

Verified Prices

LOWEST PRICE

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



Verified
19.99
Pinehill
BONE-IN CHICKEN BREASTS
2kg

Verified
9.88
value size
Fresh Boneless Beef Striploin Halves
cryovac cut from Canada AA or USDA Select grade beef while supplies last 21.78/kg

Verified
5.88
HAYTER'S FARM Turkey Burgers, Sausages or Meatballs 375-456 g

Verified
10.99
Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AA or USDA Select grade beef while supplies last 24.23/kg

MEMBER PRICING
8.99
SAVE \$2
10.99 without Scene+ Card
COMPLIMENTS Smoked Sausages 900 g or BUTCHER'S SELECTION Pork Back Ribs 680 g

Verified
3.99
Asparagus product of Mexico or Peru no 1 grade 8.80/kg

Verified
3.99
PINT
Blueberry Pints product of Peru no 1 grade

Verified
9.99
/lb, ea
MARINA DEL REY Ecuadorian Jumbo Raw Shrimp 10-20 ct 340 g, Wild Argentinian Raw Shrimp selected 300 g or Fresh Steelhead Trout Fillets 22.02/kg

Verified
4.97
KRAFT Peanut Butter 750 g-1 kg

Verified
2.49
NATURE VALLEY Crunchy or Trail Mix Granola Bars or BETTY CROCKER Fruit or Gushers selected varieties 120-230 g

Verified
3.99
CHAPMAN'S Markdale Creamery 2 L Collection Ice Cream Bars 8 pk, Yukon Novelties 5-8 pk or Super Premium Plus Ice Cream 500 mL selected

Verified
10.99
CASHMERE Bathroom Tissue 24=48 or 12=48 rolls, SPONGE TOWELS 6=12 rolls or SCOTTIE'S Facial Tissue 12 pk

Verified
2.97
CLASSICO Pasta Sauce 218-600 mL or COMPLIMENTS PASTA 900 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.

Proudly supporting Canada!

SBY_WK42_PDL_A1L_NFLD

Proudly supporting Canada!

Add these to your shopping 'eh' list.



250 PTS
when you spend \$25 or more

3⁹⁹ /lb
Fresh Pork Loin Rib or Sirloin Combo Chops Family Size 8.80/kg



7⁹⁹ /lb
Fresh Boneless Beef Stewing Cubes Family Size or Fresh Beef Back Ribs cut by your meat expert from Canada AA grade beef 17.61/kg



value size

4⁴⁹ /lb
Fresh Pork Loin Back Ribs cryovac 9.90/kg



3⁹⁹
CHAPMAN'S Markdale Creamery 2 L, Collection Ice Cream Bars 8 pk, Yukon Novelties 5-8 pk or Super Premium Plus Ice Cream 500 mL selected



From Atlantic Canada
2⁹⁹ /lb
RED PRINCE
Red Prince Apples product of Atlantic Canada, Canada extra fancy grade 6.59/kg



200 PTS
when you buy 1 pkg
5⁹⁹ /lb
PANACHE Flattened Chicken Lemon Greek, Jerk or Portuguese 13.21/kg



4⁹⁷
KRAFT Peanut Butter 750 g-1 kg



From Canada
3⁹⁹ /lb
Red Cluster Tomatoes on the Vine product of Canada 8.80/kg



From Canada
100 PTS
when you buy 2
2/10
GOODLEAF Lettuce Blends product of Canada 113 g



5⁴⁹
COMPLIMENTS Butter 454 g

Choose Canada for your table.

NFLD

Happy Valentine's Day

February 14th
February 13-14 ONLY!

Get **500 PTS**
when you buy
1 dozen roses and
2 Toblerone
Chocolates 100 g



TOBLERONE
TOBLERONE

34⁹⁹

Premium Ecuadorian
Roses assorted
1 dozen

31⁹⁹

Rainbow Rose
Bouquet 1 dozen



Scene[®]
MEMBER
PRICING

11⁹⁹
SAVE \$1

12⁹⁹ without
Scene+
Card

Rose Bouquet
3-stem



*Celebrate
the day!*

21⁹⁹

Pink Love Dessert Cake 940 g,
Half Cake 470 g 11.99 ea or
Slice 155 g 3.99 ea

WHILE
SUPPLIES
LAST

7⁹⁹

Raspberries
Heart Shape
Clamshell
product of USA
or Mexico 227 g



37⁹⁹

Bear Hugger Rose
Arrangement



Scene



TURN POINTS INTO GROCERIES

STARTING AT
10⁹⁹
/lb

NAGANO Premium Fresh Pork Loin Hotel Cut Chops, Tenderloin or Back Ribs 24.23/kg

Remarkably tender cuts!

Scene

EARN POINTS ON NAGANO PRODUCTS

GET UP TO **2000 PTS**

SPEND \$20-34⁹⁹, GET **500 PTS***

SPEND \$35-49⁹⁹, GET **800 PTS***

SPEND \$50 OR MORE, GET **2000 PTS***

*per transaction

That's like **\$20** toward your groceries

Nagano

MAKE IT A NAGANO NIGHT

Exclusive cuts available at Sobeys

333

QUAKER Instant Oatmeal 168-344 g, Quick or Old Fashioned Oats selected varieties 1 kg

300 PTS when you buy 3

249

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

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

500 PTS when you buy 5

1000 Points = \$10 of free groceries

100% fresh GUARANTEE **Guaranteed fresh or your money back**

value size

4.49 /lb

7.99 /lb

Fresh Pork Loin Back Ribs or Pork Tenderloin Family Size cryovac 9.90/kg

Fresh Boneless Beef Stewing Cubes Family Size or Fresh Beef Back Ribs cut by your meat expert from Canada AA grade beef 17.61/kg

25% off

5.99

2/\$4

COMEAU Bacon Wrapped Sea Scallops 340 g, Seafood Spreads 140 g or Hot Smoked Atlantic Salmon 150 g assorted

WATSON RIDGE Breaded Chicken Strips, Burgers or Popcorn Chicken 800 g

Large Red Kent Mangoes or Mangoes 4 kg Case product of Peru 12.99

value size

9.99

3 /100 g

5.99

5.99

BAKED IN STORE

COOKIES 20 pk 620 g

COMPLIMENTS Black Forest Ham, Honey Ham, Smoked Turkey, Smoked or Cooked Chicken

BOURSIN 150 g, Cuisine 220 g or Minis 130 g or FANTINO MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g

ROMAINE HEARTS product of USA or Mexico 3 pk

4.99

4.49

3.99

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

TROPICANA Orange Juice, Juice Blends, Lemonade or Drinks 1.36 L or Tropics 1.75 L or PURE LEAF Iced Tea 1.75 L

SILK Select Beverages 1.75-1.89 L or Plant-Based Yogurt 4 pk

5.49

2/\$3

2/14

COMPLIMENTS Butter 454 g

CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL or CLOVER LEAF Skipjack Light Tuna 170 g or Flavoured Tuna 85 g

COCA-COLA or PEPSI Soft Drinks 12x355 mL

3.99

6.97

9.99

GRAVES or ROUGE MONT Apple Juice 1.36-2 L

BEE MAID Classic or Premium Honey selected varieties 500 g or KRAFT Cheez Whiz 900 g

HERSHEY'S Chipits 775-925 g

16.99

40% off

29.99

CLIF Bar 12 pk or 68 g 2/\$3

JAMIESON Vitamins or Gummies assorted sizes and varieties

PAMPERS Huge Diapers 80-160 pk

Scene GET 1000 PTS FOR EVERY \$100 SPENT IN GAME & GRUB GIFT CARDS!

Offer valid during February 13 - 16, 2025. Some no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

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 offer 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 deposits. At 24 Hour locations, price effective from 8 am Thursday morning until midnight Wednesday evening. The Scene Loyalty Program is available at all participating Sobeys locations within Newfoundland. No base Scene points earned. See weekly offers for current ways to earn Scene points. All weekly Sobeys offers exclude taxes, delivery charges, full payments, service fees, rental fees, event tickets, gift cards, fuel/dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, Mac's, 7-Eleven, Starbucks, Starbucks 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 Scene points for \$10 towards your purchase up to a maximum of \$20000 Scene points (\$2000 per day). For full Scene Terms & Conditions or to redeem your points, visit <https://www.sobey.com/scene-pts-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus © Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based inks. Newfoundland Supplement to The Western Star.

Partners in Growth™ program will contribute to the planting of a tree through Trees for Life Canada.

6

MIX Recycled Paper 100% FSC® C281322

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 **1100** PTS

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

That's like
\$11
 toward your
 groceries



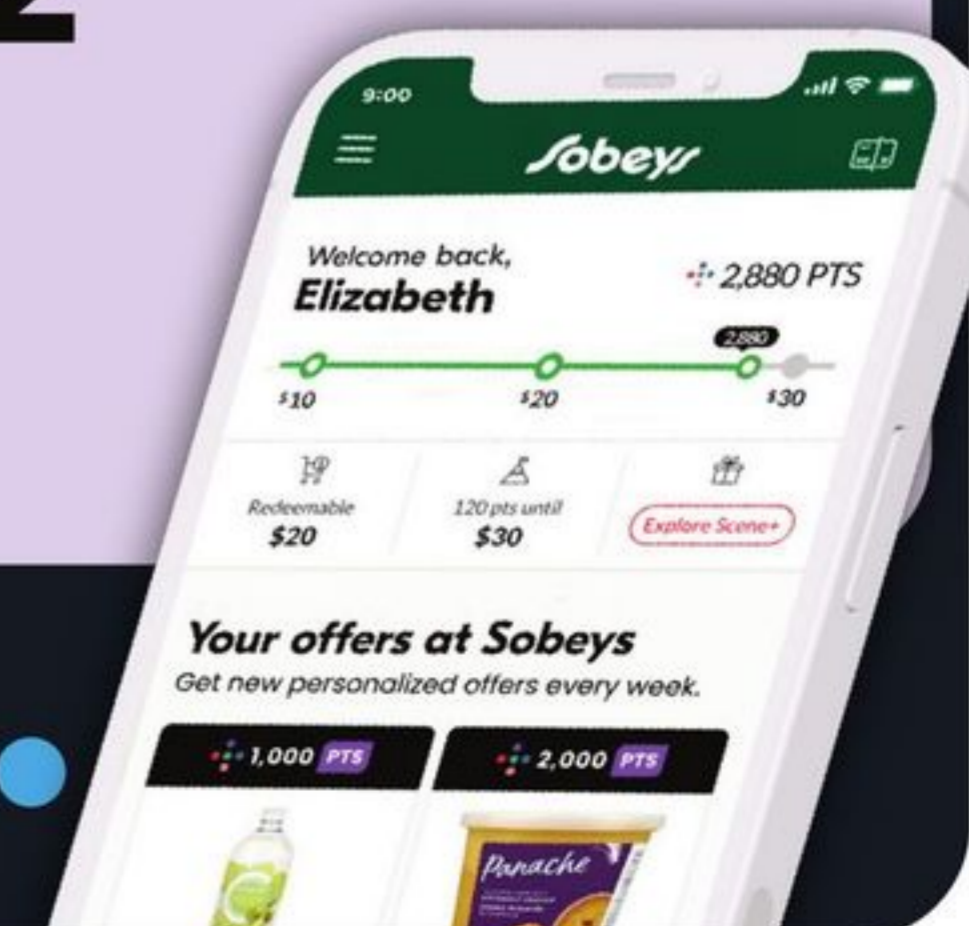
Get **800** PTS when you buy 2

COMPLIMENTS Laundry Detergent
 1.47 L, Fabric Softener Sheets 120 pk
 or Booster Beads 422 g



Get **300** PTS when you buy 2

DAIYA Thin Crust Pizza
 or Flatbread
 331-550 g



Offer valid February 13th to February 19th, 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.

So ready!

Love our Valentine's selection for last minute gifting.



STARTING AT
49⁹⁹

Premium Valentine's Rose Bouquets 60 cm

Happy Valentine's Day February 14th

Great arrangement!



28⁹⁹

Valentine's Day Arrangement ready to go



STARTING AT
16⁹⁹

DESIGNER'S CHOICE Valentine's Day Bouquets

Celebrate the day!



12⁹⁹

Tulip Bouquet 10-stem

Family get-togethers

taste better for less!

Put them on the barbie!

READY FOR YOU
2/24
or 12.99 ea

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



Ready to serve!

300 PTS when you buy 2 pligs

5⁹⁹

COMPLIMENTS Breakfast or Dinner Sausage 375-500 g

Mmmm Bacon!



12⁹⁹

COMPLIMENTS Thick Cut Bacon 1 kg 16.99 ea

BUY MORE SAVE MORE

60 PTS when you buy 1

4⁵⁹

Dinner, Tray or Butter-Topped Rolls 12 pk 400 g

BAKED IN STORE



150 PTS when you buy 2

5⁹⁹

COMPLIMENTS Salads 850-908 g regular potato, creamy coleslaw or macaroni selected varieties



6⁷⁹

MCGAIN Deep'n Delicious Cakes 510 g or Mini Cake Cups 340 g

NEW

100 PTS when you buy 2

4⁴⁹

GAY LEA Aerosol Whipped Cream 225 g



100 PTS when you buy 2

4⁹⁹

COMPLIMENTS Cheese Slices 210-230 g



2/\$4

SWIFT Pot Pies 190 g



3⁹⁹

DARE Real Fruit Candy 500-700 g, MENTOS, DENTYNE or TRIDENT Bottle Gum 40-60 pk



2/\$7

DARE Bear Paws 168-240 g or Wagon Wheels 315-360 g or CHRISTIE Ritz or Wheat Thins Crackers selected 175-200 g

100 PTS when you buy 2

5⁴⁹

COMPLIMENTS Apple Juice 2.84 L



value size

5⁷⁹

FRITO-LAY Value Size Snacks 275-480 g



Give them more with the Grocery Essentials Card

Visit sobey.com/giftcards for details

Fry a burger or 2!

4.29 COMPLIMENTS Brioche Burger Buns 4 pk 200 g

STARTING AT 5.99

MAPLE LEAF Natural Selections Sliced Meats 125-175 g or COMPLIMENTS Slices 150-170 g

100 PTS when you buy 2
7.99

HIGH LINER Breaded, Battered Haddock, Pollock, Butterfly Shrimp, Popcorn Shrimp, Chips & Fish or Fish Cakes 330-700 g

150 PTS when you buy 2
3.99

HIDDEN VALLEY Salad Dressing 473 mL

Prepping big-hearted meals is so simple

Family fave!

Gather around and get appy!

Perfect snack!

4.99 SUMMI Asian Appetizers 250-350 g available chilled

Scene MEMBER PRICING 9.99 SAVE \$1

10.99 COMPLIMENTS Smoked Atlantic Salmon, Gravlax or Steelhead 150 g without Scene+ Card

4.49 BETTY CROCKER Cake, Cookie, Brownie or Bisquick Mix 263 g-1.13 kg selected

6.49 KODIAK Cakes Flapjack and Waffle Mix 510-567 g

2/\$5 CHEF BOYARDEE Beefaroni or Beef Ravioli 418-425 g

3.29 ZIPLOC Sandwich or Snack Bags 30-40 pk

3.48 KIKKOMAN Panko Bread Crumbs 227 g

7.49 GLAD Kitchen Bags 26-52 pk or Compostable 10 pk

5.99 BOUNTY Paper Towel 2-3 rolls or Napkins 200 pk

7.49 GLAD Kitchen Bags 26-52 pk or Compostable 10 pk

It's time to stir fry!

3.49

SUNRISE Tofu 500 g, extra firm 350 g 2.99 ea, medium firm 454 g 2.49 ea or soft 300 g 1.49 ea



Try our Kung Pao Vegetables recipe at <https://www.sobeys.com/en/recipes/kung-pao-vegetables/>

Get recipe



4.49 COMPLIMENTS Button Mushrooms product of Canada 227 g



2.49 From Canada Bean Sprouts product of Canada 325 g



1.49 Garlic product of China 5 pk bag



4.99 COMPLIMENTS Broccolini Tray product of USA 170 g



2.99 /lb Ginger Root product of China 6.59/kg



6.79 Rainbow Peppers product of Mexico 3 pk



3.49 /lb Zucchini or Eggplant product of USA or Mexico 7.69/kg



2.99 /lb Shanghai Bok Choy product of Mexico 6.59/kg



2.49 /lb Sweet Onions product of Peru 5.49/kg



4.49 FRESH ATTITUDE Shallots product of Canada 454 g



4.99 MANN'S Sugar Snap Peas product of USA 227 g

100% fresh GUARANTEE

Guaranteed fresh or your money back

RED PRINCE
From Atlantic Canada
2.99 /lb
Red Prince Apples product of Atlantic Canada, Canada extra fancy grade 6.59/kg

75 PTS when you buy 2
4.49 From Canada Foil Potatoes product of Canada 4 pk
3.99 From Canada Red Cluster Tomatoes on the Vine product of Canada 8.80/kg

2.29 /lb Papaya product of Mexico or Guatemala 5.05/kg
100 PTS when you buy 2
2.99 Large Red Grapefruit product of Turkey or Israel

2.99 when you buy 3 or more
COMPLIMENTS Herbs product of USA or Mexico assorted varieties 20-28 g 3.29 ea
3.99 /lb Brussels Sprouts product of USA or Mexico no 1 grade 8.80/kg

100 PTS when you buy 2
6.99 Mini Watermelon product of Mexico or Guatemala
4.49 /lb Green Anjou Pears product of USA extra fancy grade 9.90/kg

100 PTS when you buy 2
1.99 From Atlantic Canada BELLEISLE Coleslaw product of Atlantic Canada 227g
2/10 COMPLIMENTS Tender Leaves product of USA 142 g or GOODLEAF Lettuce Blends product of Canada 113 g

15% off Prepared Fresh Daily Chicken Caesar Salads assorted sizes
15% off Prepared Fresh Daily In-Store Cantaloupe, Honeydew, Pineapple or Watermelon Chunks

bulk
5.99 COMPLIMENTS Snack or Trail Mixes 400-500 g
10.99 PLANTERS In-Shell Peanuts 2 kg

Available at most stores

47.99 Heart Shaped Orchids selection may vary by store

24.99 Valentine's Day Gardens selection may vary by store

14.99 Assorted Foliage with Heart Trellis

12.99 Grab N Go Potted Mini Rose product of Ontario

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) for details

so tender

Sterling SILVER

HAND-SELECTED AAA BEEF

Well-marbled Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeyes

CERTIFIED TENDER TENDRETE CERTIFIEE

STERLING SILVER Fresh Boneless Bottom Sirloin Tri Tip Grilling Steak Family Size cut by your meat expert from Canada AAA grade beef



Minimum 21-Day Aged

20% off

All STERLING SILVER Grilling Steaks

YOUR GUIDE TO THE PERFECT STEAK

STEAK TEMP GUIDE

RARE
Remove from heat at 115°-120° F (49°-54° C)

MEDIUM-RARE
Remove from heat at 125° F (52° C)

MEDIUM
Remove from heat at 135°-140° F (57°-60° C)

MEDIUM-WELL
Remove from heat at 145°-150° F (63°-66° C)

WELL-DONE
Remove from heat at 155°-160° F (63°-66° C)



CERTIFIED TENDER TENDRETE CERTIFIEE

STERLING SILVER Fresh Boneless Rib or Rib Eye Steaks Family Size cut by your meat expert from Canada AAA grade beef

CERTIFIED TENDER TENDRETE CERTIFIEE

STERLING SILVER Fresh Boneless Top Sirloin Cap or Coulotte Grilling Steak Family Size cut by your meat expert from Canada AAA grade beef

THE CERTIFIED TENDER ADVANTAGE

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.

value size

2000 PTS when you buy 1

6.99 /lb

that's like \$20 toward your groceries

Fresh Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last 15.41/kg

12.99 /lb

Fresh Beef Chuck Short Ribs Thick English Style or Thin Sliced Family Size cut by your meat expert from Canada AA grade beef 28.64/kg

200 PTS when you buy 1 pkg

5.99 /lb

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

8.99 /lb

COMPLIMENTS NATURALLY SIMPLE Raised Without Antibiotics Boneless Skinless Chicken Breasts Family Size 19.82/kg

3.49 /lb

Fresh Pork Hock 7.69/kg

250 PTS when you spend \$28 or more

3.99 /lb

Fresh Pork Loin Rib or Sirloin Combo Chops Family Size 8.80/kg

200 PTS when you spend \$20 or more

8.99 /lb

Fresh Extra Lean Ground Beef Family Size 19.82/kg

10% off

NEW ZEALAND SPRING LAMB Shoulder Chops or Racks frozen, at select stores

value size

3.99 /lb

Pork Half Loin Bone-In Chops frozen 8.80/kg

value size

\$13 250 PTS when you buy 1

COMPLIMENTS Breakfast, Mild or Honey Garlic Pork Sausages 1-1.4 kg

quick & easy

14.99

OLYME! Bologna Waxed Style 1.8 kg

BUY MORE SAVE MORE

5.99 ea when you buy 2 or more

COMPLIMENTS Fully Cooked Meat Strips 150-200 g 6.99 ea

BUY MORE SAVE MORE

3.99 ea when you buy 2 or more

COMPLIMENTS Boneless Ham Slices 375 g 4.99 ea

STARTING AT

2.99

COMPLIMENTS Sliced Meats selected 175 g

BUY 2 GET 3RD FREE

COMPLIMENTS Frozen Chicken Wings, Appetizers, Breaded Chicken, Pork Back Ribs, Lasagna or Burgers 252 g-2.27 kg starting at 5.99 ea

7.99

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

100 PTS when you buy 1

13.99 ea

THE TACO TRUCK Kits Crispy Chicken With Mexican Style Sauce or Crispy Pork with Chipotle and Lime Sauce 8.40 g makes 12 tacos!

GET TO FREE GROCERIES FASTER

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

GET 500 PTS ON EVERY \$1 SPENT

1000 pts = \$10 in groceries

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

SBY_WK42_P05_A11_M10

Lobster Love!

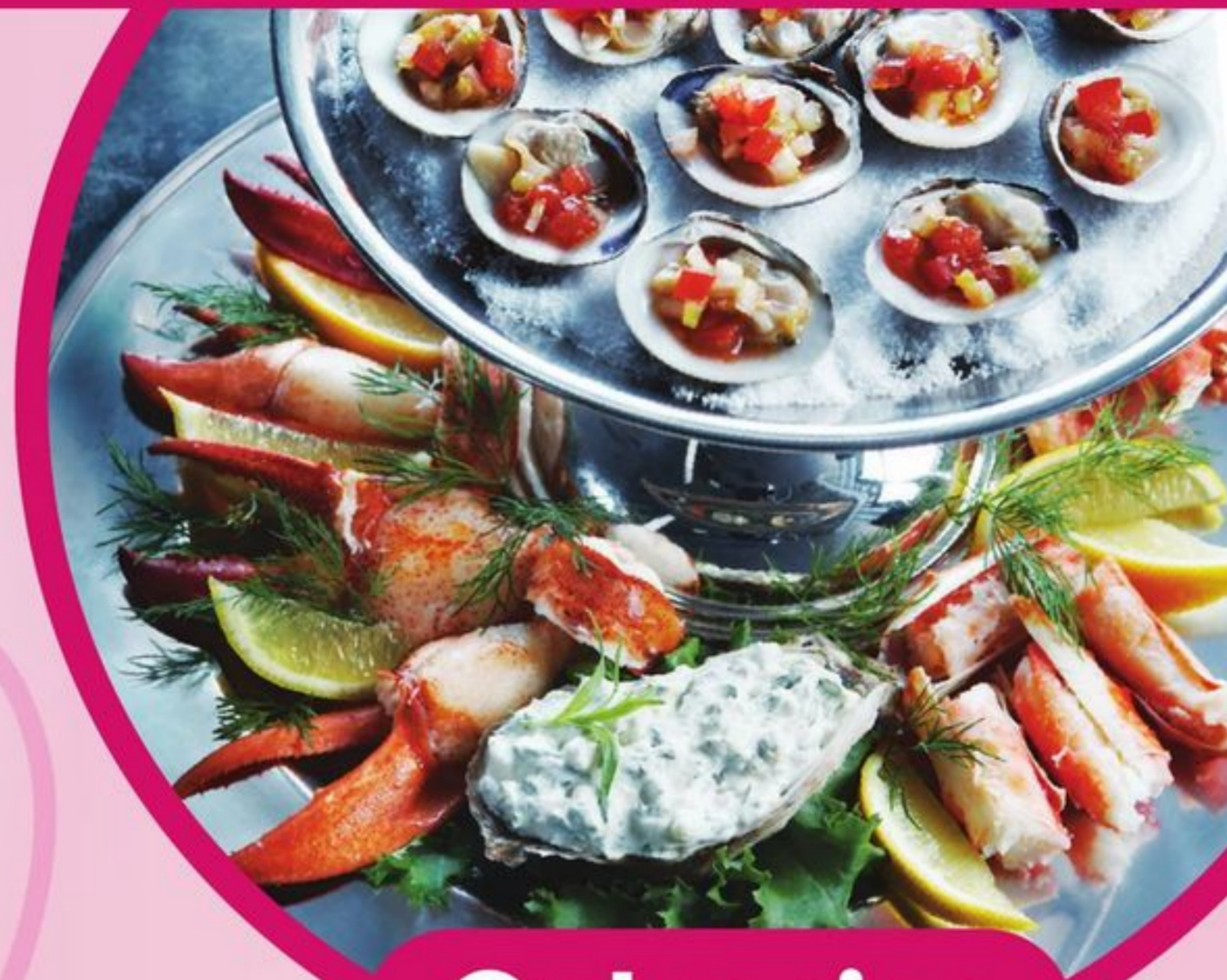
Happy
Valentine's
Day February 14th

Harvested from the cold clean waters on the East Coast of Canada - our Lobsters are sweet & succulent - a great way to indulge your Sweetie!



300 PTS
when you spend
\$25 or more

Live or Fresh Cooked
Market Lobsters
subject to availability



Get recipe

Lobster with Gribiche Sauce
at <https://www.sobeys.com/en/recipes/lobster-with-gribiche-sauce/>



seafood

350
Authentic Maryland Crab Cakes 120 g previously frozen or frozen 2 pk \$7

2.29 /lb
Fresh Mussels 5.05/kg

9.99 /lb
Bay Scallops 80-120 ct per lb frozen 22.02/kg

300 PTS when you spend \$25 or more
Live Market Lobsters product of Atlantic Canada subject to availability

150 PTS when you buy 2
2.99
COMPLIMENTS Crab- or Lobster-Flavoured Alaskan Pollock 227 g

8.99
WATERVIEW MARKET Shrimp with Sauce 454 g

9.99
MIRABEL Cooked Shrimp 71-90 ct per lb 400 g or EARLS Restaurant Clam Chowder frozen 550 mL

14.99
40 FATHOMS Breaded Haddock or Cod Fillets 815 g

kitchen

500 PTS when you buy 2 200 g or more
Ready for You Chilled Meals Asian Style including combinations sold by 100 g available chilled

200 PTS when you buy 1
Traditional Salad Sandwich Trio Pack 600 g

25% off **100 PTS** when you buy 100 g or more
Pulled Meats, Chicken or Pork, sold by 100 g available chilled

BUY 350 g & GET FREE
Available fresh at the service case!
PREPARED IN STORE
In-Store Made Chicken Salad 350 g minimum
All Butter Croissants 275 g 4 pk

100 PTS when you buy 2
5.49
OLIVIERI Regular or Skillet Gnocchi 280-350 g

\$1 off
COMPLIMENTS 6-Layer Dip large 850 g

deli

30% off **200 PTS** when you buy 400 g or more
JARLSBERG, CAMBOZOLA or ILE DE FRANCE prices as marked

STARTING AT 7.99 **200 PTS** when you buy 2
KERRYGOLD 198 g or MONSIEUR GUSTAV Old Gouda 170 g, SAINT-PAULIN 190 g or AGROPUR 3 or 5 yr old Cheddar 200 g

19.99
TRE STELLE Feta 850 g

SLICED FRESH
2.39 /100 g
CHRIS BROTHERS Mild or Hot Pepperoni

MIX & MATCH
2/\$3
BRANDT Sliced Meats 50-70 g, OH SNAP! Pickle Bites 90 mL or FONTAINE SANTE Snacks 129 g

Get your snack on!
OH SNAP! Pickle Bites 90 mL or FONTAINE SANTE Snacks 129 g

SLICED FRESH
3.69 /100 g **100 PTS** when you buy 200 g or more
MASTRO Rosemary Ham or Capocollo

bakery

Scene MEMBER PICKING
3.99 **SAVE 50c**
4.49 without Scene+ Card
Winnipeg Style Light or Dark Rye Bread 450 g

200 PTS when you buy 1
STARTING AT 18.99
Cheesecake chocolate or caramel chocolate 6" 850-875 g

BAKED IN STORE
300 PTS when you buy 2
7.99
Brownies 550-585 g

BAKED IN STORE
80 PTS when you buy 1
6.29
Gourmet Cheese Buns 6 pk 425 g

11.99 **150 PTS** when you buy 1
PANACHE Profiteroles or Eclairs 300-455 frozen
6.49 **100 PTS** when you buy 2
COMPLIMENTS Mini Muffins 336 g

BAKED IN STORE
5.49
All Butter Croissants or Pastries 4 pk 275-400 g

Mmm chocolate!
Enjoy decadent pleasures in every bite.

Sign up for Sobey's E-Flyer &

SAVE \$5

off your next purchase of \$40 or more!
www.sobeys.com/getflyer



Freshly Prepared

100 PTS
when you spend \$10 or more

899
/lb



Fresh Bacon & Cheddar, Jalapeño & Cheddar or Onion & Swiss Lean Ground Beef Meatballs or Meatloaf 19.82/kg



Try these flavours:

Jalapeño & Cheddar:
made with lean ground beef, fresh sliced Jalapeño, Monterey Jack cheese and maple BBQ sauce.

Bacon & Cheddar:
made with lean ground beef, double smoked bacon and mild cheddar cheese.

Onion & Swiss:
made with lean chuck ground beef, caramelized onions, Swiss cheese and maple BBQ sauce.

899
/lb



Meatballs Italian-Style Lean Ground Beef 19.82/kg



Explore products from around the world!

Shop international foods storewide.



1⁹⁹
/lb

Asian Pears
product of
China 4.39/kg



3⁹⁹
ea

Dragon Fruit
product of Vietnam



2⁹⁹
/lb

Chinese Eggplant product
of Dominican Republic
6.59/kg



8⁸⁸

EIGHT TREASURES
Whole Tilapia 1.36 kg



2/6⁹⁸

TILDA Ready to Heat
Pure Basmati Rice 250 g
selected varieties



5⁹⁹

PATAK'S Chutney 250 mL
selected varieties



100 PTS
when you buy 2

4⁸⁸

P.F. CHANG'S Sauce
350 mL selected varieties



2/6⁹⁸

BLUE DRAGON Noodles
selected varieties 250-300 g or
Soba Noodles 250 g



6⁹⁸

HUY FONG FOODS
Sriracha Hot Chili Sauce
740 mL

meal makers

Scene MEMBER **11.99** SAVE \$1
 12.99 without Scene+ Card
 PANACHE Extra Virgin Olive Oil 500 mL

5.99 BICK'S Whole Pickles or Baby Dills 1 L

Bake with **CANADA'S #1 Baking Brands**
 Pink Ombre Cake
 SCAN FOR RECIPE

3.99 COMPLIMENTS Salsa 650 mL
 +100 PTS when you buy 2

3.49 CATELLI Gluten Free or Supergreen Pasta 300-340 g

5.99 ROBIN HOOD Flour 2.5 kg assorted varieties
3.99 ROBIN HOOD Quick Oats 1 kg assorted varieties
 Get 400 PTS when you spend \$10 or more

1.99 COMPLIMENTS Pudding Cups 4 pk
 +100 PTS when you buy 3

8.99 KELLOGG'S or POST Jumbo Cereal 700 g-1.3 kg

2/\$4 LIPTON Cup-a-Soup Mix 4 pk 58-63 g or 2 pk 94-166 g
1.79 GREEN GIANT Vegetables 341-398 mL or MONEY'S Mushroom Pieces & Stems 284 mL

3.29 QUAKER Crispy Minis Korean BBQ or Magic Masala 90 g 4.29 ea
 BUY MORE SAVE MORE +200 PTS when you buy 4

2/\$9 KELLOGG'S Cereal 210-435 g or Premium Cereal selected varieties 306-553 g

3.99 VILLAGGIO Bread 570-675 g or Buns 6-8 pk, DEMESTER'S 7" Tortillas 272-340 g or TIAROSA Tortillas 220-328 g
500 PTS when you buy 4
1.79 COMPLIMENTS White or 100% Whole Wheat Bread 570 g, Bagels 6 pk or English Muffins 6 pk

Love it. Or it's free. 100% GUARANTEE
 COMPLIMENTS Fruit Snack 24 pk **9.99** +100 PTS when you buy 1
 COMPLIMENTS Spices or Seasonings selected 5-245 g **2.00** +200 PTS when you spend \$10
 COMPLIMENTS Beans 398 mL **1.99** +100 PTS when you buy 3
 COMPLIMENTS Apple Cider Vinegar 500 mL **1.79**

natural health

6.99 CARBONAUT Select Frozen Low Carb or Gluten Free Bakery Items 164-550 g
 +100 PTS when you buy 2

6.49 SO DELICIOUS Dairy Free Frozen Dessert 500 mL or Novelties 4-8 pk

9.99 ANNIE'S Macaroni & Cheese 680 g 4 pk

4.99 DORSET CEREALS Assorted Cereals 325-620 g

9.99 COMPLIMENTS ORGANIC Compostable Pods 12 pk
 +100 PTS when you buy 1

4.49 ANNIE'S Cheddar or Bunsy Crackers 213 g

4.99 THIRSTY BUDDHA All Natural Coconut Water 1 L

2/\$9 FRITO-LAY Simply Organic Chips 156-240 g
 +100 PTS when you buy 1

Scene MEMBER **25% off**
 NATURE'S BOUNTY Vitamins assorted sizes and varieties (excluding gummies)
 15% off without Scene+ Card

2/\$5 RXBAR Protein Bar 52 g

24.99 VEGA Protein and Greens 510-526 g
 +300 PTS when you buy 1

30% off WEBBER NATURALS Vitamins assorted sizes and varieties (excludes sesame)

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BEST BUY

EVERYDAY



BEST BUY
Spices 17-70 g
while supplies last



**MAKE YOUR DOLLAR GO FURTHER
WITH THESE GREAT ITEMS**

drinks & snacks



3.99
CHRISTIE Cookies selected
224-303 g, Premium Plus Crackers
450-481 g or Ritz Snackwicks 8 pk



2.99
BOULANGERIE GRISSOL Melba
Toast, Canape or Baguettes
120-200 g or DARE Veggie
Crisps 100 g



11.49
MCCAFÉ Keurig Compatible
Single Serve Pods 10-12 pk,
Roast & Ground Coffee 340 g
or STARBUCKS Hot Chocolate
300 g or 10 pk



8.99
NABOB Roast & Ground Coffee
340 g or Whole Bean Coffee 300 g



2/8.50
RUFFLES Potato Chips
180-200 g or SMARTFOOD
Popcorn 150-220 g



3.75
BUY MORE SAVE MORE
HUMPTY DUMPTY Party Mix
250 g or Snacks 200-290 g 5.49 ea



3.19
PEPSI Soft Drinks
2 L



6.49
BUY MORE SAVE MORE
BUBLY 12x355 mL or
MONTELLIER 10x355 mL
Sparkling Water 7.49 ea



9.99
MARS Bagged
Chocolate
324-400 g



4.79
HERSHEY'S
Multi Packs
156-232 g



2/\$7
TWIZZLERS
Licorice Candy
311-454 g



2.49
COMPLIMENTS
Granola Bars
131-175 g

frozen & dairy



4.49
MCCAIN Breakfast
Potatoes
600-650 g



4.99
CRAVE Frozen
Entrées selected
200-340 g



5.99
SIMPLY PICKED
Frozen Fruit 600 g



5.99
PANACHE
Chocolate Covered
Frozen Fruit 200 g



4/\$5
50 PTS
when you buy 4
YOPLAIT Yop Drinkable Yogurt
200 mL flavours may vary by store



6.99
DANONE Activia Yogurt 12 pk or
Oikos Greek Yogurt 650-750 g



5.99
100 PTS
when you buy 3
INTERNATIONAL
DELIGHT 946 mL or
Cold Foam 396 g



7.49
SAVE 50c
7.99 without Scene+ Card
HELIVA GOOD! Dip
680 g



7.99
STARBUCKS Iced
Coffee 1.18-1.42 L



4.99
150 PTS
when you buy 2
OASIS Health Break
or Smoothie 1.6 L



4.99
50 PTS
when you buy 1
COMPLIMENTS
Cheese Sticks 210 g



3.49
100 PTS
when you buy 2
TRE STELLE
Cream Cheese 200 g

Love it. Or it's free.
*For details see COMPLIMENTS.ca

100 PTS
when you buy 1

4.49

COMPLIMENTS Cheddar Flavour Slices 400 g

100 PTS
when you buy 2

2.49

COMPLIMENTS Sour Cream 250 mL

75 PTS
when you buy 2

1.69

COMPLIMENTS Frozen Lemonade 283 mL

100 PTS
when you buy 2

5.99

COMPLIMENTS Flatbread Pizzas 310 g

500 PTS
when you buy 4

4/\$5

COMPLIMENTS Snacking Crackers 200-225 g selected or Rice Crackers 100 g

100 PTS
when you buy 1

1.00

COMPLIMENTS Juice or Punch 8-10x200 mL tetra

100 PTS
when you buy 2

1.00

COMPLIMENTS Flavoured Tortilla Chips 255 g or Kettle Chips 200 g

100 PTS
when you buy 2

4/\$5

COMPLIMENTS Fizzy or Sparkling, Flavoured or Unflavoured Water 503 mL-1 L

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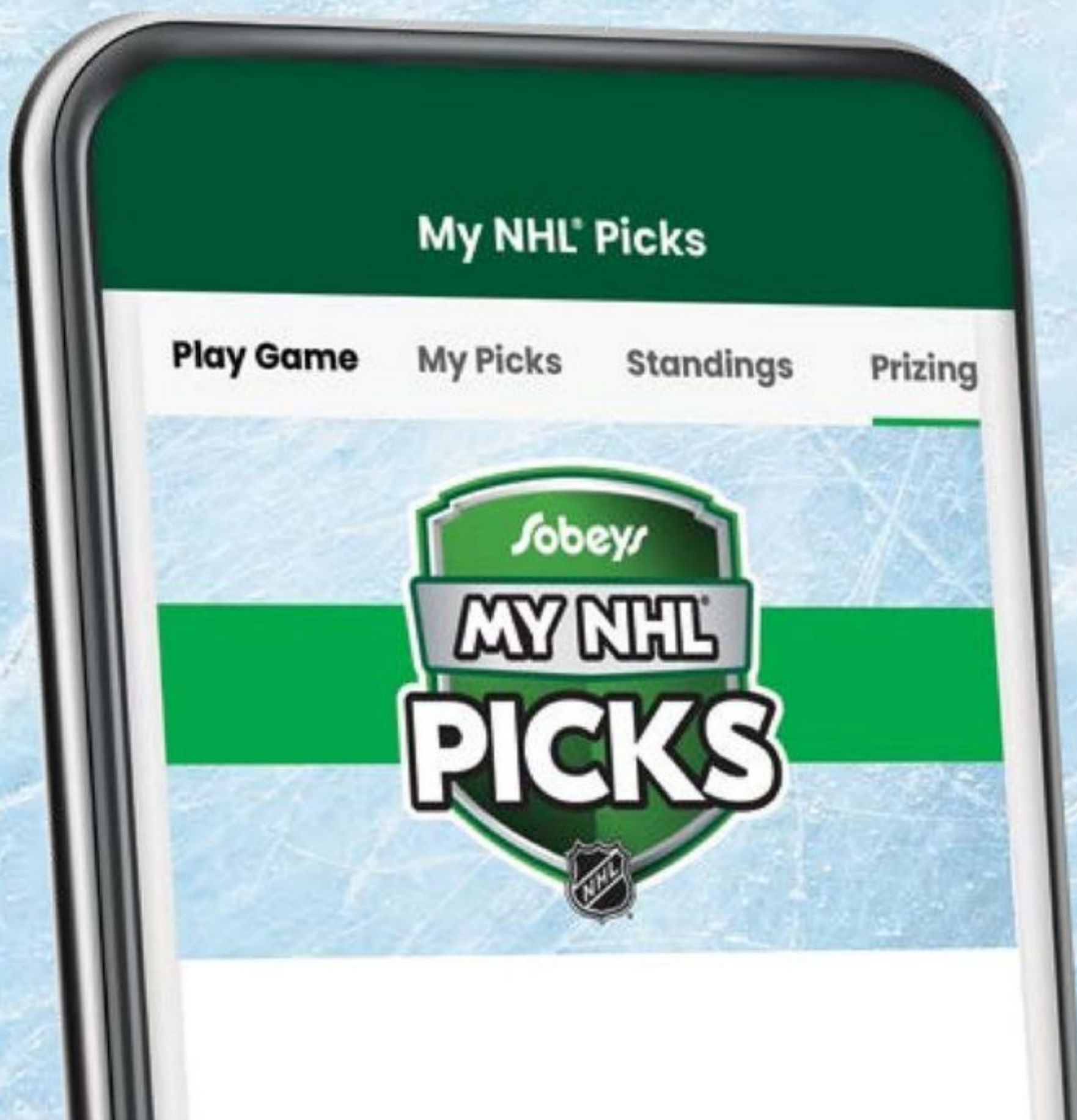
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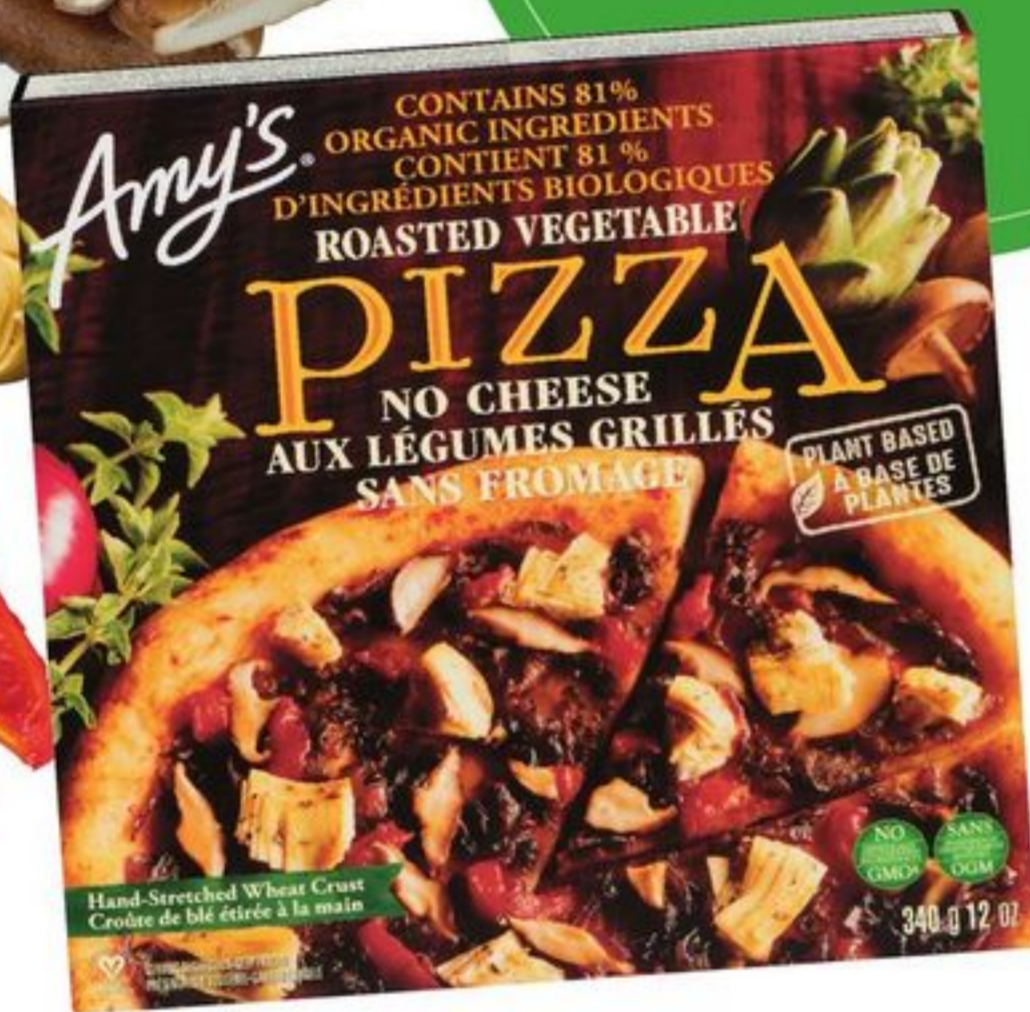
Get cozy with easy pizza, classic soups and more.



Rich, delicious and ready when you are

2⁹⁹

YORKSHIRE VALLEY FARMS Soups 398 mL



11⁹⁹

AMY'S Pizza 340-397 g



Gluten free

7⁹⁹

PRIMAL KITCHEN ORGANIC Ketchup 300 mL or Gluten Free Salad Dressing 237 mL



Big bold flavour, simple ingredients



2⁹⁹

CLUB HOUSE ORGANIC Spices Bag 10-57 g



4⁹⁹

SILK Cheese Slices or Shredded Cheese 200 g



Creamy, melty and dairy-free

11⁹⁹

OLYMPIC ORGANIC Yogurt 1.75 kg



2⁹⁹

RISE Kombucha 414 mL

home & pet care

<p>300 PTS when you buy 2 STARTING AT 6.99 MR. CLEAN Magic Eraser 3-6 pk or Clean Freak 473 mL</p>	<p>8.99 FLEECY Softener 2.6 L or Sheets 120 pk</p>	<p>33.99 TIDE Pods 85-112 pk or Power Pods 63 pk</p>	<p>300 PTS when you buy 2 11.99 FEBREZE Dual Plugs Refills 2 pk 52 mL</p>
<p>14.99 SAVE \$1 15.99 without Scene+ Card ENERGIZER Batteries AA 16 pk or AAA 10 pk</p>	<p>4.99 RUBBERMAID Take Alongs selected varieties</p>	<p>200 PTS when you buy 2 7.49 COMPLIMENTS Bathroom Tissue 12=24 rolls</p>	<p>200 PTS when you buy 2 8.49 BONTERRA Mega Bathroom Tissue 9=27 rolls, Mega Paper Towel 3=6 rolls or Facial Tissue 3 pk</p>
<p>2.99 SAVE 80c 3.79 COMPLIMENTS Recloseable Sandwich Bags 100 pk, Snack 75 pk, Freezer Bags 15-20 pk or Foil Wrap 50 ft</p>	<p>200 PTS when you buy 2 \$9 DENTALIFE Dog Treats 485-595 g</p>	<p>100 PTS when you buy 10 9/9.99 PURINA Friskies or Fancy Feast Wet Cat Food 85-159 g</p>	<p>100 PTS when you buy 1 21.99 PURINA Tidy Cats Litter 5.44 kg</p>

health, beauty & baby

<p>300 PTS when you buy 2 9.49 CREST 3D White Toothpaste 3 pk, ProHealth Rinse or ORAL-B Toothbrushes 946 mL-1 L 1-3 pk selected</p>	<p>750 PTS when you buy 3 STARTING AT 7.99 PANTENE Hair Care 60-530 mL or 169 g selected</p>	<p>8.99 SECRET or OLD SPICE Deodorant 39-85 g selected</p>	<p>5.99 50 PTS when you buy 2 SENSODYNE or Pronamel Toothpaste 75-100 mL selected</p>
<p>100 PTS when you buy 1 STARTING AT 9.99 BILLIE Razor Starter Kit or Shave Gel or PLAYTEX Sport or O.B. Tampons 1-40 pk selected</p>	<p>100 PTS when you buy 2 STARTING AT 10.99 JOHN FRIEDA Hair Care 115-250 mL or 210 g selected</p>	<p>400 PTS when you buy 2 15% off ORAL-B Battery Powered Toothbrush, CREST 3D White or GILLETTE Mach 3 or Fusion Razors 1-15 pk or 4-148 mL selected</p>	<p>200 PTS when you buy 1 20% off NIVEA Skincare selected</p>
<p>28.99 HUGGIES Pull-Ups or GOODNITES 28-74 pk</p>	<p>7.99 NESTLE Cerelac Honey & Wheat Cereal 400 g</p>	<p>15.99 HUGGIES Baby Wipes 288-352 pk</p>	<p>\$1 ea when you buy 5 or more COMPLIMENTS Baby Food Purées 1.79 ea</p>

pharmacy

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

<p>400 PTS when you buy 2 19.99 POISE Pads 22-54 pk or PEND Underwear 12-58 pk selected</p>	<p>15% off DUREX Condoms 8-36 pk or Lubricants 40-200 mL selected</p>	<p>300 PTS when you buy 2 10% off SYSTEME Eye Drops 10-15 mL or Contact Lens Solution 300 mL selected</p>	<p>250 PTS when you buy 2 15% off ADVIL Tablets 100 pk or ROBAX Extra Strength or Platinum Caplets 18 pk*</p>
<p>100 PTS when you buy 2 15% off BAUSCH + LOMB Eye Drops 10-15 mL or Night Time Drops 3.5 g selected</p>	<p>100 PTS when you buy 1 10% off ALEVE Pain Relief 40-100 pk* selected or Pain Relieving Roll-On 72 g</p>	<p>Your daily medications made easier. Learn more</p>	

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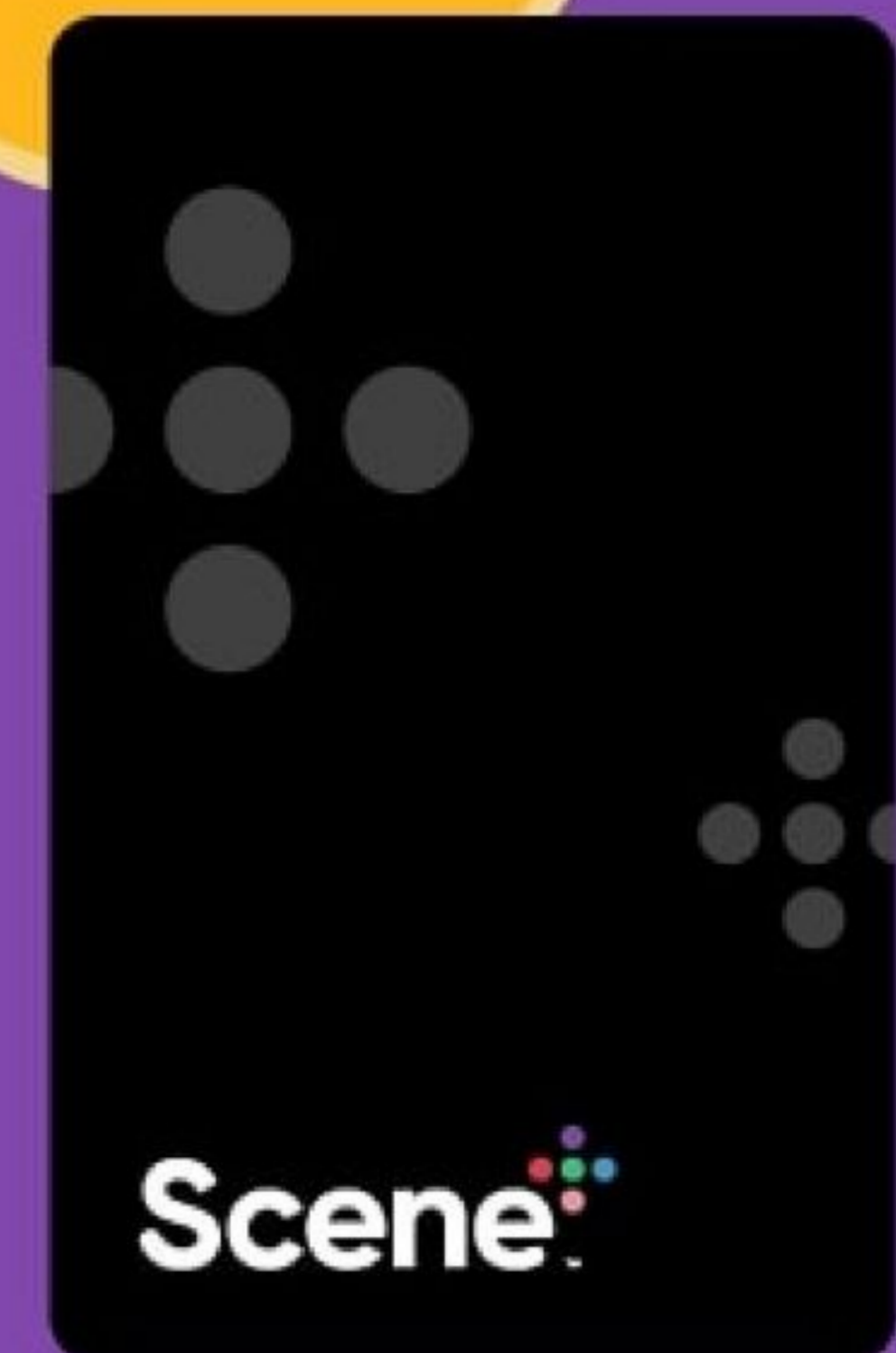
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