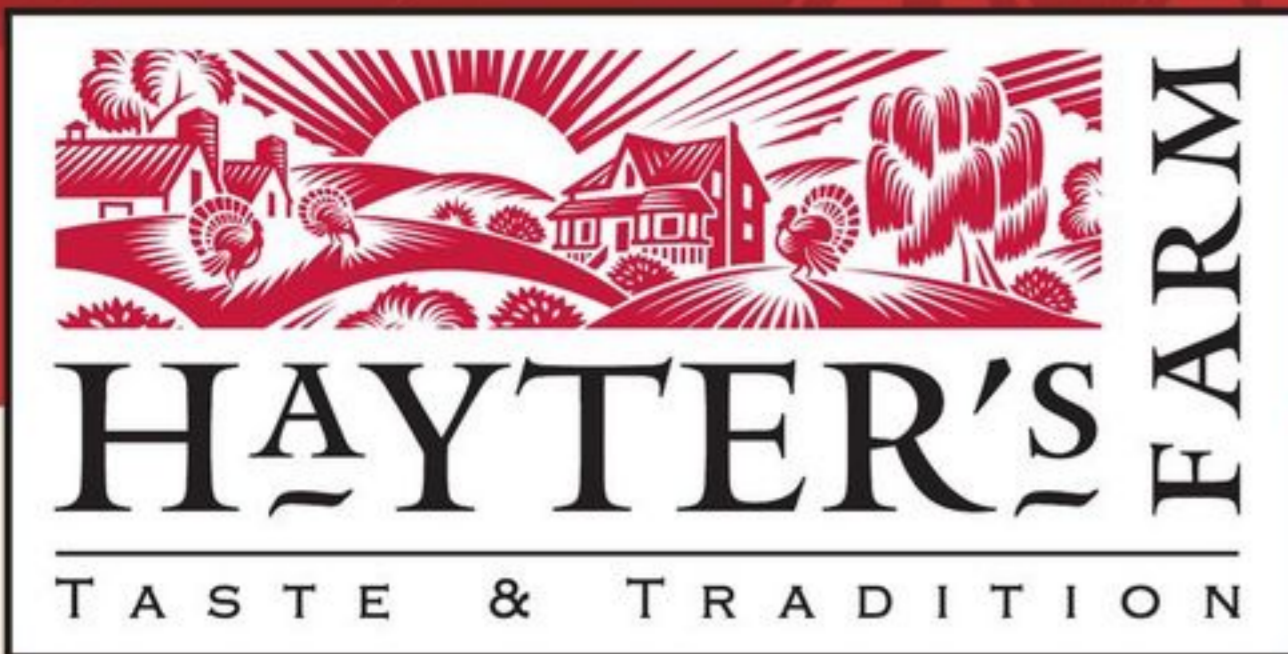
GET TO FREE GROCERIES FASTER

when you open your Scene membership card and pay with your Scotiabank Scene Visa Card

100 PTS when you spend \$10 in groceries

100 PTS when you spend \$10 in groceries

Certified by the Canadian Beef Grading Agency / Certifié par l'Agence Canadienne de Caisonnement du Bœuf



WHOLE SOME | FARM FRESH | 3 GENERATIONS OF FAMILY

Taste the Hayter's Turkey Difference

- Humanely-raised
- No added hormones or steroids*

BUY 1 GET 1
of equal or lesser value
FREE

All HAYTER'S FARM Turkey Products starting at 4.99/lb, 11.00/kg

MIX & MATCH

EXCLUSIVE

NEW



HAYTER'S FARM Spinach and Cranberry Turkey Burgers 450 g



HAYTER'S FARM Classic Turkey Meatballs 456 g



HAYTER'S FARM Bone-In Skin on Turkey Thighs



HAYTER'S FARM Turkey Drumsticks

*like all turkeys in Canada

exclusive to **Sobeys**



HAYTER'S FARM Boneless Skinless Turkey Breasts



HAYTER'S FARM Traditional Turkey Meatloaf 800 g

seafood

10⁹⁹ /lb
FOR EVERY \$15 SPENT GET ENTERED TO WIN 1 MILLION SCENE+ POINTS*
 Fresh Steelhead Trout Fillets product of Newfoundland 24.23/kg

10⁹⁹ /lb
100 PTS when you spend \$10 or more
OCEAN WISE
 Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg

8⁹⁹ /lb
COMEAU or GOSSELIN
 Hot Smoked Atlantic Salmon 140-150 g or WILLY KRAUCH'S Cold Smoked Atlantic Salmon previously frozen 115 g

12⁹⁹ /lb
150 PTS when you spend \$15 or more
READY FOR YOU
 Fresh Atlantic Salmon Roasts with Imitation Crab & Seafood Stuffing 28.64/kg

6⁹⁹
 MATLAW'S Ocean Scallops or Clam Stuffing 425 g

200 PTS when you buy 2
25% off
OCEAN WISE
 COMPLIMENTS NATURALLY SIMPLE Pink Salmon, Haddock, Cod, Sole, Tilapia, Bass or Pollock Fillets 400 g

13⁹⁹
 WATERVIEW MARKET Lemon Garlic Shrimp & Pasta 907 g or Shrimp Lo Mein Meal Kits 877 g

9⁹⁹
 MIRABEL Cooked Shrimp 71-90 ct per lb 400 g or EARLS Restaurant Clam Chowder 550 mL frozen

kitchen

3⁹⁹
 LANTANA Hummus 283 g

5⁴⁹ **100 PTS when you buy 2**
 OLIVIERI Regular or Skillet Gnocchi 280-350 g

READY FOR YOU
Soup & sandwich meal deal
Buy any Freshly Prepared Sandwich or Wrap & add a Small Hot Soup for only \$2

10⁹⁹ **100 PTS when you buy 1**
 RANA Meal Kits 454 g available chilled

2⁷⁹ **BUY MORE SAVE MORE**
 Mini Chicken Wraps ranch, chipotle or sweet chili 110 g 2.99 ea

STARTING AT 6⁴⁹
 Maple Bacon Back Ribs 710 g full rack or Bacon Back Ribs 355 g half rack available hot or chilled

100 PTS when you buy 300 g or more
 Maple Cured Ham available hot or chilled

deli

200 PTS when you buy 400 g or more
3⁴⁹ /100 g
 L'EXTRA Brie, Double Cream Brie, OKA Original or L'Artisan Swiss-Style

6⁹⁹
 CASTELLO Havarti 170-200 g blocks or 145-165 g slices

STARTING AT 7⁹⁹ **200 PTS when you buy 2**
 MONSIEUR GUSTAV Cheddar 200-250 g, Aged Gouda 170 g or Saint-Paulin Smoked or Regular 190 g

2⁹⁹ /100 g
 BRANDT Kolbassa Coil available at deli service case

SLICED FRESH
7¹⁹ /100 g
 CHRIS BROTHERS Salami

NEW
3⁹⁹
 BRANDT Sliced Meats selected 125-150 g

10⁴⁹
 PILLER'S Family Size Pepperoni Toppings 400 g

bakery

BAKED IN STORE
50 PTS when you buy 1
4⁵⁹
 Dinner, Tray or Butter Topped Rolls 12 pk 400 g

BAKED IN STORE
1⁷⁹
 Baguettes white or multigrain 234 g

Score MEMBER
9⁹⁹ **SAVE \$1**
10⁹⁹ without Scene+ Card
 Boston Cake 740 g

National Bagel Day is January 15th
BAKED IN STORE
3⁶⁹
 Bagels 4 pk 450 g

100 PTS when you buy 1
15⁹⁹
 INSPIRED BY HAPPINESS Gluten Free Cakes, Cravin' for Cookies & Cream or Dreamin' of Chocolate 456-468 g

BAKED IN STORE
4⁷⁹
 Danish 4 pk 375 g

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobys.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-transferrable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

2025

Happy Lunar New Year
新年快樂



11⁸⁸
/lb

Fresh Beef Hip Boneless Stir Fry Strips or Family Size Minute Steaks cut by your meat expert from Canada AA grade beef 26.19/kg



2⁸⁸
/lb

Shanghai Bok Choy or Baby Bok Choy product of USA or Mexico 6.35/kg



12⁸⁸

Pomelo or Asian Pear Gift Boxes product of China



5⁸⁸
/lb

Frozen Grade A Duck 12.96/kg



2²⁸

EIGHT TREASURES Rice Stick Noodles 454 g or Vermicelli 400 g



3⁴⁸

KIKKOMAN Panko Bread Crumbs 227 g



3⁹⁸

KIKKOMAN Soy or Teriyaki Sauce 296 mL available in selected stores



2/3⁴⁸

SUN-BIRD Seasoning Mix selected varieties 21-28 g



4⁴⁸

FARKAY Noodles selected varieties 397 g



3⁴⁸

INDOMIE Noodles selected varieties 5 pk



4⁹⁸

LOTTE Mochi selected varieties 270 mL



13⁸⁸

GOURMET BY STARFRUT ECO BAMBOO Steamer Set while quantities last



2/5⁹⁸

THAI KITCHEN Coconut Milk regular or light 400 mL



4⁹⁸

TAO KAE NOI Grilled Seaweed Roll selected varieties 9 pk



1²⁸

SWANSON Chicken Broth 412 mL



7⁹⁸

CJ Barbeque Sauce for Beef 840 g



3⁴⁸

LAO GAN MA Chili in Oil selected varieties 210-275 g

frozen & dairy

<p>3.99 YOPLAIT Source Yogurt 630 g or Protein 4 pk</p>	<p>5.99 +100 PTS when you buy 2 INTERNATIONAL DELIGHT 946 mL or Cold Foam 396 g</p>	<p>4.49 +100 PTS when you buy 2 GAY LEA Aerosol Whipped Cream 225 g</p>	<p>7.99 without Scene+ Card YOP Drinkable Yogurt 200 mL</p>
<p>10.49 value size iöGO Yogurt 2 kg</p>	<p>4.49 SHEPHERD GOURMET Skyr Icelandic Style Yogurt 500 g</p>	<p>4.99 +50 PTS when you buy 2 SIMPLY Orange Juice or Lemonade 1.54 L</p>	<p>5.99 +100 PTS when you buy 2 COMPLIMENTS Shredded Cheese 226-320 g</p>
<p>3.49 BUY MORE SAVE MORE CRAVE Scramble Kit 57-85 g 3.99 ea</p>	<p>4.99 +150 PTS when you buy 2 OASIS Orange Juice Blends 1.5 L</p>	<p>7.99 STOK Cold Brew Coffee 1.42 L</p>	<p>4.99 +50 PTS when you buy 1 COMPLIMENTS Cheese Sticks 210 g</p>
<p>6.29 +200 PTS when you buy 2 COMPLIMENTS Frozen Fruit selected 300-600 g</p>	<p>4.49 MCCAIN Bistro Smiles or Tasti Taters 454-800 g</p>	<p>3.99 SMART ONES Frozen Entrées 241-283 g</p>	<p>6.79 MCCAIN Deep'n Delicious Cakes or Mini Cake Cups 340-510 g</p>

Love it. Or it's free.*

*For details see COMPLIMENTS.ca

<p>5.99 +50 PTS when you buy 1 COMPLIMENTS Cottage Cheese 750 g</p>	<p>3.49 +35 PTS when you buy 1 COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g</p>	<p>7.99 +100 PTS when you buy 1 COMPLIMENTS Cheddar Flavour Slices 800 g</p>	<p>3.99 COMPLIMENTS Frozen Vegetables selected 500 g</p>
<p>2.99 COMPLIMENTS Lasagna 375-500 g</p>	<p>4/\$5 +100 PTS when you buy 4 COMPLIMENTS Macaroni & Cheese 225 g or Deluxe 200 g</p>	<p>3.49 +100 PTS when you buy 2 COMPLIMENTS Granola 325 g</p>	<p>5.49 +200 PTS when you buy 2 COMPLIMENTS Chocolate or Baking Chips 225-300 g</p>

natural health

<p>20% off OLLY Vitamins selected 42-90 pk</p>	<p>5.99 YOGI Tea 16 pk</p>	<p>2/\$7 +100 PTS when you buy 2 COMPLIMENTS Tortilla Chips 240 g</p>	<p>4.99 +100 PTS when you buy 2 KIND Breakfast Bars 4 pk</p>
<p>2/\$5 HORNBY ORGANIC Energy Bars 80 g</p>	<p>4.99 AMY'S Soups 398 mL</p>	<p>5.99 KASHI Granola 311-340 g, ORGANIC Cereal 300-450 g or Go Lean Cereal 275-400 g</p>	<p>6.49 NATRELL ORGANIC Milk 2 L</p>

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drinks & snacks

 <p>100 PTS when you buy 1</p> <p>PROPEL Water 6x500 mL</p>	 <p>2/\$5</p> <p>GATORLYTE 591 mL, PERRIER Sparkling Water 1 L or CLEARLY CANADIAN 325 mL</p>	 <p>2/\$9</p> <p>CHEETOS 170-285 g or RUFFLES Potato Chips 180-200 g</p>	 <p>100 PTS when you buy 1</p> <p>12⁹⁹</p> <p>BLUE DIAMOND Almonds 454 g</p>
 <p>9⁹⁹</p> <p>FOLGERS Coffee K-Cup® Pods 12 pk, Roast & Ground Coffee 272 g or TETLEY Premium Tea 80 pk</p>	 <p>3⁹⁹</p> <p>ROUGE MONT Apple Juice 2 L</p>	 <p>4⁹⁹</p> <p>CADBURY Mini, Micro or Hollow Filled Mini Eggs 97-200 g while supplies last</p>	 <p>2⁹⁹</p> <p>DARE, JOLLY RANCHER or TWIZZLER Candy 120-198 g</p>
 <p>2⁹⁹</p> <p>DARE Veggie Crisps 100 g or VOORTMAN Turnover Cookies 300 g</p>	 <p>3⁹⁹</p> <p>COMPLIMENTS Soda Crackers 450 g or RYVITA Crispbread 200-250 g</p>	 <p>200 PTS when you buy 2</p> <p>CHRISTIE Good Thins Crackers 100 g</p>	 <p>3⁴⁹ SAVE 50c</p> <p>3⁹⁹ without Scene+ Card DUNKAROOS 168 g selected varieties</p>

Here for your budget and lifestyle





 <p>150 PTS when you buy 3</p> <p>1⁹⁹</p> <p>BEST BUY Wafers 227 g</p>	 <p>150 PTS when you buy 1</p> <p>7⁹⁹</p> <p>COMPLIMENTS Coffee Pods 12 pk</p>	 <p>100 PTS when you buy 2</p> <p>3⁴⁹</p> <p>COMPLIMENTS Potato Chips 200 g</p>	 <p>400 PTS when you buy 2</p> <p>3⁴⁹</p> <p>BIG 8 Spring Water 24x500 mL</p>
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meal makers

 <p>1⁹⁹</p> <p>FRENCH'S Mustard 225 mL or COMPLIMENTS Pasta Sauce 680 mL</p>	 <p>4⁹⁹</p> <p>BICK'S Pickles 500 mL</p>	 <p>5⁹⁹</p> <p>STEFANO Pasta Sauce 405-648 mL</p>	 <p>BUY MORE SAVE MORE</p> <p>99¢ ea when you buy 2 or more</p> <p>COMPLIMENTS Pizza Sauce 213 mL 1.49 ea</p>
 <p>150 PTS when you buy 3</p> <p>1⁹⁹</p> <p>CAMPBELL'S Condensed Soup 284 mL selected varieties</p>	 <p>2⁹⁹</p> <p>BETTY CROCKER Mashed or Sliced Potatoes 141-215 g</p>	 <p>BUY MORE SAVE MORE</p> <p>6⁴⁹ ea when you buy 2 or more</p> <p>QUAKER Muffin or Cookie Mix 900 g 6.99 ea</p>	 <p>15% off</p> <p>COMPLIMENTS Baking Nuts 400 g</p>
 <p>4⁴⁹</p> <p>BETTY CROCKER Cake, Cookie, Brownie or Bisquick Mix 263 g-1.13 kg selected</p>	 <p>3⁹⁹</p> <p>SMUCKER'S Pure Jam 250 mL selected varieties</p>	 <p>3⁹⁹</p> <p>CREAM OF WHEAT Jam 250 mL 336-800 g</p>	 <p>Scene+ MEMBER PICKS</p> <p>7⁹⁹ SAVE \$1</p> <p>8⁹⁹ without Scene+ Card PANACHE 100% Pure Maple Syrup 375 mL</p>
 <p>4⁴⁹</p> <p>KING'S HAWAIIAN Sweet Rolls 340 g or COMPLIMENTS 10" Tortillas 366-610 g</p>	 <p>2⁹⁹</p> <p>DEMPSTER'S English Muffins 6 pk</p>	 <p>2/6⁹⁸</p> <p>TILDA Ready To Heat Rice 250 g</p>	 <p>4⁹⁸</p> <p>BEN'S ORIGINAL Converted Rice 907 g</p>

home & pet care

 <p>12⁹⁹ WOOLITE Laundry Detergent 1.81 L or RESOLVE Oxi-Action 1.38 kg</p>	 <p>6⁹⁹ COMPLIMENTS Dishwasher Tabs 20-25 pk</p>	 <p>3⁴⁹ TIDE To Go Pen 10 mL</p>	 <p>5⁹⁹ +75 PTS when you buy 2 WINDEX Windows Cleaner 765-950 mL or BONAMI Glass Cleaner 560 g</p>
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 <p>22⁹⁹ PUREX or SUNLIGHT Laundry Detergent 5.6-6 L</p>	 <p>1⁹⁹ +200 PTS when you buy 4 COMPLIMENTS Facial Tissue singles 88-126 sheets</p>	 <p>10⁹⁹ ALCAN Foil 175 ft or REYNOLDS Parchment Paper 160 ft</p>	 <p>2⁴⁹ SAVE 80c 3²⁹ without Scene+ Card GLAD Cling Wrap 30 m</p>
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 <p>9⁹⁹ +200 PTS when you buy 2 DENTALIFE or PRIME BONES selected 485-595 g</p>	 <p>1⁶⁷ BUY MORE SAVE MORE +150 PTS when you buy 6 CESAR Gourmet Wet Dog Food 100 g 1.99 ea</p>	 <p>1⁴⁹ BUY MORE SAVE MORE WHISKAS Perfect Portions 75 g 1.69 ea</p>	 <p>12⁹⁹ +100 PTS when you buy 1 COMPLIMENTS Small Breed Dog Food 3-3.6 kg</p>
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health, beauty & baby

 <p>3⁹⁹ GARNIER Fructis Shampoo or Conditioner 354-370 mL SPEED STICK Deodorant 45-85 g or SOFTSOAP Hand Soap 332 mL selected</p>	 <p>5⁹⁹ PANTENE Hair Care 170-355 mL or 187 g, GILLETTE or OLD SPICE Deodorant 107-108 g selected</p>	 <p>25% off +50 PTS when you buy 2 COMPLIMENTS Oral Care, Razors, Hand Soap, Body Wash or Hair Care 1-108 pk, 236 mL-1 L selected</p>	 <p>6⁹⁹ SECRET or IVORY Deodorant 68-73 g, Body Wash 1.035 L, OLD SPICE 473-532 mL or OLAY Bar 4 pk selected</p>
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 <p>5⁹⁹ ALWAYS Pads, Liners or TAMPAX Tampons 12-54 pk selected</p>	 <p>7⁹⁹ +250 PTS when you buy 2 CREST 3D White or Pro Health Toothpaste, Rinse or ORAL-B Toothbrushes 65 mL-1 L or 1-2 pk selected</p>	 <p>7⁴⁹ STARTING AT COLGATE Optic White Toothpaste, Toothpaste, Rinse or TOOTHBRUSHES 70 mL-1 L or 1-2 pk or DEGREE Deodorant 74-107 g selected</p>	 <p>15% off +200 PTS when you buy 2 GARNIER Skincare selected 50 mL</p>
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 <p>2¹⁹ BUY MORE SAVE MORE +200 PTS when you buy 4 BABY GOURMET Puree selected 113-128 mL 2.49 ea</p>	 <p>10⁹⁹ BUY MORE SAVE MORE PEDIASURE Complete 4x235 mL 12.49 ea</p>	 <p>53⁴⁹ SIMILAC Pro-Advance Powder 837-859 g</p>	 <p>3⁴⁹ BUY MORE SAVE MORE +200 PTS when you buy 2 COMPLIMENTS 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.

MIX & MATCH

 <p>15% off BAND-AID Premium Bandages selected</p>	 <p>GET 600 PTS when you buy 2 TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle & Body 40 pk selected*, Children's TYLENOL, MOTRIN, or BENLYN selected*, TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus selected* or BAND-AID Premium Bandages selected</p>
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 <p>15% off +200 PTS when you buy 1 IMODIUM selected 20-24 pk</p>	 <p>10% off +250 PTS when you buy 2 VOLTAREN Emulgel 100-150 g*</p>	 <p>Get 1000 PTS with a OneTouch meter** 79⁹⁹ ONE TOUCH Verio Test Strips 100 pk That's like \$10 toward your groceries OneTouch meter FREE with purchase of 100 test strips (limit of 1 Free Meter) ONETOUCH Verio Test Strips 100pk</p>
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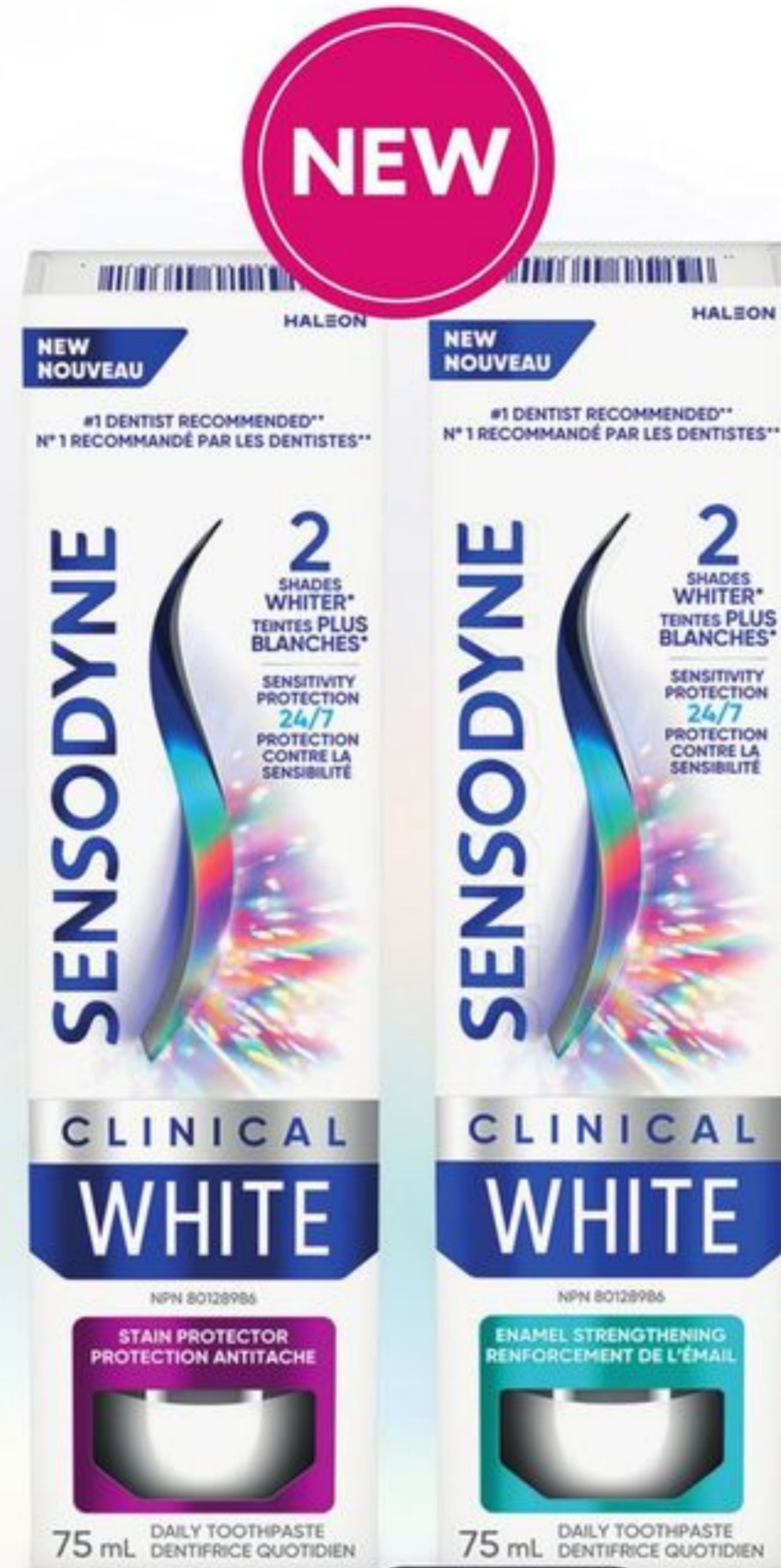
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+24/7 SENSITIVITY PROTECTION**

*Compared to a regular toothpaste, after 8 weeks of twice daily brushing.

**With twice-daily brushing.



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SENSODYNE Clinical Strength Toothpaste 75 mL selected



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DENTIST

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That's like
\$4
toward your
groceries

400 PTS
when you buy 2

NIVEA Men Deodorant
50 mL or Body Wash
887 mL selected



That's like
\$5
toward your
groceries

500 PTS
when you buy 2

9.99

LISTERINE Mouthwash
1.5 L selected

Häagen-Dazs
HÄGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk selection may vary by location
5⁹⁹

That's Dazs™

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HELLMANN'S
HELLMANN'S Mayonnaise 340-445 mL
5⁴⁹

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1 of 3
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24x72 Bathroom Tissue or 12x18 Paper Towel

200 PTS when you buy 1
22⁹⁹

*Royale® tissue products are manufactured by Irving Consumer Products Limited, an affiliate of J.D. Irving, Limited. J.D. Irving, Limited and affiliated corporations have planted a billion trees since 1967. Each year, forests managed by J.D. Irving, Limited and affiliated corporations remove more carbon than is emitted in the lifecycle of Royale® tissue products. For more information, visit royale.ca/carbonneutral.

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NEW
fuze
Naturally Flavoured Iced Tea

NEW Enjoy!
8g of protein, delicious taste!

PLANT-BASED BEVERAGES

Available in 5 delicious varieties

4⁴⁹

ENJOY! Plant-Based Beverages 1.75 L

PREPARED IN CANADA *per 250 ml

100 PTS when you buy 1
100 PTS when you buy 2

fuze FUZE Iced Tea 12x341 mL
GLACEAU Vitaminwater Beverage 591 mL

2/\$6 BODYARMOR SuperDrink Beverage 473 mL
2/\$3 PEACE TEA Beverage 695 mL

*Offer valid from January 8th to 15th, 2025 when you purchase the following participating beverages: (1) 12x341 mL Fuze® Iced Tea OR (1) 591 mL Glaceau vitaminwater® beverage. Valid at participating locations for a limited time. Subject to availability while supplies last. All products must be purchased at the same time. Some restrictions may apply. (Plus applicable taxes, fees, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price. The trademarks that appear are the property of their respective trademark owners.

2/\$5 NESTLÉ Tablets 95-105 g or King Size 50-120 g

100 PTS when you buy 2
4⁴⁹ NESTLÉ Multi-packs or Cello 76-208 g

7⁹⁹ **200 PTS** when you buy 2
MAISON PERRIER 8x330 mL, Chic 4x250 mL, NESCAFÉ Gold Jars 90-100 g

300 PTS when you buy 2
6⁹⁹ CARNATION Hot Chocolate Canisters 400-450 g

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Get 300 PTS
When you buy 1 Tia Rosa Tortilla 220-255 g and 1 Pace Salsa 642 mL

3⁹⁹ TIA ROSA Tortilla 220-255 g
5⁴⁹ PACE Chunky Salsa selected varieties 642 mL

TEAM Takis
THE MOST INTENSE LINEUP

3⁴⁹ you buy 2 or more
TAKIS 260-280 g 4.99 ea

TRY US THE BUCKIN' GOOD

6⁹⁹ DR. OETKER Giuseppe Rising Crust or Thin Crust Pizza 439-785 g

200 PTS when you buy 2
3⁴⁹ TOFFIFEE 123 g

100 PTS when you buy 1
16⁹⁹ RED BULL Energy Drinks 8x250 mL

4⁴⁹ LIBERTÉ Greek Yogurt 4 pk or 2 pk, Méditerranée 500 g, SOURCE Protein Tubs 650 g

100 PTS when you buy 2
2/\$3

MILK 2 GO or NELSON Milkshakes 310-473 mL

2⁷⁹ TOBLERONE Chocolate 100 g

BUY MORE SAVE MORE
3⁴⁹ you buy 2 or more
NERDS Gummy Clusters 142 g 3.99 ea

3⁹⁹ MINUTE MAID or FIVE ALIVE Juice Packs 8x200 mL

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100% CANADIAN.
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CRACKER BARREL
Crumbled Feta
180 g or PARKAY
Margarine 850 g

6.99
BLACK DIAMOND
Cheestrings
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\$200,000
IN YOUTH HOCKEY
EQUIPMENT GRANTS

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or CHRISTIE Cookies
Family Size 379-520 g
selected varieties

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Bags 147-200 g or
SOUR PATCH KIDS
Candy Bags 308-355 g

2.99
CHRISTIE
Mini Cookies
144-200 g

2.99
CHRISTIE Crispers
or Bits & Bites
145 g

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toward your
groceries

500 PTS
when you buy 5

That's like **\$4**
toward your
groceries

400 PTS
when you buy 3

2.49
QUAKER Chewy or
Dips Granola Bars
120-156 g

3.99
PEARL MILLING *
COMPANY Pancake
Mix 905 g or Syrup
710 mL

Back to Routine

5.99
PAM
113-170 g

2/\$5
CHEF BOYARDEE
425 g or SNACK
PACK 396 g

5.99
ORVILLE
REDBACHER
Microwave
Popcorn
5-8 pk, 248-492 g
or Gourmet
Popping Corn 850 g

4.79
BOOM CHICKA
POP

4.99
ANGIE'S
Boomchickapop
Ready-To-Eat
Popcorn
136-198 g

4.99
HEALTHY CHOICE
Gourmet or Simply
Steamers 299-306 g or
MARRI CALLENDERS
Bowls 312-349 g

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Macaroni & Cheese
12x200 g or Snack
Cups 10x58 g or HEINZ
Beans 9x398 mL

3.99
KRAFT Salad Dressing
425 mL, 4.49 ea

3.99
CLASSICO Pasta Sauce
600 mL, 5.99 ea

5.99
KRAFT
Peanut Butter
750 g-1 kg

12.99
MAXWELL HOUSE
Roast & Ground
Coffee 631-925 g

400 PTS
when you buy 2

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Tomatoes (Polpa) 796 mL

4.99
MUTTI Strained
Tomatoes plain or
with basil 680 mL

3.99
MUTTI Tomato
Paste 150 mL

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NATURE VALLEY Sweet
& Salty Granola, Protein
or FIBRE 1 Bars or BETTY
CROCKER Fruit Shapes
selected varieties 125-226 g
or ANNIE'S Macaroni &
Cheese 149-170 g

4.99
GENERAL MILLS
Cereals or
Selected Variety
Packs 297-437 g

CRISPY minis
BUY MORE
SAVE MORE

200 PTS
when you buy 4

3.29
QUAKER Crispy Minis 90-100 g or
Rice Cakes 127-199 g 4.29 ea

6.99
ZIPLOC Freezer Bags 10-38 pk,
Storage Bags 12-38 pk or Sandwich
Bags 180 pk

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GUT HEALTH
CHALLENGE** 17 ACTIVIA in 17 DAYS

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ACTIVIA
625 or 650 g

4.99
ACTIVIA
8x100 g

5.99
ACTIVIA
8x93 mL

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SUPER BOWL**

2/\$8

LAYS Potato
Chips 220-235 g,
Poppables 130 g
or Baked 177 g

Kraft *Heinz*

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WHEN YOU BUY 5 OR MORE*



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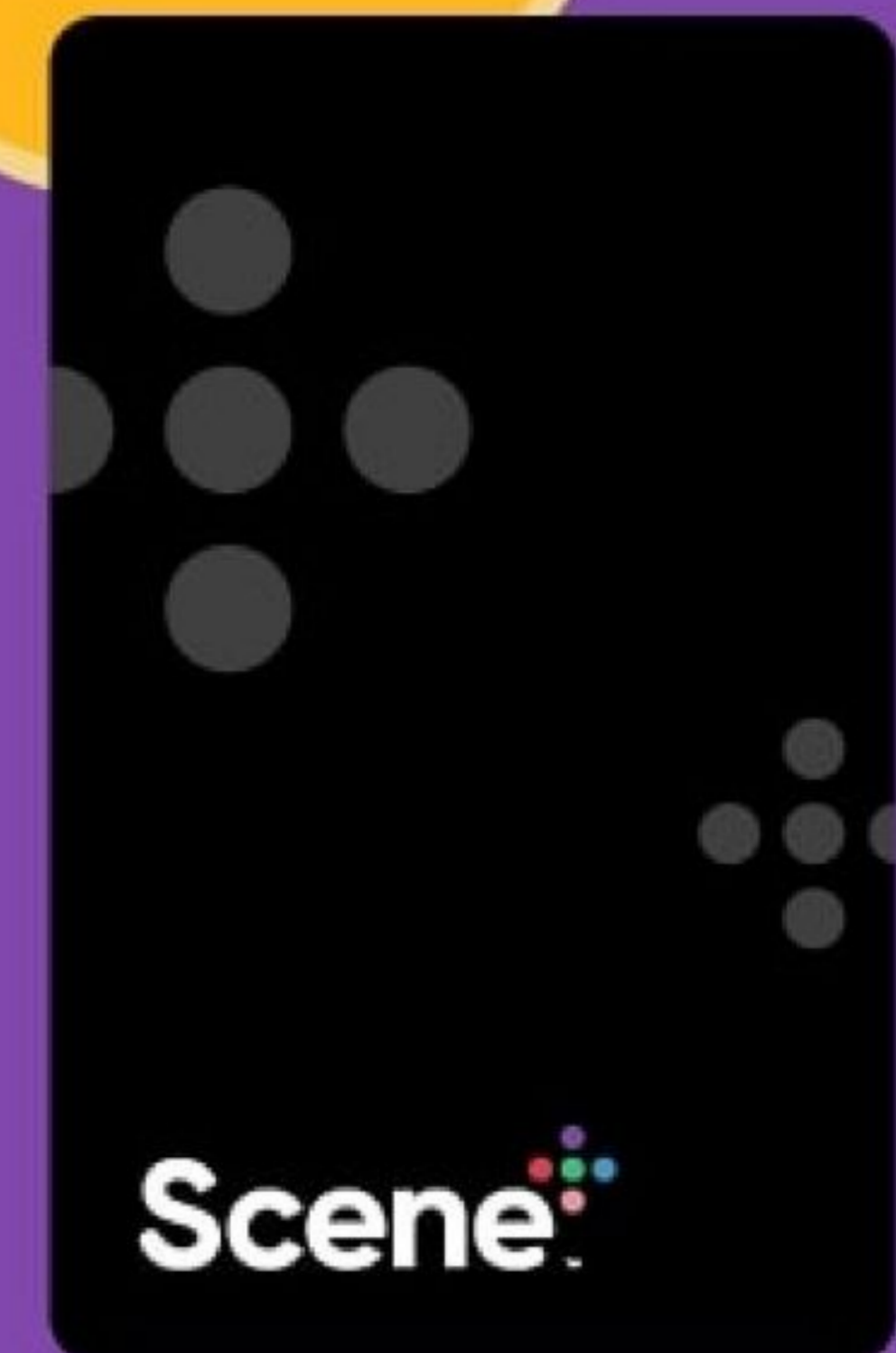
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