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dose of
Must Try
magic



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President's Choice®

Insiders Report™

2025

100+

NEW PRODUCTS INSIDE!



holiday

Celebrate it all, spend small

You know the feeling. That cold weather hits and the countdown is on: The big day, the bigger feast. But what if it didn't have to be just one day, or just one dinner? This holiday, we're on a mission to make every moment count.

We're always cooking up something special because we believe no occasion is too small to celebrate. For a season lived to the fullest, we've got the latest and greatest that will turn even the tiniest moments into The Moments.

A new chapter in flavour is about to unfold. First, we hit the roast reset button with our new **PC® Porchetta**. All the crackling glory of the traditional Italian icon, reimagined the PC® way: Daring, divine, and done up in cover-star-worthy sandwiches that will knock your socks off (pg. 5).

Don't forget to invite our new **PC® Chocolate Northern Spanish-Style Basque Cheesecake** to the party. Meet our latest internet-breaking, Basque-inspired beauty on pg. 13. And you're going to want to save more room for our new **PC® Scoop Shop Santa's Milk and Cookies Ice Cream**, made with 100% Canadian dairy, on pg. 12. If it's all gone by morning, blame the elf.

Speaking of treats, our PC® Test Kitchen has come up with food inspo so dreamy, your Pinterest board will be drooling. When was the last time you turned chips—like our new **PC® Rippled Kettle Cooked Hot Honey & Lime Flavour Potato Chips**—into a sweet-meets-heat Chip Volcano (pg. 7) or crushed a refreshing **PC® Dino Melon slushie** (pg. 27)? Take your tastebuds on a culinary adventure and make sure to tag @preschoice when you give our tips and tricks a try!

Then, take it easy with The Retreats, where keeping it low-key has never looked—or tasted—better. Don't drop dough on delivery when you could have **PC® Hot Maki**, our hot take on sushi (pg. 24). If you're looking to escape the winter chill, our new **PC® Flavour Explosion Stuffed Gnocchi** (pg. 21) will transport you to the taste of Roman trattorias or sunny Calabrian kitchens in six minutes. Say less.

If that's not enough, elevate The Everyday with **PC® Probiotic Yogurt** with 2 billion probiotics per serving to help kick-start your gut health goals. Plus, a whole bunch of boundary-breaking bevies and bites, like our new fave **PC® Cider Grove Apples** (pg. 27) you're not going to want to miss.

We've packed as much goodness into these pages as we possibly could ... kind of like we did with our **PC® Loaded Pierogi Bake** (pg. 21). So, load up on more joy, more value, more ways to make all your holiday moments magic.

A journey to a better tomorrow starts today.

We've been working to align all PC® packaging with a global vision for recyclability. From using clear plastics to bags made from simpler materials and avoiding plastics that are harder to recycle, even the smallest decision can make a big impact.



- PC® Test Kitchen

Contents

THE MOMENTS

- 5 Rethink the roast
- 6 No entrée, no problem
- 8 Have yourself a merry Dipmas
- 9 Café, every day
- 10 You don't hate turkey—you just haven't had ours
- 12 Holiday nostalgia ... loading
- 13 Countdown to cheesecake
- 14 Sleigh your gift game

THE RETREATS

- 17 Breakfast for dinner
- 18 Pasta like a pro
- 20 Tastes like homemade
- 22 Little treats
- 23 Bake it 'till you make it
- 24 Takeout could never



17



27



29



22

THE EVERYDAYS

- 27 Juicy bites, juicy prices
- 28 Your well-being journey starts here
- 30 Morning to night with Joe Fresh®
- 32 Give lunch a new life
- 33 Deck the halls on a dime
- 34 Give your bestie our best
- 35 Your festive era essentials



18

The moments

However you holiday, we're here for it with fresh, fun, and seriously tasty ways to celebrate. From low-key nights with friends to full-on festive feasting, make every moment—big or small—shine brighter with some PC® sparkle.



Rethink the roast

Meet this season's unexpected showstopper.

The key to nailing the coveted porchetta crackle is all in the broil. Just follow our easy prep instructions on the package for chef-worthy results.

Porchetta pilgrimage

Our "roast-to-roast" journey took us from family-run butcher shops to beloved bottegas and even one "Porketta!" bingo in Sudbury (it's a thing). Sandwiches, slices, you name it, we ate it (for research) all to give you our most perfetto porchetta.

Shake up your holiday spread with **PC® Porchetta**, the ultimate main course moment and star of your best sandwich ever. To perfect our version of the iconic Italian pork roast, we went on a Canadian porchetta pilgrimage. Our goal was simple, but not easy: discover what makes the best porchetta in the country so irresistible. The secret to the slow-roasted flavour bomb? Time-honoured Italian technique. Inspired by tradition, but made for today's table, our roast is topped with pork skin that crisps up to golden, crackling glory you gotta hear to believe. As the meat cooks, its juices act as a self-baster, keeping it fall-apart tender and moist. Seasoned with enough savoury herbs to transport you to an Umbrian hillside, this is a porchetta you won't forgetta.

\$18 1.2 kg 21688648_EA



CUSTOMIZABLE

The showstopper stack

More than just a main, our porchetta is so tender it begs to be stacked into sandwiches.

PREP TIME: 20 MIN | SERVES: 4

You'll need:

- half loaf focaccia bread or any whole crusty loaf, split horizontally through centre
- 1 batch Pistachio Salsa Verde (instructions below)
- 2 cups lightly packed PC® Arugula
- 4 slices PC® Provolone Sliced Cheese
- 3 cups sliced cooked PC® Porchetta
- 1 tbsp PC® Canola & Olive Oil Blend

Follow these steps:

- 1. Spread** salsa verde on the inside of the top half and layer with arugula, cheese, and porchetta. Sandwich with bottom half of bread. Brush with some oil.
- 2. Brush** large non-stick skillet with oil; heat over medium. Add sandwich (upside down); cook, flattening with bottom of another skillet, turning once, until golden. Cut into quarters.

Pistachio Salsa Verde

Pulse ½ cup shelled PC® Blue Menu® Unsalted California Pistachios, 2 cloves peeled PC® Organics Garlic, and 1 tsp salt in mini food processor. Add ½ cup each PC® Fresh Mint and fresh parsley, 1 tbsp red wine vinegar, and ½ tsp red pepper flakes; pulse to chop. Gradually add ½ cup PC® Splendido Cold-Extracted Extra Virgin Olive Oil, pulsing to pesto-like consistency.

Your sandwich, your way

Spice hunter:

Add a dollop of PC® Black Label Peperoncini Chopped Hot Chili Peppers In Oil.



Indulgence seeker:

Swap out the provolone for fresh mozzarella or PC® Bocconcini.



Texture trailblazer:

Substitute arugula for 2 cups PC® Kale Slaw tossed with ¼ cup PC® Apple Cider Vinaigrette.





When it comes to our **PC® Black Label Cheeses**, we go where the craft runs deepest. Each one is made in its place of origin by trusted producers and meticulously selected by PC® cheese experts. Take our legendary Leicester lineup, made on a century-old English farm, where tradition still leads the way. Or our Scottish cheddar from Stranraer, Scotland, where cheesemaking has been a way of life since the 1800s. Sure, we could try to recreate our cheese closer to home, but it wouldn't taste the same. It's not about where they could be made, it's about where they were meant to be.

A classic, smoked

Gathering with the gang or solo snacking, our **PC® Black Label Red Fox** serves bold looks and big flavour. An aged Leicester hard-ripened cheese (imagine cheddar with fancy pants), its sharp tanginess and undeniable crunch make it a total knockout. If you love it, you're going to *really* love our new **PC® Black Label Smoked Red Fox**, slowly cold-smoked over oak wood for eight hours for sophisticated smoky swagger. Named after the foxes that've roamed the land for centuries, this is tradition turned up a notch.

PC® Black Label Red Fox Red Leicester Hard Ripened Cheese
\$8 250 g
20816874_EA

PC® Black Label Smoked Red Fox
\$8 200 g
21678876_EA

Mighty Manchego

While Manchego—a Spanish sheep's milk cheese—must age for at least two months, our **PC® Black Label Manchego** matures for six months to unlock next-level flavour with notes of caramel. Crafted by artisans in the La Mancha region of Spain, we like to call this overachiever the Goldilocks of cheese, ideal for newbies and connoisseurs alike.

150 g 20857373_EA

No entrée, no problem

PSA: Snacks aren't just starters, they're the whole party.

**BOUTIQUE CHEESES,
FRIENDLY
PRICES**

Every PC® Black Label cheese is a passport to its place of origin, no shortcuts.

Unwrap the unexpected

To complete the Fox cheese trilogy, our **PC® Black Label White Fox** isn't afraid to stand out. This aged white English Leicester delivers a creamy, slightly nutty flavour with a subtle crunch that's as unexpected as spotting a rare white fox.

\$8 250 g 20911376_EA

Everything's better with cheddar

Our new **PC® Black Label Vintage Scottish Cheddar** is proof that legends only get sharper (and tastier) with time. Aged to absolute elegance for at least 14 months, it's got savoury depth and a satisfying crunch from delicate salt crystals that naturally form as the cheese matures. Bold and unique, it's your next daring, delicious bite.

\$8 250 g 21679025_EA



More cheese, please

We're not saying we reinvented garlic bread ... but we did give it an upgrade. Before our **PC® Garlic & Cheese Trio Focaccia** even hits the oven, it gets the VIP treatment: brushed with extra virgin olive oil and sprinkled with Grana Padano so the cheese melts into the dough. Once it's baked, we layer on mozzarella and pecorino for that cheese-pull moment.

\$4.50 456 g 21669349_EA

Go wherever the crunch takes you

We didn't just create a new chip. We went full snack scientist and cracked the crunch code. Say hello to **PC® Rippled Kettle Cooked Potato Chips**: extra crunchy, highly craveable, and not afraid to make some noise. We wanted to give you a chip that could hold its own in dips, but bold enough to fly solo. So, we doubled down on our batch-fried kettle chips and gave them ripples. Not just for drama, the ridges hold onto our specially crafted seasonings for a flavour-packed crunch you didn't see coming. Made with all-Canadian potatoes, and in three new flavours, they're the new star of snack time.

**Made with
all-Canadian
potatoes**



WOW-WORTHY

PC®'s next-level chip volcano

Dripping with honey, lime, and a dangerously good time. This over-the-top snack spectacle takes our latest flavour crush to new heights. Crunchy, salty, sticky-meets-sweet, and sure to impress. Turn a humble bag of chips into your next party trick.

PREP TIME: 10 MIN | **SERVES:** 6

You'll need:

- 4 slices PC® Splendido Prosciutto
- ½ cup PC® Country Churned Unsalted Butter
- 3 tbsp honey
- 1 bag PC® Rippled Kettle Cooked Hot Honey & Lime Flavour Potato Chips
- 2 to 3 PC® Red Thai Hot Peppers, thinly sliced and seeded
- ¼ cup finely grated PC® Splendido Parmigiano Reggiano
- Lime wedges and zest

Follow these steps:

- 1. Heat** non-stick skillet over medium; cook prosciutto, turning occasionally, until crispy, about 5 min. Break into pieces. Set aside.
- 2. Add** butter and honey to skillet; cook over low, stirring, until melted. Combine chips, prosciutto, and peppers in large bowl; drizzle with honey butter and toss to coat.
- 3. Stack** half of chips mixture on plate; sprinkle with half of cheese. Repeat layers. Garnish with lime wedges and zest. Drizzle leftover honey butter from the bowl over top.

Choose your own adventure

Hot Honey & Lime Flavour

These bold bites were born from our PC® Test Kitchen's competition to develop our hottest new flavour. The moment we tasted this sweet-meets-heat knockout, we knew we had a winner.

\$2.50 200 g 21686985_EA

Sour Cream & Chive Flavour

Hey, sour cream and onion chip fans, we got your new fave flavour. Every ripple gets coated with the fresh, herby taste of chives (onion's and garlic's more refined bestie) with the lip-smacking tang of sour cream flavour. The surprise duo that just works.

\$2.50 200 g 21687125_EA

Spicy All Dressed Flavour

When you can't settle on just one flavour, all dressed is always there. But it's been missing one thing: a little kick. We added spices and fiery pepper flavours for a punchy upgrade that's so hot right now.

\$2.50 200 g 21686998_EA



Canadian catch

We may have just out-dipped ourselves. Crab dip had its heyday in the '80s. We're doing it deliciously different with **PC® Crab & Lobster Bake & Serve Dip**, our Canadian twist that's never been done. What's better than East Coast crab? Well, nothing in our opinion, except for Canadian lobster. We had to have both and none of the fake stuff. Only MSC-certified Atlantic crab and lobster bubbling in a rich combo of cheddar and cream cheese made the cut. Plus, a dash of our special secret seasoning to tie it all together. Meet your melty Maritimes mic drop.

\$10 360 g 21682673_EA



The real coastal grandma

Dive into the ultimate comfort dip. Inspired by grandma's famous cold-smoked salmon dip she'd make every summer, our **PC® Smoked Salmon Bake & Serve Dip** is way too good to gatekeep. We transformed it into a hot dip just in time for winter. It's loaded with both hot-smoked and cold-smoked Canadian Atlantic salmon, plus a dynamic duo of cream cheese and sour cream with zesty horseradish and lemon—just like granny used to do it.

\$10 360 g 21682613_EA

Onion overload

Warning: Bring our **PC® French Onion Dip** once, and you'll never get out of dip duty again. It didn't sit right with us that some onion dips don't have actual onions in them, so we loaded ours with big chunks of slowly caramelized Spanish onion, loved for its sweet flavour. Based on the epic dip we've been hoarding—uh, sharing—with friends for years, it's time everyone got a taste ... assuming you don't keep it all to yourself.

\$3.50 200 g 21681330_EA

Have yourself a merry Dipmas

Dip platters are the new charcuterie—and you'll love our wow-worthy new dips, at prices that play nice.



For over a decade, we've been committed to sourcing seafood from certified sustainable and responsible sources.

Look for these labels on seafood products:



Canadian-sourced salmon

Your dip's sidekicks

Naan, meet crunch

We wanted to take everything we love about naan and turn it into something you could snack on. Enter **PC® Naan Crisps**, our crunchy love letter to naan. Made with ghee and buttermilk, just like the traditional recipe, and baked in Canada until golden and glorious. Each batch gets the high-heat treatment, creating those craveable air pockets and that signature kiss of char.

\$4 170 g

Sea Salt: 21683470_EA
Garlic Cheese: 21683375_EA



Dip, flipped

Everyone's favourite dip, plus our famously flaky pastry, equals the ultimate crowd-pleasing collab. **PC® Spinach & Parmesan Dip Flips** do the dipping for you with spinach dip tucked inside golden, crispy layers. Baked to a crave-worthy flake so impressive even the neighbours will notice. Don't be surprised if they vanish before the tray hits the table.

\$6 180 g 21684819_EA

Café, every day

The good vibes don't stop when the coolest coffee shop in town is your place.



COFFEE YOU'LL LOVE OR YOUR MONEY BACK!

Best-tasting coffee in Canada*

In our Canadian opinion

PC® Mobile makes coffee chats so rewarding

Get up to 25K* points with the \$29/25GB PC® Mobile 5G Plan.

Visit pcmobile.ca for details



*after 2 months of service

Coffee hits different at home. That's why we've worked tirelessly for 40 years to bring you better-than-barista, Canadian-roasted coffee. We're so obsessed, every bean gets "cupped" (taste-tested by pros) three times. All to make sure every sip tastes just right.

Future legend

Turning your kitchen into a café is trending, but we've been doing it since the '80s. It began with a perfect cup at Toronto's Windsor Arms Hotel. After some serious investigating, we tracked down their roaster and two of the world's rarest beans. That discovery became our iconic President's Blend, now the **PC® Gourmet Medium Roast** Canadians have loved for years. After all this time, we thought we'd lighten things up. Enter **PC® Gourmet Light Roast**. Same original blend, only lighter. Real coffee connoisseurs know when you roast lighter, the true character of the bean shines. Our light roast preserves the beans' natural acidity, letting their vibrant notes come alive in every sip. Available in Roast and Ground, Whole Bean, and Single Serve Coffee Pods, and roasted right here in Canada, meet your new favourite reason to get out of bed.

Gourmet Light Roast - Roast and Ground (930 g): 21668446_EA
Gourmet Medium Roast - Fine Grind (930 g): 21393372_EA

*With proof of purchase

Sixteen layers of buttery bliss

It was a long time coming to perfect our **PC® Ready to Bake All-Butter Croissants**. Made in France with their finest French butter, we discovered (after countless trials) that 16 layers of butter was the sweet spot for shatter-on-impact flakiness. With a honeycomb-like texture inside that's airy yet rich, they're boulangerie quality without the fancy price.

\$6 312 g 21545111_EA

Matcha mania

We took the most beloved sip of the moment and rolled it into pure dessert bliss. Introducing the **T&T Matcha Swiss Roll**: a tender sponge cake swirled with earthy matcha and nutty roasted barley for the perfect balance of richness and lightness in every bite. Pre-sliced and filled with a creamy matcha filling, it's a moment of matcha magic, anytime.

\$6 350 g 21682116_EA



Power your prep

Santa's got nothing on these prices.



Slice smarter

Crafted with end grain acacia wood, our **PC® Acacia Butcher Block End Grain** looks sharp and plays hard. We realized when end grains (the circular rings on a tree trunk) face upwards, they're more durable and help keep blades sharper compared to long grain boards. Ideal for carving and heavy chopping, with a juice groove to catch the mess, it's the workhorse you need at a price that keeps your wallet happy, too.

\$29 21658979_EA



One knife to rule them all

Let's be real, we'd only do Precision Pro knives if they could cut above the rest. After years of tests and trials, we finally did it. If you only get one knife, let it be our **PC® Precision Pro Utility Knife**. Made from German steel and triple sharpened, it's built to handle everyday prep with smooth, controlled power. The triple-riveted handle gives you a confident grip, while the bolstered design provides balance with every slice. Precise enough for peeling, sturdy enough for chopping, it's your kitchen MVP.

\$8 21635009_EA

You don't hate turkey—
you just haven't had ours

From butter-infused to fresh takes, we've got a bird for every budget and moment.

Nearly a decade ago, we set out to put turkey back on your nice list and discovered the missing key was Normandy-style butter—known for its rich taste. Our Canadian-raised **PC® Butter Infused Turkeys** are literally infused with butter to help keep your bird juicy as it cooks (once, we forgot it in the oven, and it was still moist). You love them so much, we keep 'em coming: fresh for the big day, frozen for whenever you need, stuffed for extra flavour, or turkey crown for low-key turkey dins. Once you go butter-infused, there's no going back.

Fresh Young Turkey: 21332723_EA; Young Turkey (Frozen): 21284940_EA
Young Turkey Stuffed (Frozen): 21284946_EA

For turkey, fast tracked

Imagine never having to defrost a turkey. Well, we turned that dream into dinner. Our **PC® Butter-Infused Turkey Crown** goes from freezer to feast in five hours or less for a supper that's easy on your schedule and wallet. Featuring the best part of the bird: tender, juicy white meat everyone wants a piece of—talk about the royal treatment.

\$39 2.5 kg 21400895_EA



For the cravers
(not carvers)

In the 2000s, we revolutionized turkey by removing the bones. Our award-winning **PC® Easy Carve™ Turkey with Traditional Cranberry Stuffing** was born! People gasped ... until they saw how easy it was to carve. Drumsticks stayed, but you won't miss the rest. Pre-seasoned and stuffed with classic bread and cranberry stuffing, it's giving effortless holiday dinner.

\$58 3.85 kg 20822448_EA

*Based on latest data showing average Canadian household containing fewer than 3 individuals (2.9) in 2021. Published by Statista, January 2025.

FEED THE WHOLE FAM
FOR UNDER \$20*

For the feast without the fuss

Whenever your turkey craving calls, we dared to stuff the whole feast—fixings and all—into something deliciously different. With our **PC® Holiday Feast Turkey (and Fixins) Pie**, the turkey gets rerouted into a juicy burger with tart cranberry and seasoning that tastes like gravy. Just grill, garnish, and gobble. Meanwhile, our **PC® Holiday Feast Turkey (and Fixins) Pie** packs all the nostalgic taste and trimmings of turkey dins into an irresistible, flaky bake-and-serve pie. Forget bird babysitting, these fresh takes on turkey are as easy as ... you get it.

PC® Holiday Feast Turkey (and Fixins) Pie
\$15 800 g 21613959_EA

PC® Turkey Stuffing Burgers
\$15 568 g 21547041_EA

Tastes like biting into pockets of rich gravy flavour.

For the short-notice shindig

Hosting a small or last-minute gathering, **PC® Stuffed Turkey Breast Roast** is your new bestie. Look, turkey breast has a bad rap, but we think it's just misunderstood. We treat it right by stuffing it with our famous cranberry stuffing, so it's juicy and tender as it cooks right from frozen. No dry bird blunders, all flavour.

\$18 1 kg 20822446_EA



Spend more time celebrating
with PC Express

Use code **HIR25** to get \$15 in points on each of your first 5 eligible online grocery orders* – that's up to \$75 in points!

*Offer only valid for new PC Express Customers. Promo code must be applied on each of your first 5 orders, all 5 eligible orders must be placed and completed by January 30, 2026. Eligible orders must have a minimum cart value of \$75+. Terms and conditions apply. See <https://www.pcexpress.ca/hiir-book> for full offer details. *TM Trademarks of Loblaw's Inc.

Holiday nostalgia ... loading

What if you could freeze that holiday feeling?
With our new ice cream and its festive bffs, you can.

Ice cream dreams

We hit the ice cream jackpot in the '90s with our Chocolate Fudge Crackle™ Ice Cream but could lightning strike twice? To find out, we combined vanilla and peppermint ice cream, packed it with as much crushed peppermint candy and Crackle™ as possible, and boom! Lightning. **PC® Candy Cane Chocolate Fudge Ice Cream™** was born. The icon. The legend. Since '93. Always made with 100% Canadian dairy, you've been making it a part of your holiday traditions ever since.

\$7 1.5 L
20810224_EA

Mini size, mega flavour

We stuffed our **PC® Mini Candy Cane Ice Cream Bars** with minty merriment and covered them in a chocolatey coating for a holiday surprise cooler than a snow day.

\$7 330 mL 20911591_EA

For the crackle-curious, our Chocolate Fudge Crackle™ is a drizzle of chocolate that freezes into a crackly delight.

Fruitcake redemption

Fruitcake, you either love it or regift it. But our **PC® Brandy Fruitcake** hits different. It's infused with brandy, packed with dried fruit, and topped with a delish duo of traditional marzipan and icing. Oh, and it comes in a giftable box covered in art by a Canadian painter. So, did we change your mind yet?

\$9 500 g 21462898_EA

100% Canadian dairy,
100% delicious!

Santa would approve

The North Pole called, and we answered with a treat so nice it might not last the night. Our **PC® Scoop Shop Santa's Milk and Cookies Ice Cream** turns Santa's midnight snack into a cookies and cream-flavoured ice cream dream made with 100% Canadian dairy. We packed it with cookie pieces and chocolatey chunks because we couldn't decide what we loved more. If it's all gone by morning, blame Santa.

\$5 946 mL 21688217_EA

SWEETEN THE SEASON

Countdown to cheesecake

Decades of cheesecake mastery later, we still got the desserts on everyone’s wish list.



New York takes the cake

Decades ago, we embarked on a mission to bring Canadians the best cheesecake imaginable. Based on the recipe that wowed the world in '82, that same passion lives on in our **PC® Original New York-Style Cheesecake**. Some will insist on leaving its lightly caramelized finish bare, while others can't resist adding chocolate sauce or fresh fruit. Either way, it's your delicious mission now.

\$11 600 g 20318102_EA

Basque like never before

After 40 plus years of cheesecake craftsmanship, you'd think we'd hang up the spatula. But we couldn't stop dreaming up another PC® first. Canadians can't get enough of our three-time award-winning **PC® Northern Spanish-Style Basque Cheesecake**, a tribute to the original San Sebastián slices. Now, we're reinventing cheesecake again with our **PC® Chocolate Northern Spanish-Style Basque Cheesecake**. It's just as indulgent as our first-born Basque, only loaded with chocolate. It had to be perfect. Not too sweet, not too bitter. At last, we landed on a blend of two types of cocoa for a rich, dark chocolatey taste. When the chocolate meets the velvety cream cheese, plus the caramelized top, it's a symphony of flavours you'll never want to end.

\$11 600 g Northern Spanish-Style: 21609491_EA; Chocolate: 21687935_EA

Inspired by tradition, baked in Canada

When crafting our Basque cheesecakes, we drew inspiration from San Sebastián, Spain, where it all began at a small pintxo bar back in the '80s. We discovered what makes this "burnt" beauty deliciously different: baking at a high heat for a toasty, caramelized exterior with a rich, mousse-like centre. No wonder it's gone from local legend to global dessert icon.

For the snack seeker

Top picks for all snack lovers, at a sweet price.

PC® Milk Chocolate Fruit & Nut Bar

Sweet, nutty, chewy, crunchy—it's basically the overachiever of chocolate bars. Crafted in Switzerland, it's got raisins, almonds, and hazelnuts for the ultimate crunch trifecta approved by your trendiest foodie friend.

\$8⁵⁰ 300 g 21679968_EA



PC® Movie Night Bowls

Made for the homebody with great taste. This retro-style popcorn bowl, finished with hand-painted rims, makes staying in feel like going all out. Plus, its generous size means it's ready for many cozy couch marathons to come.

Movie Night Popcorn Bowl
\$19 21517400_EA

Movie Night Snack Bowl
\$7 21517589_EA

Sleigh your gift game

Presents for every personality starting at \$2.50.

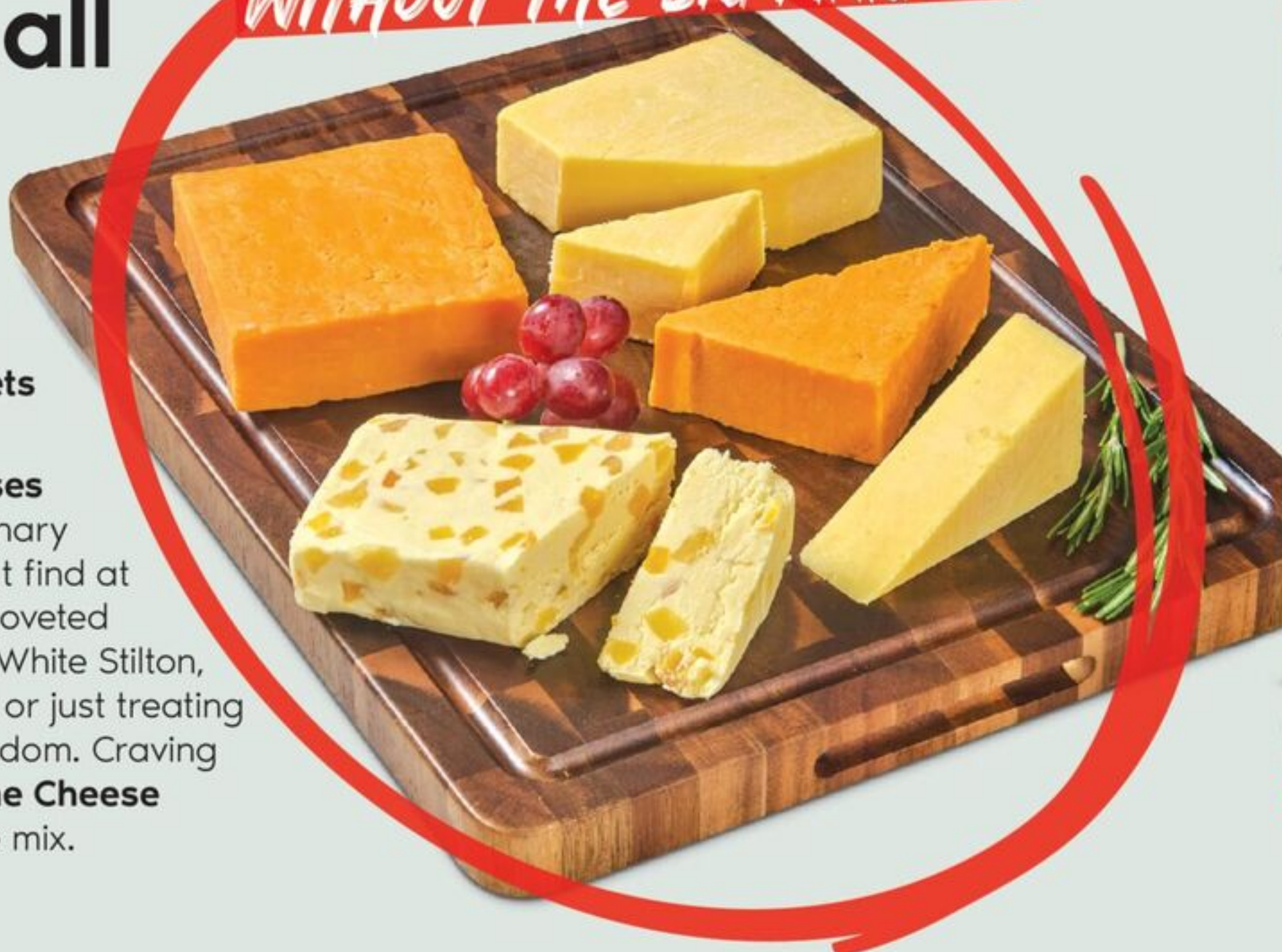
For the host who has it all

... except these budget-friendly finds.

PC® Black Label Cheese Gift Sets

Our PC® Black Label Gifting Collection Fine Imported Cheeses brings our best in one extraordinary pack, at a price we bet you can't find at a fancy cheese shop. With our coveted Red Fox, Isle of Man, and funky White Stilton, you're all set for gifting, hosting, or just treating yourself to ultimate fromage fandom. Craving even more? PC® Black Label Fine Cheese Selection adds White Fox to the mix.

WORLD-CLASS CHEESE
WITHOUT THE BIG MARKUP



PC® Black Label Fine Cheese Selection
\$13 320 g 21679115_EA



PC® Black Label Gifting Collection Fine Imported Cheeses
\$20 700 g 21679085_EA

For the kitchen hero

Cookware that delivers on quality and value.

PC® EverStrong™ Non-Stick Sauté Pan and Saucepans

Built with hard anodized aluminum—AKA aluminum with its outer layer oxidized for extra strength—our new PC® EverStrong™ Non-Stick Sauté Pan and Saucepans are scratch-resistant, oven-safe*, and ready for serious use. But we didn't stop there. Finished with three layers of our titanium-reinforced, non-stick coating, they deliver on top chef performance without the stick or sticker shock.



PC® EverStrong™ Non-Stick Sauté Pan
\$50 5 qrt
21638698_EA

PC® EverStrong™ Non-Stick Saucepan
\$39 4 qrt
21638696_EA

PC® EverStrong™ Non-Stick Saucepan
\$34 2.5 qrt
21638697_EA

*Glass lids are not oven-safe

HOLIDAY HEROES

PC® Bake & Build Sets

From dough to “whoa,” our DIY kits bring holiday magic home. PC® Bake & Build Holiday House and Festive Tree sets double as a party activity and dessert centerpiece. Plus, each set comes with our PC® Non-Stick Cookie Sheet and cookie cutters. Just add dough, decoration, and a dash of holiday cheer.

\$15

Festive Tree: 21648055_EA
Holiday House: 21648053_EA

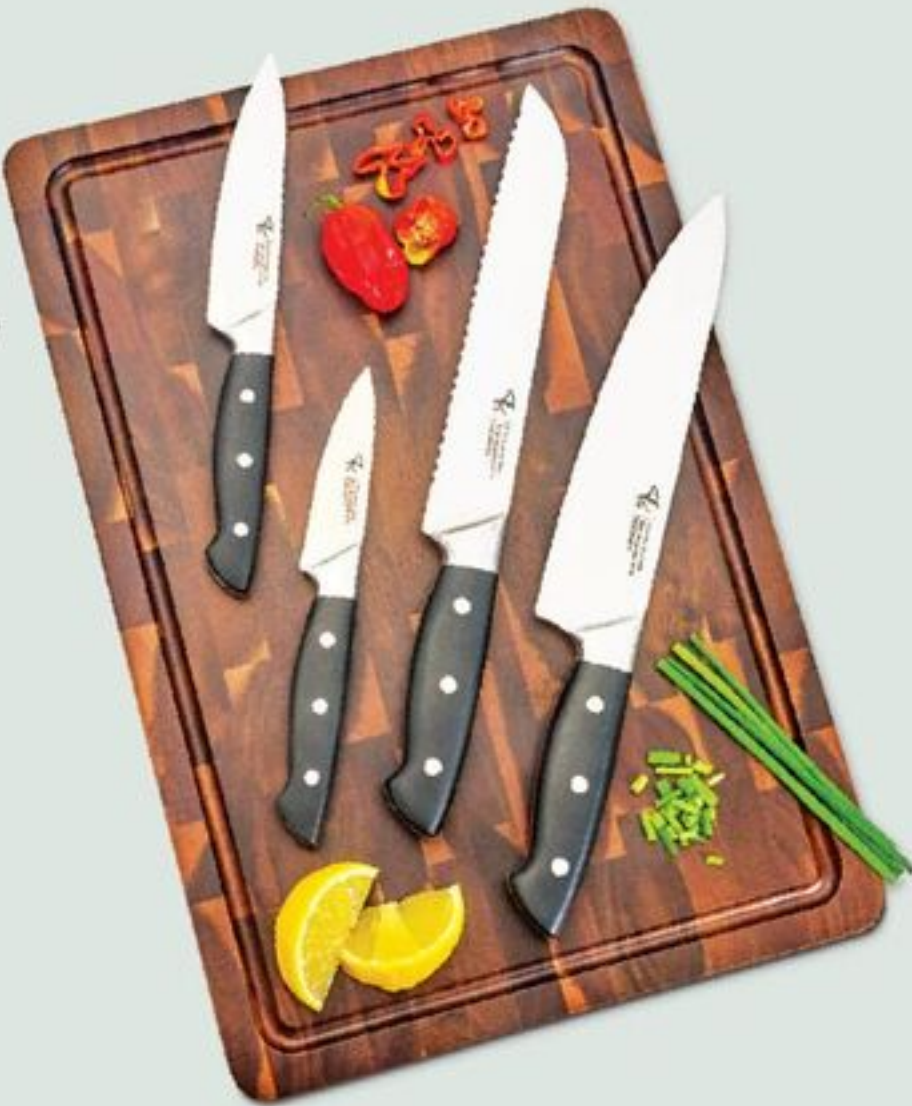


PC® Precision Pro Paring, Utility, Bread, & Chef's Knife

Four knives crafted from triple-sharpened German steel, one seriously sharp set at a slice of the price. Chef's knife for the big jobs, a serrated blade for crusty bread, plus a paring and utility knife to cover the rest.

\$30

21635058_EA



Life at Home™ 12 Days of Candles - Scents of the Season

A gift that *literally* smells like the holidays. With 12 candles, you'll get everything from fresh notes of Frosted Eucalyptus to the inviting warmth of Festive Spice. Scent-sational bliss that won't burn through your wallet.

\$25

21675357_EA

The gift that gives back

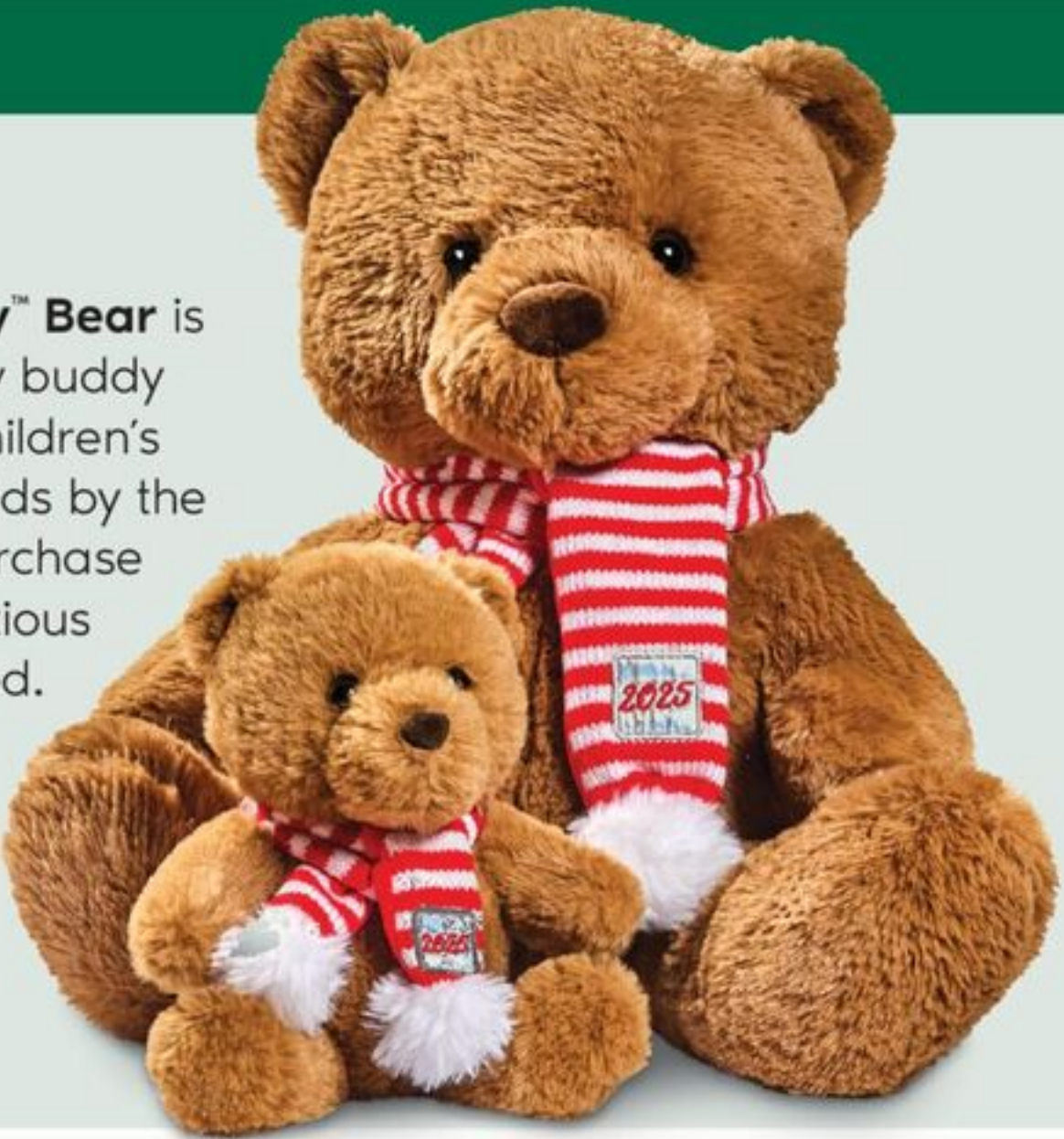
Not just cute—our PC® Children's Charity™ Bear is on a mission. For eight years, this cuddly buddy has supported the President's Choice Children's Charity with a big goal: reach 1 million kids by the end of 2025. With a portion of every purchase donated, you're helping to provide nutritious meals and food education to kids in need.

16" Large Bear
\$15 21665040_EA

\$5 goes directly to the charity.

8" Small Bear
\$8 21665255_EA

\$1 goes directly to the charity.



Financial®

Gifts for them, points for you

The best way to get the most points back on every dollar? The PC Insiders™ World Elite® Mastercard®. Earn unlimited PC Optimum™ points everywhere you shop.



Scan to learn more.

The retreats

Consider this your invitation to slow down, where cozy comforts, bold bakes, and little treats are served daily. Because the magic of the holidays doesn't end after the big moments, it lives on in the afterglow.





Breakfast for dinner

Who said brekki and bakes had a curfew?
Add a little sunshine to your suppertime.

“Inspired by the same pot pie I used to make from scratch. With two kids now, I love that this version has all the same hearty ingredients, just with way less effort.”

Desiree W.
PC® pie-ologist

Quiche beyond brunch

Quiche good enough for dinner. That was the goal. Naturally, it starts with our tender crust. Then, we use Canadian cream and whole eggs for a deliciously rich filling layered with next-level ingredients. The pièce de résistance: **PC® Thick-Cut Bacon & Aged Cheddar Quiche**, our unapologetic take on quiche Lorraine. Itty-bitty bacon bits have no business here, so we use thick-cut lardons (bacon’s fancier French-style cousin). Sure, traditional Lorraine skips the cheese, but some rules are meant to be broken when we’re adding cheddar aged for three years.

For a garden party in every slice, our **PC® Rustic Vegetable Quiche** is filled to the brim with Roma tomatoes, zucchini, and three types of cheese. It’s giving French bistro ... from your fridge.

\$9 550-575 g
Thick-Cut Bacon & Aged Cheddar: 21682154_EA
Rustic Vegetable: 21682078_EA

No berry left behind

We couldn’t sleep at night knowing perfectly good, yet “not pretty enough” fruit went to waste. So, we upcycled what would be forsaken fruit into our new **PC® Chia Spreads**. Jammy, juicy, and packed with sweet strawberries, tart raspberries, or blueberries, it’s like jam turned up to level 1,000. Plus, we added chia seeds for a superfood punch. Spread over French toast and make any time feel like Sunday morning. Second chances never tasted so good.

\$7 206 mL
Blueberry: 21651468_EA
Strawberry: 21651350_EA
Raspberry: 21651374_EA



Our **PC® Chia Spreads** are made with at least 68% upcycled berries.



Golden. Buttery. Brilliant.

New savoury pies with our signature puff pastry are the pinnacle of pie perfection.

PC® Pie Creations Chicken & Mushroom

We think a rich pie crust base gives the best flavour, while a puff pastry top gives the best flake. Turns out, we do both very well. Layered with two crusts, this pie is a slice above. Loaded with chicken, veggies, and a trio of mushrooms in a white wine gravy, it tastes straight out of a countryside kitchen (psst, your freezer).

\$15 650 g 21687530_EA

PC® Vegetable Samosa Pot Pie

One night, we dared to spice up the classic pot pie. What if our buttery puff pastry met the soul of a samosa? So, we hit the streets—Indian restaurants, takeout joints, tasting every crispy, savoury pastry pocket we could find. Sparks flew. Spices followed. All to bring you a vegetarian pie you won’t believe you found in the fridge.

\$9 565 g 21682438_EA

PC® Homestyle Chicken Pot Pie

Born from a cherished family recipe, built for real life. We’re talking big, hearty chunks of chicken and veggies you can see. AKA won’t have to go digging for the good stuff. All topped with our signature flaky puff pastry crust, of course. From fridge to oven, it bakes up golden and makes your home smell like you’ve been cooking all day.

\$9 565 g 21682000_EA

Stuffed to the max

We did the research and Canadians were crystal clear: you want savoury, stuffed pasta that packs a flavour punch. So, we went all in. Filled-to-the-brim all in. It starts with a beloved family recipe born in Italy and perfected in our PC® Test Kitchen. Then we supercharged the shapes: tortelloni—a generous upgrade from tortellini—and ravioli, both loaded with gourmet fillings like Mixed Mushroom and Braised Beef so good it took 24 tries to perfect. Specially crafted to hold all that indulgence and ready in 3-5 minutes, we stretched the pasta-bilities to the max.



For the adventurous

Let’s add a little kick to comfort food. Packed with hearty Italian sausage, layered with fragrant fennel, and finished with a hit of crushed chillies, it’s like your favourite Italian restaurant only this time, you’re the one bringing the fire.

PC® Flavour Explosion Italian Sausage Tortelloni Filled Pasta
Small (255 g): **\$5** 21682479_EA | Large (600 g): **\$9** 21682621_EA

For the cheese obsessed

A triple-cheese situation because one cheese wasn’t enough. It’s a melty, rich, and downright dreamy experience exploding with ricotta, Romano, and Italian hard cheese. All wrapped up in rainbow shells that are naturally coloured with spinach and tomato.



PC® Flavour Explosion Three Cheese Rainbow Tortelloni Filled Pasta
Small (255 g): **\$5** 21681970_EA | Large (600 g): **\$9** 21682602_EA

For the whole fam

This dinner remix is here to win over even the pickiest eater. Each bite bursts with garlicky chicken breast and a cheesy punch of creamy ricotta. It’s your classic chicken dins, dialled up.



PC® Flavour Explosion Chicken & Roasted Garlic Ravioli Filled Pasta
\$5 255 g 21682113_EA



1
PREP

Pasta like a pro

Stuffed, flavourful, and wallet-friendly.
Pasta night just hit peak cozy.

2
PORTION

**HALF THE PRICE*
OF A COMPARABLE PRODUCT**



*Based on our Holiday Insiders Report promo price of \$10 ea. until Jan. 2/26 as compared to regular price of \$29.90 ea. for national brand equivalent for 1/2 c., 1 c. and 2 c. sizes. Our product is considered comparable based on similar material, capacity, and intended use. Prices/availability may vary by retailer and are subject to change.



3 SERVE

Your meal prep MVP

From prep to plate, **PC® The Portion Prepper Meal Prep Cubes** are one small step for your leftovers, one giant leap for your meal prep game. These freezer- and oven-safe containers go from frozen to feast in one smooth move. Bone broth, chili, that stew you somehow made too much of—it all fits. Freeze it, save it, forget about it (until you're glad you didn't). These mighty trays are your kitchen's biggest flex for stretching ingredients, batch cooking, and showing up for your future self. And that slightly tilted base? It's a clever little feature that makes frozen cubes pop out fast, no wrestling required.

\$10

2 tbsp: 21638595_EA; **½ cup:** 21638596_EA
1 cup: 21638598_EA; **2 cup:** 21638599_EA

Freezing slows spoilage but does not prevent it entirely. Always follow food safety and storage guidelines for frozen foods.

COZY EATS

Pasta's best pals



PC® Organics™ Mushroom Umami Mix

Big umami energy. Our Canadian-grown trio of baby king oyster, enoki, and meaty black oyster mushrooms is a woodland wonderland. Sauté and watch them turn into a flavour-packed star of your sauce.

\$5 150 g 21005517_EA



In June 2025, we broke the Guinness World Record for most wheels of Parmigiano Reggiano cracked at once.

PC® Splendido Parmigiano Reggiano

Aged to perfection for 24 months in Italy's Emilia-Romagna region (its birthplace), it's no wonder this Protected Designation of Origin (PDO) cheese is called the "king of cheese." Its umami flavour carries the rich tradition that made it famous—get it pre-sliced or hand-cracked in some stores right from the wheel.

1 kg 21124047_EA

FREEZER FLEX

Souper bowl

Life hack alert: batch, freeze, and forget your midweek dinner worries. Our creamy beans and greens soup reheats in a snap. With a quick add of tortelloni, you get a cozy meal that feels like a treat. Easy, delicious, and seriously satisfying.

PREP TIME: 20 MIN | **MAKES:** 10 CUPS



You'll need:

- 1 pkg (150 g) PC® Diced Pancetta
- 3 stalks PC® Organics Celery Hearts, finely chopped
- 1 onion, finely chopped
- 2 cloves PC® Organics Garlic, minced
- 2 cartons (each 900 mL) PC® Blue Menu® Chicken Broth
- 2 cans (each 540 mL) PC® Blue Menu® White Kidney Beans, drained and rinsed
- ½ tsp each salt and ground black pepper, or to taste
- 1 small bunch Swiss chard, stemmed, chopped, and tough ribs removed
- 1 tbsp fresh lemon juice
- 1 pkg (600 g) PC® Flavour Explosion Italian Sausage Tortelloni Pasta

Follow these steps:

- 1. Cook** pancetta in large saucepan over medium, stirring, until crisp, 10 min. Transfer to bowl using slotted spoon. Add celery and onion to saucepan; cook, stirring, until softened, 10 min. Add garlic; cook, stirring, 1 min.
- 2. Add** broth, beans, salt, and pepper; bring to boil. Reduce heat; simmer 10 min.
- 3. Transfer** 2 cups soup to blender; blend with lid stopper removed and lid covered with towel, until smooth. Return to saucepan. Stir in pancetta and chard; cook until chard is tender, 3 min. Remove from heat; stir in lemon juice.
- 4. Freeze** in PC® Portion Prepper trays for up to 2 months.
- When dinner calls, reheat the cubes on low. Cook pasta in separate saucepan according to package directions. Drain; stir into soup.

Can't wait? Skip the freeze step and stir cooked pasta into the soup after step 3.

PC® CHEF PRO TIP: give a portion of the beans a blend for the ultimate creamy texture, minus the dairy.

Tastes like homemade

Comfort food that puts flavour first.

When we bake, we go big. Before tray bakes were trending, we were already layering bold ingredients and pushing the pan in unexpected ways. Somewhere between traditional favourites and a little creative chaos, we discovered something magical: give comfort food the PC® bakeover and suddenly they turn into something extra irresistible.



Cheesy cauli

Cauliflower ... more like cauli-wower. Our new **PC® Extra Cheesy Cauliflower Bake** takes the humble veg to a whole other universe. Tender cauliflower florets get smothered in a rich cheesy sauce. Topped with even more cheese, it's an ode to our PC® Extra Cheesy Mac & Cheese. One bite, and you'll never look at cauliflower the same.

\$11 830 g 21685969_EA

Retro resized

You asked, we delivered. Lovers of our cult-fave, **PC® Cabbage Rolls Club Size**, we've got the same iconic recipe, now with five servings for whenever your cabbage roll craving kicks in. Loaded with a hearty trio of beef, pork, and rice in tomato sauce, our new **PC® Cabbage Rolls** bring cozy core vibes to any moment.

\$11 907 g 21668677_EA

Layered and loaded

We took pierogies—an already flawless creation—and turned them into a bubbling tray of pure comfort. Because of course we did. This is the **PC® Loaded Pierogi Bake**: crispy on the outside, genius on the inside. Somewhere between a loaded baked potato and a late-night pierogi craving. We layered our potato and cheese pierogies with melty cheddar, smoky bacon, and bright green onions, all draped in a creamy, tangy sauce that ties it all together. Your couch is calling.

\$11 770 g 21686110_EA

**FLAVOUR-PACKED,
BUDGET-BACKED!**

"My first taste of Cacio e Pepe in Rome was proof that simplicity—just cheese and pepper—can be extraordinary. We brought that flavour home in a new way."

Anat C.
PC® pasta daydreamer

Turn gnocchi up a notch

Somewhere along the way, some gnocchi forgot the whole point. Corners were cut, potato flakes took over, and precious potato dumplings lost their luster. Not on our watch. Our **PC® Flavour Explosion Stuffed Gnocchi** are made in Italy with freshly steamed whole potatoes for pillowy, perfect morsels. Next, we stuff our golden beauties with specially crafted fillings that range from savoury Four Cheese to creamy Ricotta & Spinach because boldness belongs in every bite—not just sauce on the side. Found in the fresh pasta section and skillet ready in six minutes, we think Nonna would approve.

Some like it hot

PC® Flavour Explosion Calabrian Chili & Cheese Stuffed Gnocchi brings the heat with Calabrian chiles, grown under the Italian sun. There's something special about their fiery sweetness that deserves the spotlight, and a ricotta co-star to balance their vibrant personality. Spicy, cheesy, and seriously satisfying.

\$5 280 g 21681454_EA

Rome for more

It began with a plate of Cacio e Pepe at a Roman trattoria. One forkful and everything paused. The simplicity. The sharpness. The unapologetic confidence of cheese and pepper. A lightbulb went off. Our **PC® Flavour Explosion Cacio e Pepe Stuffed Gnocchi** is inspired by authentic flavours, but bold enough to break the rules. Filled with the signature sharpness of Pecorino cheese and cracked black pepper for a positively delicious plot twist.

\$5 280 g 21681260_EA

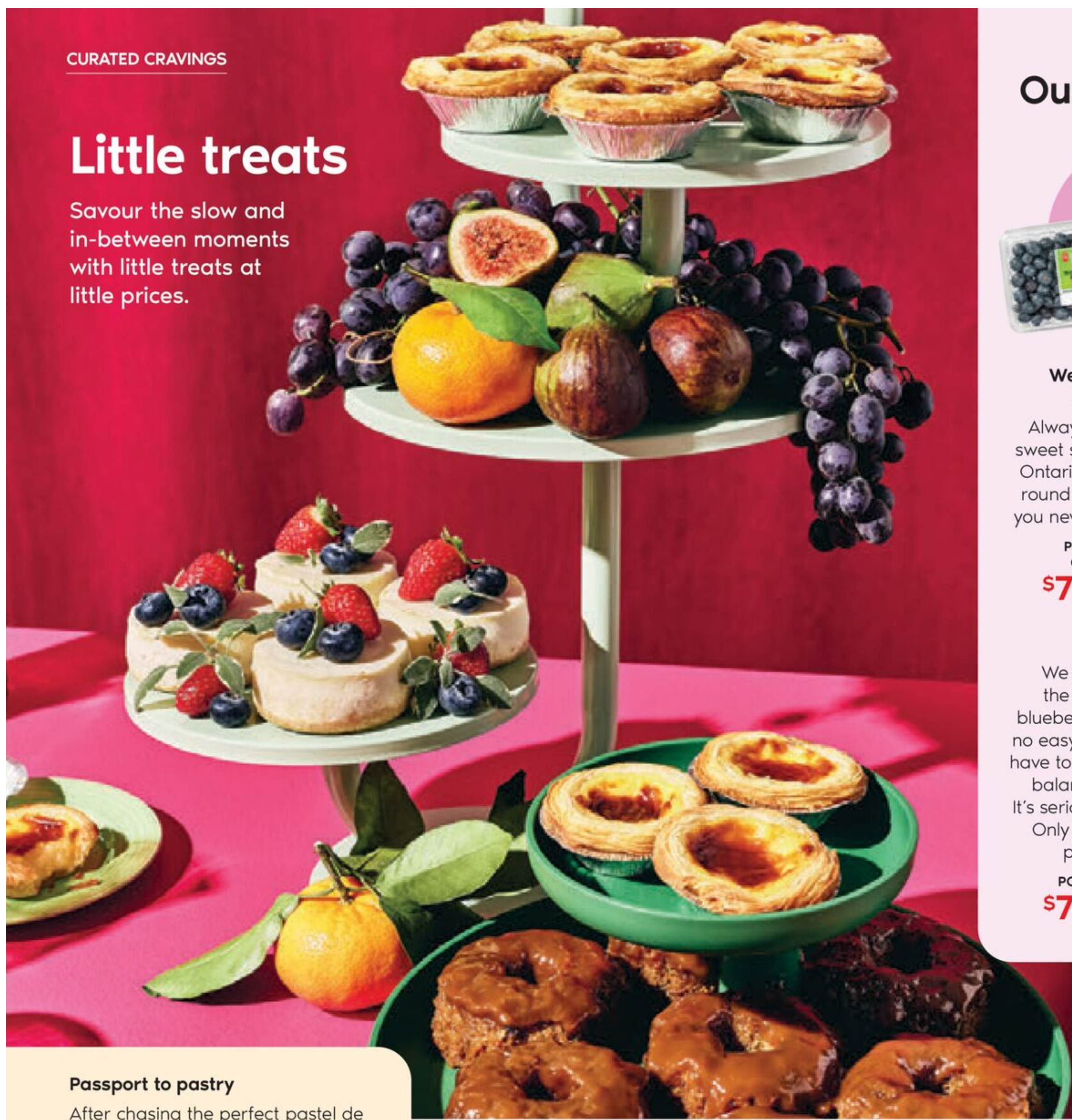
Gnocchi purist

Simple, but never boring. Our **PC® Flavour Explosion The Classic Potato Gnocchi** is a true celebration of the basics done right. Homemade taste with the perfect bite, it's a delish reminder that sometimes less really is more.

\$5 350 g 21681565_EA

Little treats

Savour the slow and in-between moments with little treats at little prices.



Passport to pastry

After chasing the perfect pastel de nata across Portugal, we still think ours tops them all. Irresistibly silky, **PC® Portuguese Custard Tarts** taste like they just rolled out of a tiny Portuguese bakery. Unbelievably rich, our custard-filled delights deliver layers of flaky glory. The golden trick is butter, like a lot of butter, for a crisp shell that practically shatters on impact. Then there's the luscious custard with just the right amount of sweetness. Authentically made in Portugal, inspired by a recipe rumoured to originate in a monastery (holy flavour, right?), you get centuries of tradition, now just a preheat away.

\$7 360 g 21686419_EA

Sticky, sweet, stunnin'

You haven't lived until you've tried our new **PC® Sticky Toffee Pudding**, a rich British-style "pudding" (ahem, dessert) drenched in warm toffee sauce. We couldn't help but wonder, what if we added even more of that sweet, sticky sauce? We took our already swoon-worthy treat back to the PC® Test Kitchen and cranked up the indulgence, because there is no such thing as too much toffee. Now, our melt-in-your-mouth toffee wraps our all-butter sponge cake like a warm hug. All that's left to do is wonder, one scoop of ice cream or two?

\$5 290 g 21549965_EA

Seeing double

We take cheesecake personally and think you should too. Personal-sized **PC® Mini Original New York-Style Cheesecake** serve up the velvety, rich indulgence of our OG New York-style cheesecake. We bake them like we always have for the smoothest, creamiest texture with that coveted crumb crust. No special occasion needed. Just two good reasons to enjoy life's little pleasures.

\$5 2 x 120 g 21679158_EA

Our top picks



We made strawberry season endless

Always full of flavour, these sweet sensations are grown in Ontario greenhouses all year round for juicy, fresh delights you never have to hold out for.

PC® Greenhouse Grown Ontario Strawberries

\$7 340 g 21027142001_EA

Our berry best

We search the globe for the best-tasting organic blueberries. Passing the test is no easy feat. These blueberries have to deliver on that just-right balance of sweet and tart. It's serious berry business here. Only the most wow-worthy picks make the cut.

PC® Organics Blueberries

\$7 278 g 21179969001_EA



Bake it 'till you make it

You don't have to be a dough pro, PC® Flex Bake makes baking anything a breeze.

Raise your hand if baking has ever felt ... sticky. We see you, and our latest innovation is here to save the day and make your Pinterest dreams come true. With its groundbreaking glass fibre silicone technology combined with a metal rim, our **PC® Flex Bake** lineup is the first of its kind to hit the mass market. It's heat conductive, naturally non-stick, and super flexible yet sturdy. So, yeah, it's kind of a big deal. No butter, no liners, no mess. Just bake, cool, tip, and boom: perfect cookies, muffins, loaves, and cakes slide right out. Cleanup? Just a quick rinse. Crisper edges, moister centres, and faster cooling than traditional silicone. This isn't just bakeware. It's your new secret weapon.



PC® Flex Bake Quick Release Cookie Sheet

\$19 21665491_EA



PC® Flex Bake Quick Release Muffin Pan

\$18 21648137_EA

PC® Flex Bake Quick Release Mini-Muffin Pan

\$20 21648138_EA



PC® Flex Bake Quick Release Loaf Pan

\$17 21648134_EA

PC® Flex Bake Quick Release Mini-Loaf Pan

\$23 21648139_EA



PC® Flex Bake Quick Release Cake Pan

\$17 21648136_EA

Ready to roll

Did we just make our most boundary-pushing bite yet ... buckle up for **PC® Hot Maki**, our new, hot take on maki inspired by our favourite Japanese convenience store snacks (IYKYK). We challenged ourselves to reimagine what a sushi roll could be: bold, saucy, and something you don't need to go out (or break the bank) for. Every part of our rolls, from superbly seasoned rice to unexpected fillings, had to be perfect. Then we thought: why are we dipping for all that flavour? So, we built sauces right into the rolls for one deliciously saucy joy ride. Served warm for peak texture and taste, these rolls have no business being this good.



PC® Chicken Bulgogi Hot Maki

Sweet, savoury, salty, sour, this roll has it all. The magic touch is using shio koji—a fermented rice—for tenderizing and boosting flavour in our mouthwatering marinade. It's the kind of power move chefs don't usually give away, so you didn't hear it from us.

\$9 444 g 21687191_EA

PC® Miso Vegetable Hot Maki

Veggie rolls just got a PC® punch up. Savoury house-made miso sauce turns up the saturation on roasted eggplant, stir-fried cabbage, and danmuji (a pickled yellow radish).

\$9 444 g 21687172_EA

Takeout could never

Forget delivery prices, you've got everything you need for an epic night in.

Styled by Joe Fresh®



DON'T DROP
YOUR DOUGH
ON DELIVERY!

“For me, it's all about the fillings ... miso eggplant, bulgogi chicken. Each bite is a bold punch of flavour.”

Keenan M.
PC® bold bite alchemist



Optimum™

More points, more magic with PC Optimum™

'Tis the season to earn points and unlock exclusive savings! Find holiday food inspiration, gift ideas, weekly offers and exciting games in the PC Optimum™ app.

Available for a limited time only!



Open the app today.

Hand-tossed in Italy. Devoured in Canada.

Our game-changing **PC® Black Label Premium Pizzas** will have you saying arrivederci, delivery. Hello, pro-level pies that go from freezer to flavour explosion in minutes. It starts with our double-fermented dough, hand-tossed by a professional pizzaiolo in Italy. This gives our 'za its signature airy crust with a soft centre that takeout pizza just can't hold a candle to. Stone-baked for a specially crafted crisp, every slice a masterpiece.



PC® Black Label Spinaci Premium Pizza

We know people love a spinach 'za, so we spent a year tasting and testing just about every spinach and garlic under the Italian sun. Until we gave veg the edge it needed: coarsely cut for added texture, our spinach changes everything. While we realized you can't have too much spinach, there is a thing as too much garlic. We obsessed over the right amount of minced garlic, fried for a touch of golden sweetness. Topped with ricotta cream, mozzarella, and Parmigiano Reggiano cheese flakes, our newest pie is worth cancelling plans for.

\$8 440 g 21688240_EA

PC® Black Label Margherita Premium Pizza

When something's this good, you don't mess with it. Our hand-tossed Italian icon is topped with not one but three types of cheese: mozzarella, hand-pulled buffalo's milk, and stracciatella. Because we couldn't choose a favourite. Finished with a bright burst of cherry tomatoes for a classic, cheesed up.

\$8 420 g 21531415_EA

PC® Black Label Pepp Premium Pizza

You love pepperoni, so we cranked it up to create the ultimate pepperoni-lover's pizza. Loaded with two kinds—one for a subtle kick, another for a touch of sweetness—it's the peak of pepp performance.

\$8 420 g 21615467_EA

The plastic film that wraps our **PC® Black Label Premium Pizzas** is easier to recycle*!

The everyday

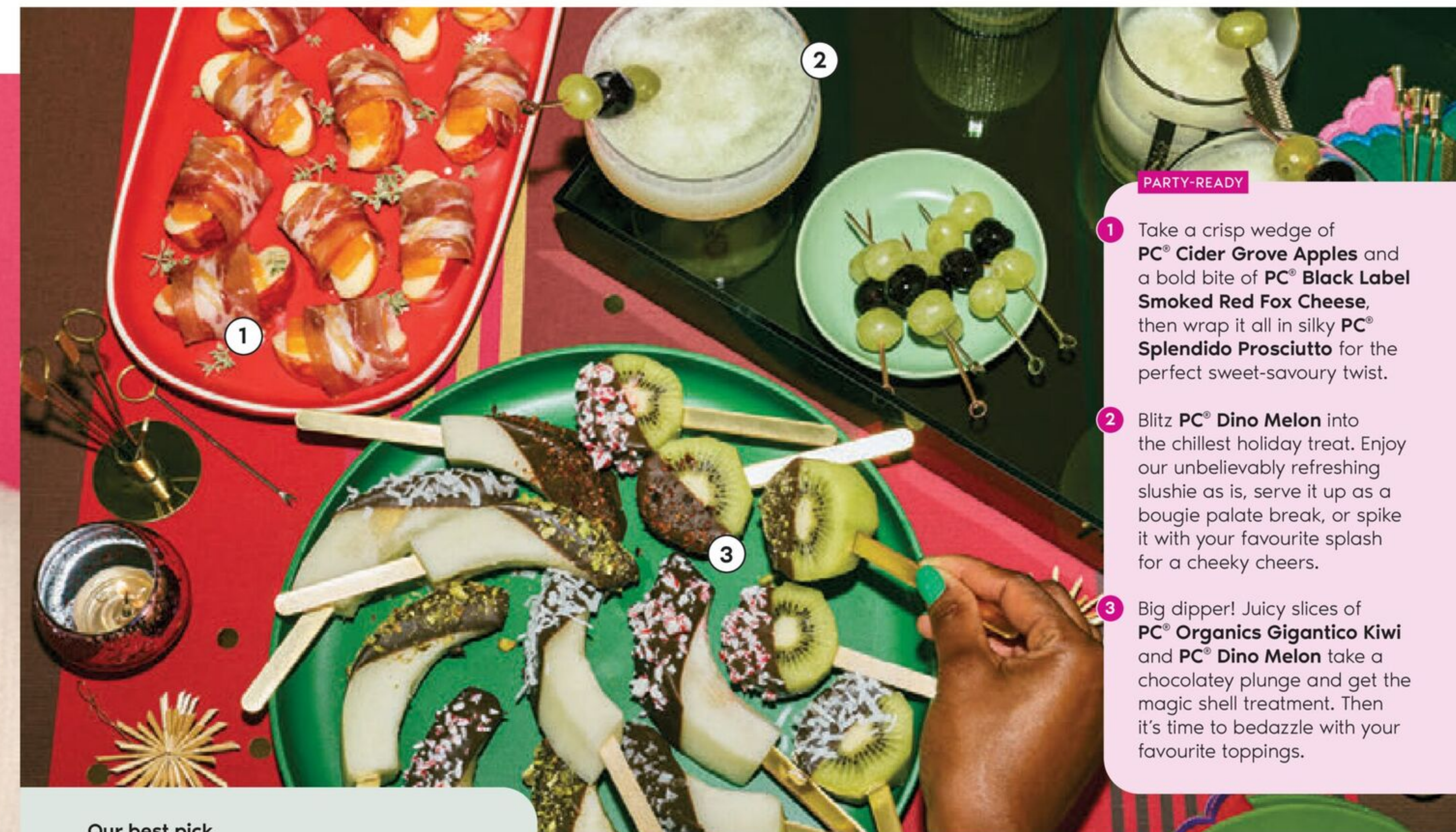
New year, new goals. This is the season of feeling good. From accessible wellness to lunches that'll actually excite you, we're here to level up your daily routine. Turns out, the everyday can be pretty extraordinary.



Juicy bites, juicy prices

The coolest fruit you probably never heard of, served up in the most unexpected ways.

We don't do participation stickers. If it's got the PC® badge, our produce earned it. Around the globe or across the province, we're always on the hunt for peak-season perfection, grown where it thrives and harvested when the flavour's just right. Afterall, only our best will do.



PARTY-READY

- 1 Take a crisp wedge of **PC® Cider Grove Apples** and a bold bite of **PC® Black Label Smoked Red Fox Cheese**, then wrap it all in silky **PC® Splendido Prosciutto** for the perfect sweet-savoury twist.
- 2 Blitz **PC® Dino Melon** into the chilliest holiday treat. Enjoy our unbelievably refreshing slushie as is, serve it up as a bougie palate break, or spike it with your favourite splash for a cheeky cheers.
- 3 Big dipper! Juicy slices of **PC® Organics Gigantico Kiwi** and **PC® Dino Melon** take a chocolatey plunge and get the magic shell treatment. Then it's time to bedazzle with your favourite toppings.

Our best pick

If cider could crunch, it would be the **PC® Cider Grove Apples**. Grown in an orchard right here in Canada, meet our sweetest apple yet. Like taking a bite out of fall, it's outrageously crunchy and dripping with natural sweetness. With a crisp, bold bite that you can hear across the room, it's a wildly delicious marvel.

1.36 kg/3 lb 21683528_EA



Dino-mite

We've all been there: melon that's just ... meh. Not juicy, not flavourful, totally mid. It's time for melon to have its main character moment. Behold, the **PC® Dino Melon**. Grown in the Northeast region of Brazil, under a canopy of sun and sky, it stopped us in our tracks. Speckled like a dinosaur egg and bursting with tropical sweetness, it's sunshine you can slice. At its best in winter, arriving right when you're craving a fresh reset after the festivities. Loaded with pear and honey notes, one juicy bite will have you saying, "honeydew, who?"

\$2 /lb 21688131_EA

Taste the legend

It all began in Greece, in the shadow of Mount Olympus, where legends roam and the story of Gigantico Kiwis originated. No one was expecting it. A single tree started producing fruit so big, so absurdly plump, the farmers probably stared at it like it had descended from the gods themselves. This gigantically grand kiwi is no myth. It's nearly double the size of a classic kiwi, organic, and packed with juicy, tart sweetness grown just for you.

\$5 454 g 21552146001_EA



Follow us at @preschoice on socials for recipe and holiday inspiration!

Gut health revolution

We want to change the game for the better, and it begins with your gut. Often called the “second brain,” science has only scratched the surface of what our guts are capable of. Increasing evidence shows that gut bacteria can affect mood, cognition, and well-being. Diets rich in fibre and fermented foods support a healthy gut microbiome, but most Canadians only get about half the fibre they need. So, we’re going all in on gut health. From probiotic-packed sips to sparkling beverages with added fibre, welcome to the good gut revolution. Because when your gut thrives, so do your goals.

Probiotic-packed

When it comes to your gut health, we’re doubling down, literally. Every spoonful of our new **PC® Probiotic Yogurt** starts with 100% Canadian dairy, cultured with bacteria to begin the yogurt’s fermentation process. Plus, we add two billion probiotics (per 115 g) to support healthy gut flora. Then, we made it completely lactose-free so more people can enjoy. Created with real fruit or indulgent vanilla flavour, this is where science meets crave-worthy taste.

\$3⁵⁰ 650 g

Cherry: 21684233_EA; Blueberry: 21684206_EA
Peach: 21684245_EA; Strawberry: 21684254_EA
Vanilla: 21684020_EA; Raspberry: 21684313_EA

Squeeze the day, not your wallet

Good things start with a good gut. That’s why we added one billion probiotic live active cultures (per 333 mL) to our **PC® Cold Pressed Juice with Probiotics**. Not only do probiotics contribute to a healthy gut flora, but our juices are also next-level delish. They have no sweeteners, no food additives, no preservatives—only fruit and vegetable juices, so you get all the benefits at a price that makes it easy to sip daily. Pressed right here in Canada and available in four refreshing flavours, your wellness goals are just a sip away.

\$5 333 mL

Carrot + Orange + Pineapple: 21666254_EA
Spinach + Kale + Apple: 21666496_EA
Grapefruit + Ginger + Lemon: 21666274_EA
Beet + Carrot + Apple: 21665736_EA

Your well-being journey starts here

From gut health to immune support when you need it most, we’re making wellness easy, affordable, and tailored to you.



Collagen is one of the most abundant proteins in the body. We added hydrolyzed collagen (already broken down to increase digestibility) to an enticing blend of ginseng, turmeric, and cayenne.

Zinc contributes to the normal function of the immune system and teams up with ginger, lemon, and a touch of honey for a zingy sip.

We paired the sour berry superstar camu camu with real açai and blueberry flavour for a boost of vitamin C, an antioxidant that helps protect against damage from free radicals.

Self-care with a side of points

This holiday season, prioritize you. Create your personalized health profile for the first time to unlock a season of self-care and well-being, plus get 3,000 points.

Visit PCHHealth.ca

Health™

Boosted bevvies

Fizz with benefits

Drink smarter, not harder with **PC® Sparkling Beverages** that redefine what a sip can do for you. With zinc for immune support, vitamin B12 for energy metabolism, or 18% of your daily fibre (per can) to help hit those gut health goals. Infused with nutrients you'll actually remember and in flavours juicier than water cooler gossip, our boosted beverages are your new bestie.

\$5⁵⁰ 6 x 355 mL

Lemon + Echinacea: 21650434_EA
 Apple + Green Tea: 21650369_EA
 Peach + Ginger: 21650611_EA

Shoot your best shot

Specially formulated with nutrients or collagen, **PC® Juice Shots** are an affordable, on-the-go, and delicious way to support your everyday. Whether you could use a quick shot with antioxidants, or zinc for immune support to get through the holiday hustle, these pocket-sized sips deliver wellness when you want it most.

\$10 4 x 60 mL

Ginger + Lemon: 21664427_EA
 Carrot + Ginger: 21664542_EA
 Açai + Blueberry: 21664551_EA

FRESH

Have your cake and sip it, too

Black Forest, the world's unofficial favourite cake, now sippable with probiotics from **PC® Probiotic Yogurt**.

PREP TIME: 10 MIN | SERVES: 2

You'll need:

- 1 cup frozen PC® Pitted Dark Sweet Cherries
- 1 cup frozen PC® Sliced Banana or 1 frozen banana, broken into thirds
- 1 cup PC® Vanilla Flavour Probiotic Yogurt for Gut Health, divided
- ¼ cup PC® Organics Partly Skimmed 2% Milk, divided
- 2 tbsp PC® Organics Cocoa Powder



Follow these steps:

1. **Blend** cherries, banana, and ½ cup each yogurt and milk in blender until smooth. Spoon about ½ cup smoothie into each serving glass; gently spoon ¼ cup yogurt into each glass to make middle layer.
2. **Add** remaining ¼ cup milk and the cocoa powder to blender; blend until smooth. Pour over top of yogurt layer, dividing evenly.

From snooze
to self-care



Greens that get it

You're going places, but sometimes we need help getting there. As a source of antioxidants, **Life Brand™ Green Boost** helps protect against cell damage caused by free radicals. Formulated with ingredients that are used in herbal medicine as an adaptogen, **Energy & Stamina** helps increase energy and resistance to stress, while **Immune & Antioxidants** help maintain a healthy immune system. In flavours we think taste like a vacation, we're all about good greens.

\$30 400 g

Life Brand™ Green Boost Immune & Antioxidants
French Vanilla Flavour: 21534621_EA
Life Brand™ Green Boost Energy & Stamina
Pineapple Flavour: 21531853_EA



A bio-cellulose mask is often referred to as a "second skin" because of its exceptional fit and feel.

Spa at home

Pamper your peepers with **Life Brand™ Bio-Cellulose Eye Mask**. Infused with hyaluronic acid and niacinamide, a rejuvenating combo that helps strengthen your skin barrier. Then, tired looking skin hates to see **Life Brand™ Hydrogel Sheet Mask** coming. Known for its intense hydration, helping skin absorb potent ingredients, this hydrogel mask revitalizes dull skin, leaving it looking healthy and luminous.

Bio-Cellulose Eye Mask: 21681842_EA
Hydrogel Sheet Mask: 21681693_EA

Good mornings with JOE FRESH



A little egg-stravagance

Crack open something special. Raised on a family-owned farm in Ontario, **PC® Quail Eggs** are creamy, culinary powerhouses that add a pop of golden luxury to your plate. Every single egg is inspected for quality, so you know you're getting our best of the batch. Perfect for topping bite-sized appetizers, crowning mini sliders, upgrading your ramen game, or enjoying hard-boiled when their cutie speckled shells take centre stage.

\$4 21688098_EA

Sparkling nights

with JOE FRESH



Sips of the season

Bored of “blah” low or no alcohol options, we raised the bar with **PC® M'AQUA™ Cocktail Flavoured Sparkling Waters**. We've got the flavours you love: Tequila Sunrise, Mule, Mojito. Plus, meet the flavours of Gin & Tonic with its crisp lime flavour and juniper berry notes. Then, say hello to the flavours of Rum & Cola, which channels PC® Cola with hints of warm spices. Zero calories, zero sugar, and 100% crushable.

\$4⁵⁰ 355 mL

Gin & Tonic Flavoured: 21670228_EA
Rum & Cola Flavoured: 21670174_EA



*Made with
Canadian
water!*

**Dressed
for everything**
Holiday-ready styles,
at prices that feel as good
as they look.



Snuggle in style
Joe Fresh® Men's Buffalo Plaid
Sleep Set **\$39.99**
Joe Fresh® Men's Papa Bear
Mule Slippers **\$19.99**



Shine and dine
Joe Fresh® Satin Midi Slip Dress **\$49**
Joe Fresh® Bouclé Knit Cardigan **\$45**
Joe Fresh® Pearl Strap Heels **\$49**
Joe Fresh® Cuff Bracelet **\$19**



Merry mini magic
Joe Fresh® Toddler Girls' Holiday
Bubble Dress **\$26**
Joe Fresh® Quick-Close Ballet Flats **\$22**
Joe Fresh® Baby Girls' 5-Pack
Crew Socks **\$8**

Shop in-store
or online at
joefresh.com

STEP 1: READY, SET, CRUNCH

You know the drill. It's 12:03 p.m., and you're waiting for inspiration to strike. Enter **PC® Buttermilk Crispy Breaded Seasoned Chicken Breasts**. Thick, juicy, marinated in buttermilk and our secret spice mix then coated in golden breadcrumbs that crackle with every bite. It's the kind of culinary triumph that usually takes planning, brining, and breading. Except now, all that's left to do is heat and cue the audible crunch. Toss on a salad that suddenly makes sense. Slide into a sandwich and call it gourmet. Go classic with Homestyle or turn up the heat with Spicy.



\$15 560 g

Homestyle: 21661699_EA; Spicy: 21661865_EA

STEP 2: BUILD YOUR BASE

Baked in Canada, our tortillas are made for your wildest kitchen creations. Leftovers? Wrapped. Fridge finds? Wrapped. Hot lunch on the go? You know what to do. The bold colour of our **PC® Tomato Salsa Tortillas** comes from real vegetables—made with the same vibrant veggies and spices you'd find in your favourite salsa. When a regular wrap won't cut it, reach for **PC® Burrito Tortillas**: our classic recipe, ready to wrap, roll, and hold whatever your heart desires.



PC® Tomato Salsa Tortilla and PC® Spinach Tortilla

\$3⁵⁰ ea 384 g

Tomato: 21686737_EA
Spinach: 21686712_EA

PC® Burrito Tortilla

\$4 630 g

21687295_EA

The maple leaf isn't the only leaf we're obsessed with. Our **PC® Live Lettuce Boston** is hydroponically grown year-round in greenhouses across Canada. Translation: No sad, wilted leaves here! Delicate leaves, tender stalks, and crisp to the core. With its roots still intact, this overachieving, buttery-soft lettuce stays fresh in your fridge.



\$3 21212489_EA

STEP 3: FINISH WITH FLAVOUR

They say no great story ever started with salad ... until now. Meet **PC® Shishito Sunshine Vinaigrette**, this spicy vinaigrette stars a unique blend of Shishito and green bell peppers for a fresh, tangy kick. Sure, it's a dressing, but it also moonlights as a dipping sauce, a marinade, and a total zesty upgrade for just about anything.

\$4 350 mL 21683167_EA

Give lunch a new life

With the right tools and a few bold ingredients, you can build a flavour-packed lunch fast.



Crispy chicken goals achievable in your oven or air fryer.

Master your mealtime

Timing meals is a true art. With our **PC® Smartsync Dual Basket Digital Air Fryer** you can sync and finish two types of food at once for flawlessly timed feasts. Smartsync technology and XL capacity combined with 11 preset functions means you can prepare a whole meal without lifting more than a finger.

\$149 21589219_EA





Deck the halls on a dime

Festive finds under \$30 to make your home feel cozy and fresh.

Our **PC® Herringbone Board** is Forest Stewardship Council-certified, meaning the wood comes from responsible and sustainable sources.

PC® Herringbone Board
Made from FSC-certified acacia wood, this board blends natural durability with standout style. We designed its herringbone pattern to be sleek enough for showing off your fave decor and smooth enough to handle all those couch chills or spills.
\$39 21635334_EA

Life at Home™ Icon Glasses
Our hand-blown glasses are as charming as they are budget friendly. Each piece features holiday icons individually pressed to add a touch of sparkle to every sip this season.
\$9
Gingerbread: 21663114_EA
Candycane: 21663135_EA
Tree: 21663162_EA



Life at Home™ Holiday Cheer Mug
Savour moments with a mug that brings holiday magic to life. Made from durable stoneware, it shows off candy cane icons using a unique wax resist method for a captivating visual contrast.
\$6
Red: 21663007_EA
Green: 21663008_EA

Revive your vibe



Life Brand™ Peppermint Swirl Foaming Hand Soap and Body Cream
Give your hardworking hands the TLC they deserve. With a sweet, minty scent and ultra-nourishing formulas, this hand soap and body cream turn everyday routines into feel-good, festive rituals.
\$5
Hand Soap (240 mL): 21600304_EA
Body Cream (150 mL): 21599773_EA



PC® Planet First™ Laundry Strips
Laundry day just got smarter with detergent strips formulated with a protease enzyme. Translation: They help break down protein-based stains for extra cleaning action*. Plus, the packaging is made with 100% post-consumer recycled paperboard.
\$10
Fragrance Free: 21614370_EA
Lavender: 21614429_EA
Fresh Breeze: 21614582_EA



PC® Planet First™ Toilet Bowl Strips
Thanks to a concentrated formula** less really is more with our toilet bowl cleaner strips. Forget bulky bottles and mess, just drop a strip, dissolve, scrub, flush and watch your toilet go from “nah” to ta-da!
\$10
Fragrance Free: 21614528_EA
Fresh Breeze: 21614503_EA

*In one pre-measured strip
**that uses less water than no name® disinfectant toilet bowl cleaner liquid



PC Optimum™ members can save up to 35%

Save by bundling home and auto insurance in combination with other available discounts.* Get coverage for the things you love.



Scan to get a quote now.

*Savings vary by province. Conditions apply, including eligibility restrictions; for details, visit pcinsurance.ca. PC® Insurance refers to PC Financial Insurance Agency Inc. PC® Insurance Home and Auto Insurance products are distributed by PC Financial Insurance Agency Inc. and underwritten by Aviva General Insurance Company.

Give your bestie our best

PC® Nutrition First® treats fur babies like the family they are because your bff deserves to eat well, like you. We start with real meat as the first ingredient, then mix in wholesome fruits and veggies for a belly-rubbing-good diet. Then, we add vitamins and minerals to optimize whole body health, from playtime to nap time and everything in between. Designed for a variety of sizes, breeds, and ages, our specially crafted recipes come in a range of flavours that will have your bestie set for life, plus the stamp, ahem, paw of approval for tail-wagging taste. Free from artificial flavours and synthetic colours, this is premium, best friend-quality food they'll love, at a price you'll love, too.



Produced
in Canada!



Joe Fresh®
Buffalo
Plaid Pet
T-Shirt \$16

When switching to a
new food, transition
slowly for happy
tummies and tails.

"We made the
switch gradually, and
wow, my pets love it.
So much so that
whenever I open a bag,
they come running."

Fauve R.
PC® paw-some
product innovator



We're bringing
back the dog filter.
Find it here on
Snapchat.

PC® Nutrition First® Large Breed Puppy Dog Food

This recipe is made for the zoomiest member of your pack. Designed to meet the high-energy needs of growing large-breed puppies, our premium kibbles include salmon oil, rich in omega-3 fatty acids including DHA, to support brain development.

\$27 7 kg 21686061_EA

PC® Nutrition First® Toy & Small Breed Dog Food

Give your little but mighty dog the boost they need. This specially crafted recipe is paw-fect for helping to enhance energy. Amino acids from protein help promote heart and eye health, while wholesome grains support digestion and provide fibre.

\$11 2 kg 21304456_EA

PC® Nutrition First® Weight & Hairball Control Cat Food

Nutrition your cat needs in every purr-worthy bite. This helps keep them light on their paws with L-carnitine, which helps promote weight loss by breaking down stored fat, and pea fibre to keep those rogue hairballs on the move.

\$29 4 kg 21303157_EA



PC® Nutrition First® Duck, Chicken & Vegetable Dinner in Gravy Premium Cat Food

For a saucy, protein-packed feast, this premium canned cat food is a grain-free gamechanger.

\$1 85 g 21618544_EA



You're hosting

... but you didn't know
'till the last minute.



1. PC® M'AQUA™ Cocktail Flavoured Sparkling Waters **\$4.50**
2. PC® Hot Maki **\$9**; 3. PC® Loaded Pierogi Bake **\$11**
4. PC® Rippled Kettle Chips **\$2.50**; 5. PC® Bake & Serve Dips **\$10**
6. PC® Flavour Explosion Stuffed Gnocchi **\$5**; 7. PC® Porchetta **\$18**



14. PC® Black Label Spinaci Premium Pizza **\$8**; 15. PC® Gourmet Light Roast Coffee
16. PC® Black Label Smoked Red Fox Red Leicester Hard Ripened Cheese **\$8**; 17. PC® Chocolate Northern Spanish-Style Basque Cheesecake **\$11**
18. PC® Scoop Shop Santa's Milk and Cookies Ice Cream **\$5**; 19. PC® Portuguese Custard Tarts **\$7**

RESET



Routine reset

Your toolkit for hitting refresh.



8. PC® Cider Grove Apples; 9. PC® Dino Melon **\$2/lb**
10. PC® The Portion Prepper Meal Prep Cubes **\$10**; 11. PC® Probiotic Yogurt **\$3.50**
12. PC® Flex Bake Quick Release Collection **Starting from \$17**; 13. PC® Precision Pro Utility Knife **\$8**

Your festive era essentials

Three curated combos made for you.



Treat yourself

Comfort cravings
on demand.





Your daily
dose of
Must Try
magic



wk46_PC_HIR_ROC_ENG_ALL BANNERS_BC

President's Choice®

Insiders Report™

2025

100+

NEW PRODUCTS INSIDE!



holiday