

100% **FRESH** GUARANTEE

GUARANTEED FRESH OR YOUR MONEY BACK

SAFEWAY

Sobeys

2.99 /lb

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

BUY 1 GET 1 FREE of equal or lesser value

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken, COMPLIMENTS Fresh AIR-CHILLED Chicken Drumsticks Family Size or COMPLIMENTS Fresh AIR-CHILLED Bone-In Thighs Family Size starting at 4.99/lb, 11.00/kg

BUY 1 GET 1 FREE of equal or lesser value

JANES, MAPLE LEAF Prime, SCHNEIDERS, 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 of equal or lesser value

MARINA DEL REY Wild Argentinian Shrimp raw 20-40 ct per lb 300 g or Shrimp Meat 300 g starting at 12.99 ea

3.99

ORGANIC 4.99

ANDY SOY

Romaine Hearts product of USA or Mexico 3 pk

2.99

Blackberries product of Mexico or USA 170 g

HOT PRICE 6.47

LIBERTÉ Greek Yogurt 650-750 g

HOT PRICE 3.97

KRAFT Singles 410 g or Extra Cheddar Slices 390 g

HOT PRICE 3.47

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

HOT PRICE 5.47

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

HOT PRICE 6.49

PUREX Bathroom Tissue 12=24 or 8=24 rolls or SPONGE TOWELS 3-6 pk

*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. Restrictions apply, see www.sobeys.com/value-flyer or www.safeway.ca/value-flyer for details.

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2 Load your offers to activate them
3 Shop and scan your Scene+ card

Scene+

THU 9 | FRI 10 | SAT 11 | SUN 12 | MON 13 | TUE 14 | WED 15

Prices and offers in effect Jan. 2025

More deals! Scan here for our full flyer

9876_3099_317_P01_1601_LAB_M5_54

Scene+ MEMBER

PRICING

Swipe your Scene+ Card and Save



MEMBER PRICING
4⁹⁹ SAVE \$1

5⁹⁹ 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
5⁹⁹ SAVE \$2

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



MEMBER PRICING
25⁹⁹ SAVE \$7

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



MEMBER PRICING
2⁴⁹ SAVE \$1

3⁴⁹ without Scene+ Card
COMPLIMENT'S Fruit Cups 4 pk or MOTT'S Fruitsations 6 pk

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

Scene
PLUS UP
 POINTS

ALL WEEK LONG!

64,000+ PTS

available in store January 9-15

That's like over **\$640** toward your groceries



300 PTS
 when you buy 2
3.99
 OLYMEL Breakfast or Dinner
 Pork Sausage 375-450 g



That's like **\$5**
 toward your groceries
ORGANIC
500 PTS
 when you buy 1
18.99
 COMPLIMENTS
 ORGANIC Maple Syrup
 Amber 100% Pure 1 L



3 LB BAG
300 PTS
 when you buy 2
6.99
 Navel Oranges
 product of USA
 or South Africa
 1.36 kg 3 lb bag



That's like **\$5**
 toward your groceries
500 PTS
 when you buy 4
3.50
 OLD DUTCH Potato
 Chips 235 g

See pages 2 & 3 for more offers!

6.99 /lb
 Fresh Boneless Cross Rib Pot Roast or Family Size Simmering Steak cut by your meat expert from Canada AA grade beef while supplies last 15.41/kg

6.99
 SCHNEIDERS Pepperettes, Bologna or Sausage Rings 300-500 g or MAPLE LEAF Fully Cooked Shredded Chicken or Breakfast Sausages 250-300 g

20% off **READ FOR YOU**
 Assorted Fresh Lean or Medium Ground Chuck Beef Burgers, Meatballs or Meatloaves

4.49 /100 g
 Wild Alaskan Sockeye Salmon Fillets previously frozen or frozen

4.99
 Chopped Kale or Spinach product of USA 454 g

2.99 **200 PTS** when you buy 2
 Prepared Fresh Daily In-Store Fruit or Vegetable Trays 1-1.3 kg

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 /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

8.99
 BEST BUY Cheese random weight 700 g

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 Whole Grain 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 Original or Maple 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!

PROUDLY CANADIAN [safeway.ca](https://www.safeway.ca) [sobeys.com](https://www.sobeys.com)  **Partners in Growth** 

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. For every fan of paper used in the printing of this flyer, S.C.J. Partners in Growth program will contribute to the planting of a tree through Trees for Life Canada. We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, January 9, 2025 to Wednesday, January 15, 2025. Advertised prices do not include taxes, deposits and environmental fees. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "low dollar" refers to price per unit or unit price. On deliveries, some restrictions may apply. On both (1) & (2) \$1000 items, customer must purchase the first item at full price to receive the second item free. \$5000 offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental fees on the purchased and free items. Manufacturer coupons apply to purchased items only - not free items. Limit one coupon per purchased item. The Scene Loyalty Program is available at all participating Safeway or Sobeys locations within Western Canada. To earn Scene points online, you may only offer for current ways to earn Scene points. All weekly Scene offers exclude taxes, delivery charges, fuel payments, service fees, rental fees, event tickets, gift cards, fuel dairy products in Western Canada regions, pre-paid cards, postal products and services, Western Union, McCallery's, Memberships/Digital products and services in select regions, prescription drugs, non-prescription pharmacy items, liquor and alcoholic beverages, tobacco products, lottery/grotto betting, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1000 Scene points for \$10 towards your purchase up to a maximum of \$5000 Scene points (\$500) per day. For full Scene Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus P Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. SFR_SWW_12_01_2025_12_01_148_048_L4

Scene
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

- 1 Download the Sobeys or Safeway 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** or **Safeway** app or at [MyGroceryOffers.ca](https://www.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



Offer valid January 9th to January 15th, 2024 at all Sobeys and Safeway locations in Western 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.

Value in every aisle.

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 - ENTREES/ENTRÉES CUITES
QUENELLES AU POULET

compliments
PORK POTSTICKERS
FULLY COOKED - ENTREES/ENTRÉES CUITES
QUENELLES AU PORC

compliments
VEGETABLE POTSTICKERS
FULLY COOKED - ENTREES/ENTRÉES CUITES
QUENELLES AUX LÉGUMES

140 PTS
when you buy 2

\$7

COMPLIMENTS Potstickers
chicken, pork or vegetable
454 g

compliments
MACARONI & CHEESE
COOKED THROUGH - BÉBÉ CUITES
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

NEW FORMULA

120 mL

Colgate
Anticavity Fluoride and Antigingivitis Toothpaste

Total
WHOLE MOUTH HEALTH

ADVANCED PROFESSIONAL CLEAN

NEW FORMULA

120 mL

\$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

BOOSTED VOLUME FOR HAIR
BODY ENVY
SHAMPOO

Herbal Essences
REVEL IN LUSH AROMAS

DEEP MOISTURE FOR HAIR
HELLO HYDRATION
SHAMPOO

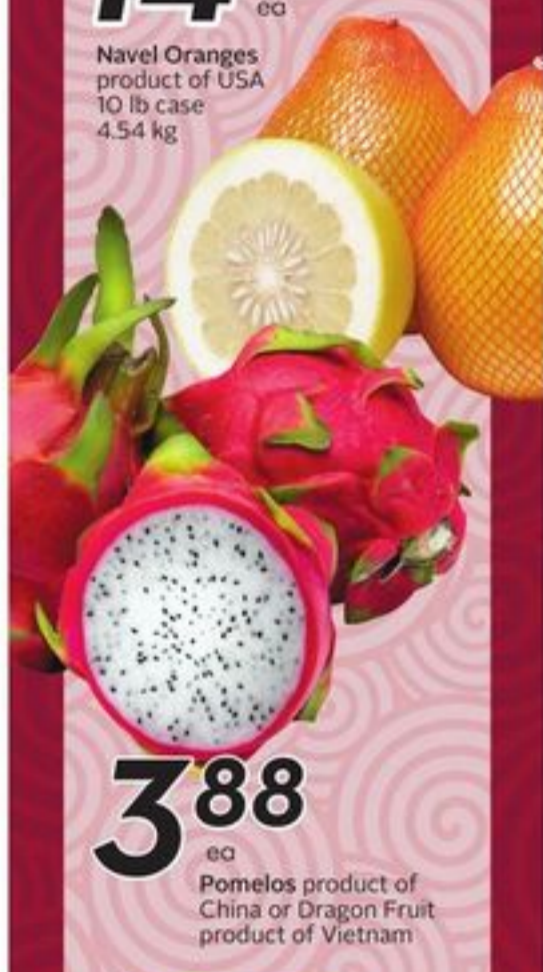
\$4

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
14⁸⁸
Navel Oranges product of USA 10 lb case 4.54 kg



3⁸⁸
Pomelos 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!



75 PTS when you buy 2
3⁹⁹
THE LITTLE POTATO CO. Potatoes assorted product of Canada 680 g



200 PTS when you buy 2
2⁰⁰
Brownies 550-585 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

Try these for any occasion!



200 PTS when you buy 400 g or more
1⁹⁹
COMPLIMENTS Cooked Ham, Bologna or Mock Chicken



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

Snacking, lunch or dinner, perfect for any meal!



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
1⁰⁰
COCA-COLA or PEPSI Mini Cans 6x222 mL



150 PTS when you buy 1
4⁹⁹
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

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SBY_SAF Eway_WK37_P02_WST_AB_M8_5K

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

9⁹⁹

LILYDALE Oven Roasted Chicken or Turkey 300 g



READY FOR YOU

STERLING SILVER

NEW

300 PTS when you spend \$18 or more

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



OCEAN WISE

500 PTS when you buy 2

18⁹⁹

COMPLIMENTS NATURALLY SIMPLE Wild Scallops 340 g



OCEAN WISE

250 PTS when you buy 2

8⁹⁹

COMPLIMENTS Bay Scallops 80-120 ct per lb 340 g



300 PTS when you buy 1

COMPLIMENTS Extra Virgin Olive Oil 1 L



300 PTS when you buy 2

4⁹⁹ COMPLIMENTS Salsa 650 mL



300 PTS when you buy 2

5⁹⁹ QUAKER Family Size Instant Oatmeal 18 pk



400 PTS when you buy 1

Crosby's Maple Molasses 250 mL



That's like \$5 toward your groceries

500 PTS when you buy 4

COMPLIMENTS White or Whole Wheat Bread 570 g or Bagels or English Muffins 6 pk



That's like \$5 toward your groceries

500 PTS when you buy 2

8⁹⁹ COMPLIMENTS Paper Towel 6 rolls or Facial Tissue 6 pk



300 PTS when you buy 2

7⁴⁹ SWIFFER Dusters Kit or Wet Jet 1.25 L or Wet or Dry Cloths 10-16 pk selected



100 PTS when you buy 2

2⁴⁹ COMPLIMENTS Foil 25 ft or Parchment Paper 35 ft

Scene 1000 PTS = \$10 of free groceries

SPR_SNY_WK32_PDS_WST_LBL_HLS_2K

produce

2⁹⁹ Bunch Spinach product of USA or Mexico

2⁹⁹ Green Kale product of USA or Mexico

3⁹⁹ Bunch Carrots product of USA

3⁹⁹ Red or Green Chard product of USA or Mexico

4⁹⁹ Bunch Beets product of USA

2/\$7 GOOD LEAF Microgreens product of Canada 50 g

2⁹⁹ Celery product of USA

3⁴⁹ ORGANIC

From Canada



GUARANTEED FRESH OR YOUR MONEY BACK

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

5⁹⁹ per bag FROM BRITISH COLUMBIA
Ambrosia Apples product of British Columbia, 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 Jumbo Cherries product of Chile no 1 grade 11.00/kg

2/\$5 Large Red Mangoes product of Peru

3⁴⁹ LOOP Probiotic Sodas selected 355 mL

3²⁹ Hot House Tomatoes product of Western Canada, Canada no 1 grade 7.25/kg

2⁷⁹ Seedless Cucumbers product of Western Canada, Canada no 1 grade

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

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

16⁹⁹ Farm Fresh Bouquet assorted colours selection may vary by store

4²⁹ Spring Potted Bulbs assorted varieties 4" pot selection may vary by store

24⁹⁹ Phalaenopsis Orchid in Ceramic assorted colours 3" pot

9⁹⁹ Succulent in Tin Pot assorted varieties 4" pot

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

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

CERTIFIED TENDER
TENDRETE CERTIFIEE

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

10% off

Hand-Selected AAA BEEF
Well-marbled • Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeyes or Safeway

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

6⁴⁹ /lb
COMPLIMENTS Fresh **AIR-CHILLED** Bone-In Chicken Breast Halves Family Size 14.31/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
Fresh Boneless Pork Sirloin Chops or Roasts Family Size 8.80/kg

100 PTS when you spend \$10 or more
5⁵⁰
COMPLIMENTS Lean Ground Pork 454 g starting at 5.99 ea

3⁹⁹ /lb
Beef Marrow Bones frozen 8.80/kg

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 6⁹⁹
HARVEST Cooked Bratwurst, Double Smoked Farmer's Sausage, Mini Farmer Sausages, Back Bacon or Wieners selected 250-450 g

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 **Scenes** membership card and pay with your **scotiabank** ScenesSM Visa[®] Card.

100 pts = \$10 in groceries

GET 50 PTS ON EVERY \$1 SPENT

100 pts = \$10 in groceries

©2023 Scotiabank. Scenes points redeemed at any participating Empire location must be redeemed in increments of 1000. Text: Scenes pts on every \$1 spent. On multiple weekly purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at Scotiabank.com/participatingstores. Visa Inc. Licensed user. Certified by the Canadian Beef Grading Agency / Certifié par l'Agence Canadienne de Classement du Bœuf. 58V_58V_3KX31_POS_WST_LAB_ML_3K

THIS CHICKEN IS RAISED WITHOUT ANTIBIOTICS

ALSO AN EXCELLENT SOURCE OF PROTEIN



4⁹⁹ /lb

COMPLIMENTS Fresh Raised Without Antibiotics Chicken Drumsticks or Bone-In Thighs 11.00/kg



4⁹⁹ /lb

COMPLIMENTS Fresh Raised Without Antibiotics Whole Chicken 11.00/kg



10⁹⁹ /lb

COMPLIMENTS Fresh Raised Without Antibiotics Boneless Skinless Chicken Breasts 24.23/kg



7⁹⁹ /lb

COMPLIMENTS Fresh Raised Without Antibiotics Split Chicken Wings 17.61/kg

9⁹⁹ /lb

COMPLIMENTS Fresh Raised Without Antibiotics Boneless Skinless Chicken Thighs 22.02/kg



seafood



5⁹⁹
/100 g

Hot Smoked Pink Salmon Candied Nuggets previously frozen



1⁷⁹
/100 g

Fresh Wild Pacific Rockfish Fillets subject to availability



3⁹⁹ + **150 PTS**
when you spend \$10 or more

Wild Halibut Portions frozen or Smoked Wild Sockeye Salmon Lox Trim previously frozen



3⁴⁹ + **150 PTS**
when you spend \$10 or more

Fresh Atlantic Salmon Roasts with Imitation Crab & Seafood Stuffing



6⁹⁹

MATLAW'S Ocean Scallops or Clam Stuffing 425 g



1⁹⁹

AQUA STAR Herb & Garlic Butterly Shrimp 800 g



1³⁹

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



8⁹⁹ SAVE \$1

HIGH LINER Wild Pacific Salmon Fillets 400 g or AQUA STAR Basa Fillets 908 g or EARLS Restaurant Clam Chowder frozen 550 mL

kitchen



3⁹⁹

LANTANA Hummus 283 g



5⁴⁹ + **100 PTS**
when you buy 2

OLIVIERI Regular or Skillet Gnocchi 280-350 g



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 (when you buy 2 or 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



3⁴⁹ + **200 PTS**
when you buy 400 g or more

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 or Loaf available at deli service case



3⁹⁹ (when you buy 300 g or more)

MCLEAN Deli Meat selection varies by store



3⁹⁹ NEW

BRANDT Sliced Meats selected 125-150 g



10⁴⁹

PILLER'S Family Size Pepperoni Toppings 400 g

bakery



4²⁹ BAKED IN STORE

Dinner Tray or Butter Topped Buns 12 pk 400-535 g



1⁷⁹ BAKED IN STORE

Baguettes white or multigrain 234 g



9⁹⁹ SAVE \$1 (Scene+ Member Price)

10⁹⁹ without Scene+ Card

Boston Cake 740 g



3⁶⁹ BAKED IN STORE

Bagels 4 pk 450 g



15⁹⁹ + **100 PTS**
when you buy 1

INSPIRED BY HAPPINESS Gluten Free Cakes, Cravin' for Cookies & Cream or Dreamin' of Chocolate 456-468 g



5⁹⁹ BAKED IN STORE

All Butter Danish 4 pk 420 g

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

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



12⁸⁸

KOKUHO ROSE Premium Rice 2 kg



8⁹⁸

NUWORLD Rice selected varieties 907 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



7⁴⁸

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>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 STÖK 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

100% MONEY-BACK GUARANTEE

<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 KIND Breakfast Bars 4 pk or Healthy Grains 5 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 NATREL ORGANIC Milk 2 L</p>

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

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>100 PTS when you buy 1</p> <p>9⁹⁹</p> <p>SUNRYPE Juice 3.78 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>3⁹⁹</p> <p>CHRISTIE Good Thins Crackers 100 g</p>	 <p>3⁴⁹ SAVE 50¢</p> <p>3⁹⁹ without Scene+ Card</p> <p>DUNKAROOS 168 g selected varieties</p>

Here for your budget and lifestyle compliments **BEST BUY**

 <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>1⁹⁹</p> <p>COMPLIMENTS Potato Chips 200 g</p>	 <p>400 PTS when you buy 2</p> <p>3⁹⁹</p> <p>COMPLIMENTS 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>99¢ go 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>200 PTS when you buy 2</p> <p>6⁴⁹</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>7⁹⁹ SAVE \$1</p> <p>8⁹⁹ without Scene+ Card</p> <p>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>CITY BREADS Rye 500 g available at selected stores</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>

SBK_3007_53_0517_01_01_01

home & pet care

 <p>12⁹⁹ WOOLITE Laundry Detergent 1.81 L or RESOLVE Oxi-Action 1.38 kg</p>	 <p>6⁹⁹ COMPLIMENTS Facial Tissue 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 80¢ 3²⁹ without Scene+ Card GLAD Cling Wrap 30 m</p>
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 <p>\$9 +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 ORAL-B 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 47% off 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>15% off 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>	 <p>GET 600 PTS when you buy 2</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** That's like \$10 toward your groceries OneTouch meter FREE with purchase of 100 test strips (limit of 1 Free Meter) 76⁹⁹ ONE TOUCH Verio Test Strips 100 pk</p>
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**Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points. SBY_SWY_WK37_S4_WST_M8_SK

SENSODYNE

HALEON

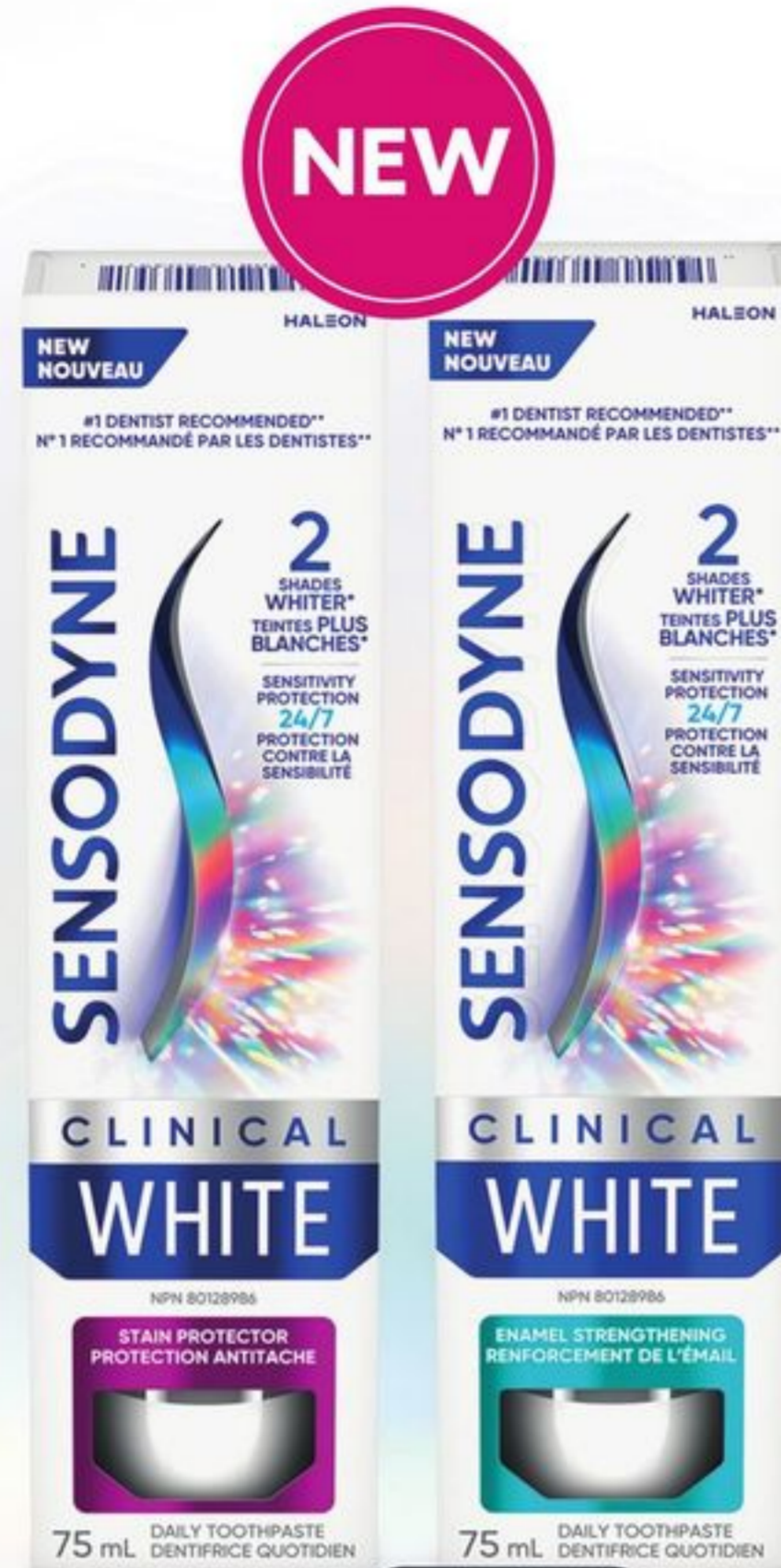
CLINICAL
WHITE

2 SHADES
WHITER
TEETH*

+24/7
SENSITIVITY PROTECTION**

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

**With twice-daily brushing.



20% off **100 PTS**
when you buy 2
SENSODYNE Clinical Strength
Toothpaste 75 mL selected



DR. ESSENCE
DENTIST

**#1 DENTIST
RECOMMENDED
BRAND**

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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
HÄAGEN-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

SCAN HERE

WIN
1 of 3
\$20,000
KITCHEN MAKEOVERS!

Knorr
KNORR Rice and Pasta Cups 73 g
2⁹⁹
BUY MORE SAVE MORE
BUY 2 or more 3.49 ea

BUY any three (3) Knorr products
SNAP a picture of your receipt
UPLOAD receipt for a chance to win*

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ROYALE FACIAL TISSUE BOX (154 Sheets)

with the purchase of any Royale
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.

ONE SIP AND YOU'LL KNOW

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
FUZE Iced Tea 12x341 mL

100 PTS when you buy 2
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

BUY MORE SAVE MORE
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

CHEESTRINGS FICHO
100% CANADIAN.
100% FUN.

6⁹⁹
BLACK DIAMOND
Cheestrings
12-16 pk, 252-336 g

5⁹⁹
CRACKER BARREL
Crumbled Feta
180 g or PARKAY
Margarine 850 g

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

500 PTS when you buy 5

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

400 PTS when you buy 3

2⁴⁹ QUAKER Chewy or Dips Granola Bars 120-156 g

3⁹⁹ PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL

Back to Routine

5⁹⁹ PAM 113-170 g

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

5⁹⁹ ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-492 g or Gourmet Popping Corn 850 g

4⁷⁹ BOOM CHICKA POP ANGIE'S Boomchickapop Ready-To-Eat Popcorn 136-198 g

4⁹⁹ HEALTHY CHOICE Gourmet or Simply Steamers 293-306 g or MAIRÉ CALLENDERS Bowls 312-349 g

Stay Playful for All!

TEAM OREO GIVING \$200,000 IN YOUTH HOCKEY EQUIPMENT GRANTS

APPLY AND LEARN MORE
OREOPLAYFUL.CA

4⁹⁹ OREO Cakesters 285 g or CHRISTIE Cookies Family Size 379-520 g selected varieties

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

2⁹⁹ CHRISTIE Mini Cookies 144-200 g

2⁹⁹ CHRISTIE Crispers or Bits & Bites 145 g

YOUR COMMUNITY COULD WIN AN NHL GAME AND \$250,000 TO BUILD HOCKEY DREAMS

KRAFTHOCKEYVILLE.CA

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

3⁹⁹ KRAFT Salad Dressing 425 mL 4.49 ea

3⁹⁹ CLASSICO Pasta Sauce 600 mL 4.99 ea

5⁹⁹ KRAFT Peanut Butter 750 g-1 kg

12⁹⁹ MAXWELL HOUSE Roast & Ground Coffee 631-925 g

400 PTS when you buy 2

NO PURCHASE NECESSARY. Legal residents of Canada 14 years of age or older. Entry between January 1 and March 2, 2025. One \$250,000 community prize in arena upgrades and an NHL 19 Pre-Season game, NY \$650,000. Three \$25,000 community prizes in arena upgrades, NY \$25,000 each. Odds depend on number of eligible entries, judging and voting. Official Rules: www.krafthockeyville.ca. NHL and the NHL Shield are registered trademarks of the National Hockey League. © NHL 2024. All Rights Reserved. NHLPA and the NHLPA logo are registered trademarks of the National Hockey League Players' Association. © NHLPA. All Rights Reserved.

TASTE THE DIFFERENCE

ITALY'S #1 BRAND OF TOMATOES

4⁹⁹ MUTTI Peeled Tomatoes 796 mL or Finely Chopped Tomatoes (Polpa) 796 mL

4⁹⁹ MUTTI Strained Tomatoes plain or with basil 680 mL

3⁹⁹ MUTTI Tomato Paste 150 mL

MUTTI ONE FAMILY, ONE PASSION. TOMATOES.

*Circana S.I. - 1st Italy Super + Super + Small Self Service of the top brands by value sales in the Tomato Determiates category - Progressive JAN 2023 - DEC 2023

RETURN TO SCHOOL

6⁹⁹ PILLSBURY Pizza Pops 8 pk or Pizza Bites 50 pk

2/\$7 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

4⁹⁹ GENERAL MILLS Cheerios or Selected Variety Packs 297-437 g

CRISPY MINIS

200 PTS when you buy 4

3²⁹ QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 3.99 ea

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

START YOUR ACTIVIA GUT HEALTH CHALLENGE 17 ACTIVIA in 17 DAYS

3⁹⁹ ACTIVIA 625 or 650 g

4⁹⁹ ACTIVIA 8x100 g

5⁹⁹ ACTIVIA 8x93 mL

YOU COULD WIN \$5,000 WORTH OF GROCERIES IN SCENE+ POINTS.

BUY \$10 of any Activia products

SCAN your Scene+ card at checkout

Scene+

TASTE OF SUPER BOWL

2/\$8

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

Kraft *Heinz*

SAVE \$10

WHEN YOU BUY 5 OR MORE*



***Participating products: Heinz Ketchup 750 mL – 1.5 L, Miracle Whip Spread 650 mL – 1.5 L, Classico Pasta Sauce 218 – 650 mL, Kraft Salad Dressing 425 mL, Pure J.L. Kraft Dressing and Marinade 355 mL, Kraft Peanut Butter 750 g – 2 Kg, Cheez Whiz Cheese Spread 900 g, Kraft Dinner Macaroni & Cheese 12 pack, Kraft Dinner Macaroni & Cheese Snack Cups 10 pack, Kraft Singles Process Cheese Product 410 – 825 g, CRAVE Frozen Entrées 200 – 340 g, Kraft Dinner Frozen Entrées 340 g, Kraft Dinner Deluxe Oven Baked Meals 349 g, Maxwell House Roast & Ground Coffee 631 – 925 g, Nabob Roast & Ground Coffee 340 – 930 g, TASSIMO Nabob & Maxwell House T DISCs 8 – 16 pack, Maxwell House Instant Coffee 150 g, Maxwell House & Nabob Single Serve Pods 30 pack, Philadelphiya Dips 340 g, Philadelphiya Cream Cheese Product 227 – 450 g, Kraft Mayo Real Mayonnaise 650 – 890 mL, NOTMAYO Plant-Based Dressing & Spread 443 mL, Bagel Bites® 198 g, Smart Ones® Entrées 255 – 283 g, Kool-Aid Jammers Fruit Beverage 10 x 180 mL, Heinz Beans or Pasta 9 x 398 mL, MiO, Tang, Kool-Aid, Country Time Liquid Enhancer 48 mL, Crystal Light Low Calorie Drink Mix 2.68 – 53.6 g, MiO Powdered Drink Mix 24 – 45 g.**

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SAVE \$5

on your next purchase of \$40*

*New subscribers only. Terms and conditions apply.

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TAX BREAK

=====

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.

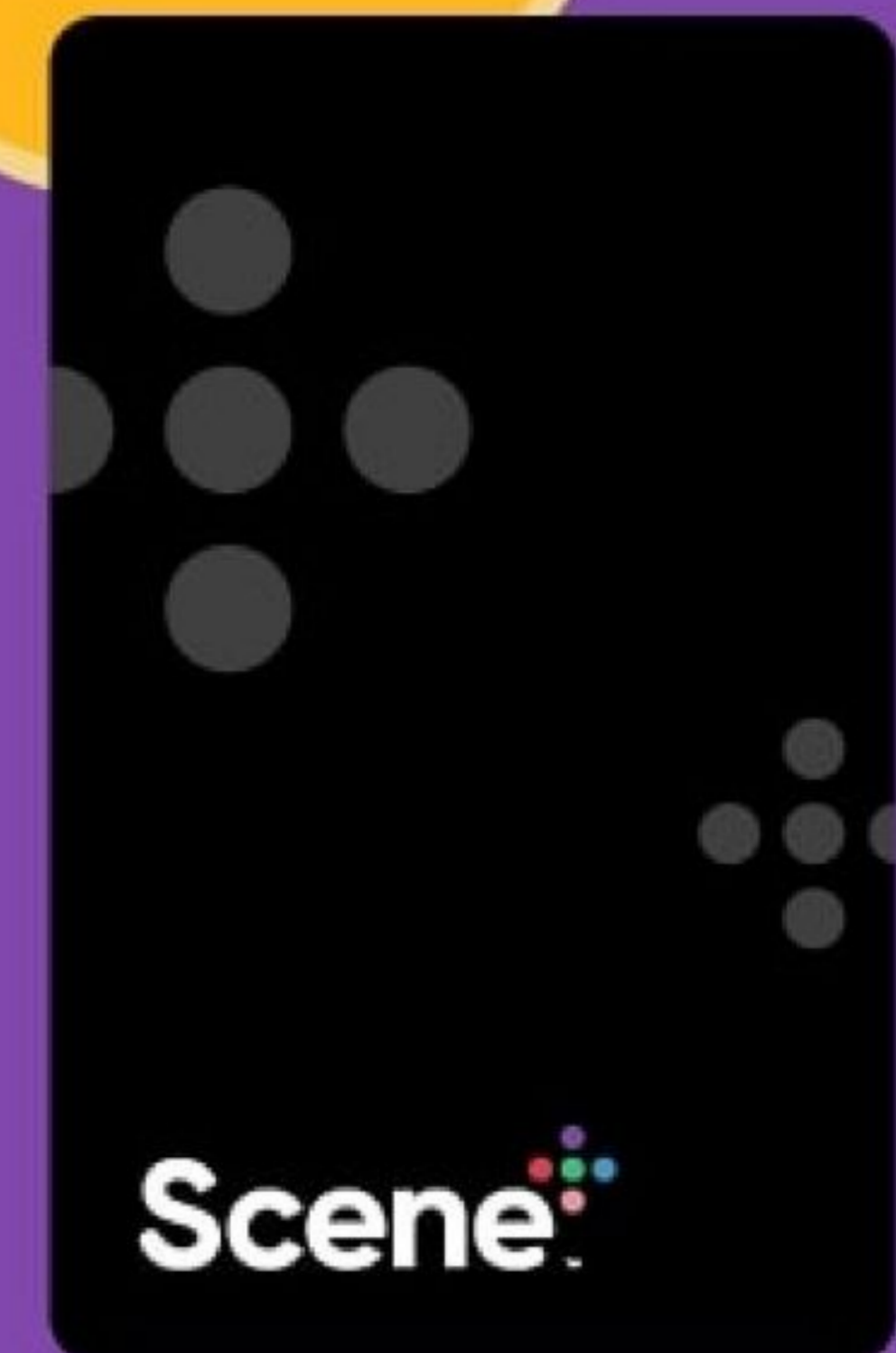
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when you scan your **Scene+ membership card** and pay with your **Scotiabank® Scene+™ Visa* Card**.

APPLY NOW

**GET 2
SCENE+ PTS
ON EVERY
\$1 SPENT²**

**1000 pts
= \$10 in
groceries¹**



¹1000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1000.
²Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply.
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