



Verified
\$5⁹⁹_{/lb}

Fresh Regular
Ground Beef Family Size 11.02/kg



Verified
3²⁹_{/lb}

COMPLIMENTS Fresh **AIR-CHILLED** Whole Chicken or
Chicken Legs back available Family Size 7.25/kg



Verified
\$12⁹⁹

COMPLIMENTS Chicken Wings,
JACK ASTOR'S, BELMONT, CARDINAL,
ROADHOUSE, BUTTERBALL or
COMPLIMENTS Burgers selected
varieties or PRINITY'S EatWell Gluten
Free Breaded Chicken Burgers, Strips
or Nuggets 680-852 g



Verified
2⁹⁹

Raspberries or Blackberries
product of Mexico or USA 170 g



Verified
2⁴⁹

COMPLIMENTS Baby
Spinach, Spring Mix or
Baby Arugula product
of USA 142 g



Verified
3⁹⁹

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



Verified
1⁹⁹

Broccoli Bunches
product of USA or Mexico

 Verified 4.97 KRAFT Miracle Whip or Mayonnaise 650-890 mL, NOTCO Mayo 443 mL or HEINZ Ketchup 750 mL-1 L	 Verified 6.47 LIBERTÉ GREEK Yogurt 650-750 g	 Verified 3.27 CLASSICO Pasta Sauce 218-600 mL
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Verified
6.49

CASHMERE Bathroom Tissue 12x24 or 8x24 rolls,
SPONGE TOWELS 3x6 rolls, SCOTTIES Facial Tissue 6 pk,
BONTERRA Bathroom Tissue 9x27 rolls, Paper Towel 3x6 rolls
or Facial Tissue 3x6 pk



Verified
9.97

KRAFT DINNER
Original 12 pk



Verified
2.47

PRINGLES Super Stacks
148-156 g or QUAKER Crispy
Minis 90-100 g or Rice Cakes
127-199 g

Verified Prices  **WE CHECK PRICES** so you don't have to. If we're not the lowest price on select items, you'll automatically get the difference in Scene+ points*.

Verified Prices. For a limited time only. If a brick and mortar supermarket offers a lower price on an identical product, upon purchase of that product you will automatically receive the difference in Sener points. Sener 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 program subject to change without notice. Visit www.sobys.com/verified-prices for additional details.

Spend \$75 or more on groceries, get

500 PTS

That's like \$5 toward your groceries

Valid Thursday, January 1 - Sunday, January 4, 2026

See page 5 for details

DON'T FORGET YOUR COUPON
Offer ends 1/10/26
Available through mygroceryoffers.ca
or at the Sobeys app

0 161252 86707 9

Global Market

MELONA

Verified 3.99

MELONA Ice Bars 560 mL
or TRE STELLE Panner Cheese 300 g

New Year's Day January 1st most stores are closed.
Please check your local store or online for holiday hours.

THU	FRI	SAT	SUN	MON	TUE	WED
1	2	3	4	5	6	7

Prices and offers in effect January 2026
Nova Scotia

So many deals
Scan here for our full digital flyer

Dollar DAYS!



\$3

Avocados 5 pk
product of Mexico



\$2

MCCAIN Regular Fries 800 g



\$2

DARE Breton, Vinta or Simple
Goodness Crackers or KELLOGG's
Cheez-It Crackers 135-225 g



\$3

100 g

COMPLIMENTS Cooked or
Smoked Chicken

SLICED
FRESH



\$4

Croissants 6 pk 372 g

BAKED
IN STORE

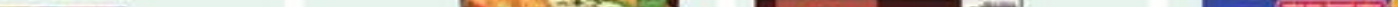
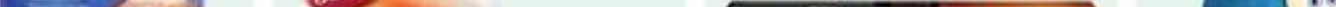
TURN POINTS INTO GROCERIES



[illegible]

Try with our

Excellent

Big format

GET TO FREE GROCERIES FASTER when you scan your Scene+

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

seafood



2.99 MEMBER PRICE
3.49 without Scene+ Card

COMPLIMENTS Crab or Lobster Flavoured Alaskan Pollack 227 g



5.99 MEMBER PRICE
6.99 without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon, Cod or Haddock Loins 227 g



8.99 MEMBER PRICE
9.99 without Scene+ Card

COMPLIMENTS Cooked or Raw Shrimp 31-40 or 71-80 (1 per lb or 8 Bay Scallops 80-120 c per lb 340 g)



12.99 when you buy 1

COMPLIMENTS Breaded or Battered Haddock, Pan Seared Haddock, Cod, Sole or Salmon Fillets 460-680 g

Fresh Steelhead Trout Fillets product of Newfoundland

CHOOSE CANADIAN SEAFOOD

YOUR CHOICE

12.99 /lb
 28.64/kg

MAKES 4

Haddock Loins frozen



Alaskan Crusted Sole Fillets or Coconut Crusted Tilapia Fillets frozen or previously frozen



Fresh Atlantic Salmon Roast with cold water shrimp, spinach, bacon and cheddar cheese stuffing

READY FOR YOU



6.99

VASCO & CO Smoked Atlantic Salmon 120 g or MOLLAW'S Ocean Scallops or Clam Stuffing 425 g



7.99 MEMBER PRICE
8.99 without Scene+ Card

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

REEL IN THE POINTS

\$35 TRUE NORTH Fresh Atlantic Salmon Fillets product of Canada skinless 908 g subject to availability

Scene+ 

CHANCE TO WIN \$10,000
 WORTH OF SCENE+ POINTS

Scan your Scene+ card between January 1 - February 11, 2026 to be entered for a chance to win 1 million Scene+ points with every \$15 purchase of Atlantic Salmon.

NO PURCHASE NECESSARY. Full contest rules and prizes are available at www.sceneplus.ca/sceneplus-terms-and-conditions. Contest runs from January 1, 2026 until February 11, 2026. To be eligible to participate, you must be a resident of Canada and have a valid Scene+ card. Prizes are awarded in the form of Scene+ points. The total number of prizes is limited and may vary without notice. Prizes are awarded on a first-come, first-served basis. Void where prohibited. © 2025 Atlantic Seafoods Inc. All rights reserved. Seafood products are sourced from responsible sources. For more information, please visit www.sceneplus.ca/sceneplus-terms-and-conditions.

deli & kitchen



5⁷⁹ **MAPLE**
without
Scone Card

6⁷⁹
without
Scone Card

COMPLIMENTS Feta regular or
light 200 g



6⁹⁹ COMPLIMENTS Sliced Cheese
150-170 g



8⁴⁹ MAPLE LEAF Natural Selections
Sliced Meats selected 175 g



2⁴⁹
/100 g

MAPLE LEAF Big Stick Wax Bologna



3²⁹
/100 g

COMPLIMENTS Hungarian, German or
Peppercorn Salami



3⁹⁹ COMPLIMENTS Dips or
Hummus regular 200-227 g

frozen & dairy



6⁹⁹
YOPLAIT Source 16 pk or LIBERTÉ Greek Yogurt 900 g-1 kg



5⁴⁹
SHEPHERD GOURMET SKYR Icelandic Style Yogurt 500 g



3⁹⁹ **100 Pts** when you buy 2
KRAFT Cool Whip Whipped Topping 225 g



5⁴⁹
KRAFT Philadelphia Dips 340 g



STARTING AT 4⁴⁹
BAXTER, NORTHBUMBERLAND, SCOTSBURN or FARMERS Chocolate Milk 2 L
assortment may vary by province



5⁹⁹
OLYMPIC Organic or Krema Yogurt 650 g



6⁹⁹ **100 Pts** when you buy 2
COMPLIMENTS Lactose Free Stringable Cheese 12 pk or Assorted 16 pk



5⁷⁹
NATREL Lactose Free Butter 250 g



7⁹⁹
KRAFT Shredded Parmesan 200 g



3⁴⁹ **100 Pts** when you buy 4 or more
PILLSBURY Biscuits, Rolls or Pizza Crust 318-391 g, Cookies 468 g or Cinnamon Rolls 351 g (excludes seasonal) 3.99 ea



3⁹⁹ **100 Pts** when you buy 2
HERSHEY'S Refrigerated Pudding or Gels 4 pk



5⁹⁹
PHILADELPHIA Lactose Free Cream Cheese 250 g



6⁹⁹
PLAISIRS GASTRONOMIQUES Stromboli Pizza 368-422 g



2⁹⁹
CHEEMO Perogies 745-907 g



2/\$3
BEST BUY Frozen Spinach 300 g



2/10
WONG WING Frozen Entrées 284-300 g



4⁹⁹
SMUCKER'S Uncrustables 4 pk



3⁹⁹
SCOTSBURN Family Favourites Ice Cream 1.5 L selected



9⁹⁹
CRAFTY RAMEN Restaurant-Quality Frozen Ramen 520 g



6⁴⁹
SCHNEIDERS Breakfast Sandwiches or Egg Bites 224-288 g



5⁹⁹ **100 Pts** when you buy 2
COMPLIMENTS Greek Yogurt 650 g



100 Pts when you buy 2
COMPLIMENTS Frozen Vegetables 750 g



5⁴⁹ **100 Pts** when you buy 2
COMPLIMENTS Large Omega-3 Eggs



4⁹⁹
COMPLIMENTS Belgian Waffles original or liege 268-390 g



9⁴⁹ **50 Pts** when you buy 1
COMPLIMENTS BALANCE Egg Whites 1 kg



4⁴⁹ **100 Pts** when you buy 2
COMPLIMENTS Apple Juice 1.5 L, or Tropical Blends 1.75 L



4⁹⁹
COMPLIMENTS Ice Cream 1.5 L selected



13⁹⁹
COMPLIMENTS Frozen Fruit 1.5 kg

Scene
SAVING
GET

Offer valid January 1 to January 4, 2024 at all Sobey's locations in Atlantic Canada. Receive 1000 Scene+ points when you spend a minimum amount. Purchase of \$75 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$75 or more awards only one 1000 Scene+ points and one bonus. Offer can be redeemed only once per household through the Sobey's app. Offer includes items and other goods and services which are not eligible for redemption. Excludes items. Limit of one redemption per household. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobey's Capital Inc. ©2024. All rights reserved.

PHOTO: SHUTTERSTOCK/ARTISTBYNINA

deli & kitchen



17⁹⁹

TRE STELLE Feta 850 g



8⁹⁹

PANACHE 2 Yr Old Cheddar 225 g



2⁹⁹

HOBBS PICKLES Chips selected 90 mL



2⁹⁹ /100 g

COMPLIMENTS Black Forest or Honey Ham



2²⁹ /100 g

LARSEN Country Style Salami



6⁹⁹ **100 PTS** when you buy 2

COMPLIMENTS Natural Ingredients Sliced Meats 175 g



9⁹⁹

SUMMER FRESH 6-Layer Dip 400 g



13⁹⁹ **150 PTS** when you buy 1

Traditional Salad Sandwiches trio pack 600 g

4 Can Dine for 19⁹⁹

FRESHLY PREPARED

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

For \$1 extra trade up to a Flavoured or RWA Whole Roasted Chicken or 9 PC Crispy Chicken

Any 2 Sides
Large Potato Wedges, Reser's Sides or Compliments Salad, 426-454 g

4 King's Hawaiian Savoury or Sweet Rolls **14⁹⁹ ea**

Plus add one 1-litre Coca-Cola product

NO COUPON REQUIRED! Plus applicable terms, deposits, fees and taxes. Not valid with any other offer. Subject to availability, no substitutions. Valid only on eligible products described above, purchased in a single transaction. Products may not appear as shown. Offer valid until further notice.

bakery

4²⁹ **100 PTS** when you buy 2

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

BAKED IN STORE

Made with 100% Canadian flour



4²⁹ **4⁹⁹** without Scene+ Card

COMPLIMENTS Brioche Burger Buns 4 pk 200 g

5⁴⁹ **100 PTS** when you buy 2

ACE BAKERY Bistro Breads 595 g

NEW



6²⁹ **50 PTS** when you buy 1

Gourmet Cheese Topped Buns 6 pk 425 g

Made with 100% Canadian Flour

BAKED IN STORE



4²⁹

Panini or Calabrese Buns 6 pk 375-480 g

Made with 100% Canadian Flour

BAKED IN STORE



\$6

COMPLIMENTS Mini Muffins 336 g



\$6

COMPLIMENTS Mini Cupcakes 12 pk 284-300 g



6⁹⁹ **100 PTS** when you buy 2

COMPLIMENTS Pecan or Raisin Butter Tarts 210 g



BUY 1 GET 1 FREE

Brownie Cakes 310-390 g



2⁹⁹ **100 PTS** when you buy 2

COMPLIMENTS Hot Dog or Hamburger Buns 8 pk



5⁴⁹

WEIGHT WATCHERS Bread 450 g, Tortillas 8 pk or Bagels 6 pk

drinks & snacks



27⁹⁹
+100 PTS when you buy 1
MCCAFÉ Keurig® Compatible Single Serve Pods 30 pk



2⁷⁹
FRUITE® Fruit Drink 2 L



4⁷⁹
+100 PTS when you buy 2
NESTEA Ice Tea Tetra 10x200 mL



4⁴⁹
TETLEY Specialty Teas 20-24 pk



8⁹⁹
TIM HORTONS Instant Coffee 100 g



2/7⁵⁰
+200 PTS when you buy 2
VOORTMAN No Sugar Added Cookies or Wafers 142-320 g



4⁴⁹
CADBURY Fingers Cookies 114 g or MARIA Cookies 600 g



6⁹⁹
+200 PTS when you buy 2
KINDER Kinderini Cookies 250 g



2⁷⁹
NESTLE Juniors 8 pk, EXCEL® Mint Tins 34 g or HERSHEY'S Fun Size Chocolate 120-124 g



4²⁹
MENTOS, DENTYNE or TRIDENT Gum Bottles 40-60 pk or HARIBO Candy 284 g



4⁹⁹
+100 PTS when you buy 2
BEST BUY Creme Filled Cookies 600 g



5⁴⁹
BOULANGERIE GRISSOL Melba Toast 350-400 g



5⁴⁹
+200 PTS when you buy 2
CABBURY Multi Packs 168-200 g



1⁶⁹
+50 PTS when you buy 2
KINDER Bueno Chocolate Bars 20-43 g or Surprise Eggs 20 g



3⁷⁹
+50 PTS when you buy 1
DORITOS Tortilla Chips 210-280 g



13⁹⁹
JACK LINK'S Jerky 230 g



1⁰⁰
+100 PTS when you buy 2
PEPSI Soft Drinks Mini Cans 6x222 mL



2/3⁵⁰
PEACE TEA 695 mL



2/\$8
TOSTITOS Tortilla Chips 205-300 g or Cheetos 170-285 g



9⁹⁹
FRITO-LAY Multi Packs 16 pk



1⁹⁹
+100 PTS when you buy 2
SPARKLING ICE Flavoured Sparkling Water 503 mL



2/\$4
+100 PTS when you buy 2
PANACHE Carbonated Water 750 mL-1 L



2⁰⁰
+200 PTS when you buy 2
HEINEKEN Non-Alcoholic Beer 6x330 mL



7⁹⁹
+100 PTS when you buy 1
COMPLIMENTS Family Size Granola Bars 560-630 g or Crispy Rice Squares 528 g

Here for your budget and lifestyle



1⁹⁹
+100 PTS when you buy 3
COMPLIMENTS Rice Crackers 100 g



3⁴⁹
COMPLIMENTS Peelable Candy 160 g or Tablet Bars 100 g



5⁴⁹
COMPLIMENTS Freeze-Dried Candy 68-100 g



2/\$7
+100 PTS when you buy 2
COMPLIMENTS Mini Cookies 150-210 g



1⁰⁰
+100 PTS when you buy 2
COMPLIMENTS Potato Chips 200 g or Tortilla Chips 250-280 g



9⁹⁹
+100 PTS when you buy 1
COMPLIMENTS Snack Pub Mix 600 g



\$1
BIG 8 Soft Drinks 2 L



\$3
COMPLIMENTS Drink Boxes 10x200 mL

Give them more with the Grocery Essentials Card

Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) for details

meal makers



4⁹⁹ KELLOGG'S Vector Granola 311 g



7⁹⁹ RED RIVER Cereal 908 g



3³³ COMPLIMENTS Granola 325 g



12⁹⁹ BEEMAID Liquid Honey 1 kg



5⁴⁹ LAURA SECORD Chocolate Chips 250 g



2⁷⁹ CARNATION Evaporated Milk 354 mL



4⁴⁹ COMPLIMENTS Graham or Baking Crumbs 400 g or Sweetened Condensed Milk 300 mL



3⁹⁹ COMPLIMENTS 7" Tortillas 340 g



3/4⁹⁸ COMPLIMENTS Flavoured Tuna 85 g



2/\$5 KNORR Sidekicks 112-167 g or LIPTON Soup Mix 2 pk or 4 pk selected



3⁴⁹ MATHESON FOOD COMPANY Macaroni and Cheese 170 g



3⁴⁹ COMPLIMENTS Grain Breads 600 g



100 PTS when you buy 1
LE GREC Salad Dressing 350 mL



5⁴⁹ FILIPPO BERIO Pesto 190 g



3⁹⁹ CATELLI Legume Pasta 250 g or NO YOLKS Egg Noodles 340 g



7⁹⁹ MINUTE RICE Regular or Whole Grain Brown Rice 1.2-1.4 kg or TILDA Basmati Rice 907 g

Here for your budget and lifestyle



100 PTS when you buy 1
COMPLIMENTS Parmesan Cheese 250 g



7⁴⁹ COMPLIMENTS Pizza Sauce 213 mL or Pizza Crust Mix 184 g



100 PTS when you buy 2
3⁴⁹ COMPLIMENTS Coconut 200 g selected



100 PTS when you buy 1
8⁹⁹ PARACHE Maple Syrup Pure 100% 375 mL

natural health



3⁴⁹ SMARTSWEETS 50 g



17⁹⁹ COMPLIMENTS ORGANIC Coffee Pods 12 pk 120-132 g or Roast & Ground Coffee 275-300 g



2/\$9 POPCORNERS Popcorn Crisps 142 g



6⁹⁹ REMEDY Kombucha 355 mL 4 pk



3⁴⁹ RISE Organic Kombucha 414 mL



4⁹⁹ NATURE'S PATH Gluten-Free Frozen Waffles 210 g



5⁹⁹ BRAGG Organic Apple Cider Vinegar 473 mL



200 PTS when you buy 1
18⁹⁹ NUTIVA Organic Coconut Oil 860 mL



2/\$5 HORNBY Organic Bars 80 g or 12 pk selected 25.99



30% off WEBBER NATURALS Vitamins or Supplements selected varieties and sizes



11⁹⁹ PREMIER PROTEIN Shakes 4 pk selected



23⁹⁹ COMPLIMENTS Vegan Protein Greens Powder

home & pet care

SHEBA Perfect Portions Wet Cat Food 75 g 1.79 ea

MILK-BONE Dog Biscuits or Treats selected 210-312 g or 2 kg

PURINA ONE Dry Cat Food 1.4-1.8 kg or Dog Bites 566 g

COMPLIMENTS Cat Litter 7 kg or Wet Cat Food 12 pk

GLAD Cling Wrap 30 m

ALCAN Foil 50-100 ft, REYNOLDS Parchment Paper 75 ft, Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected

COMPLIMENTS Fabric Softener Sheets 200 pk

BOUNTY Paper Towels 1-2 pk or Napkins 200 pk

CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foamer 887 mL

SWIFFER Dry or Wet Cloth Refills 10-32 pk, PowerMop Pads 5 pk or Hand Duster 360° 6-10 pk

FLEECY Fabric Softener 1.36 L or Sheets 80 pk

DRANO Drain Cleaner Plus 900 mL

health, beauty & baby

PANTENE Hair Care 60-530 mL or 169 g selected

LIVE CLEAN Hand Soap 400-500 mL selected

LISTERINE Mouthwash 1 L selected

SECRET or OLD SPICE Deodorant 73-144 g selected

DOVE Men's Body Wash 532 mL selected

ALWAYS Pads, Liners or TAMPAX Tampons 18-120 pk selected

L'ORÉAL PARIS Cleaners 125-200 mL

PAMPERS Super Eco Pack 66-174 pk or ENFAGROW A+ 907 g

HUGGIES Giga Pack Pull-Ups 21-61 44-74 pk or GOODNITES 34-44 pk

CABOO Bamboo Baby Wipes 72-216 pk or HUGGIES Baby Wipes 36-64 pk

ENFAHIL A+ NeuroPro Ready to Feed 18 pk

pharmacy

Pepcid Heartburn Relief 25-30 pk

TUMS 32-160 pk selected

ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk*

Children's TYLENOL MOTRIN or BENLYN selected*

TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus selected*

VISINE Eye Care selected 15 mL

WARNING: This product contains nicotine. Nicotine is highly addictive. Only to be used by adults who are trying to quit smoking.

ZONNIC nicotine pouches

The nicotine pouch that can help you quit smoking.

120 pouch box **\$64.95** tax

ASK YOUR PHARMACIST.

This product may not be right for you. Always read and follow the label.



REEL IN THE POINTS



\$35

TRUE NORTH Fresh Atlantic Salmon Fillets
product of Canada skinless 908 g
subject to availability

CHANCE TO
WIN* \$10,000 WORTH
OF SCENE+™ POINTS

Scan your Scene+ card between
January 1 - February 11, 2026 to be entered
for a chance to win 1 million Scene+™ points
with every \$15 purchased of **Atlantic Salmon**

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.com/true-north-seafood-scene-contest. Contest runs from January 1, 2026 and ends on February 11, 2026. Open to legal residents across all provinces of Canada excluding Québec who have a valid Scene+ account, and who have reached the age of majority on the date they enter the Contest. There are four (4) prizes to be won, one (1) prize will be allocated to each of the following regions: Sobeys Ontario, Sobeys Atlantic, Sobeys West, and Safeway West. Each prize consists of 1,000,000 Scene+ points (ARY \$10,000.00 CAD each). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.



Your destination for
variety and value



7⁴⁸

/lb
Bok Choy or Napa
Cabbage product of
USA 3.25/kg



11⁹⁹

/lb
Seasoned Lamb Chops
Greek & Lemon or
Herbes de Provence
26-43 Pkg



88¢

Passion Fruit
product of Colombia



3⁴⁹

GOLDEN DRAGON
Sauces selected
varieties 455 mL



6⁷⁹

NISSIN Packet Noodle
500 g selected varieties



1²⁹

EIGHT TREASURES Canned
Coconut Milk 400 mL



1²⁹

EIGHT TREASURES Canned
Coconut Milk 400 mL



1⁴⁹

KIM PHAT Water
Chestnuts 227 g
selected varieties



2⁹⁹

FOCO Roasted
Coconut Water 1 L



3⁴⁹

ORION Premium
Choco Mont Biscuit
144 g



2⁹⁹

WAI WAI
Rice
Vermicelli
500 g



5⁴⁹

KADOYA
Sesame Oil
163 mL



6²⁹

UCO Instant Coffee
The Blend 114 90 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Holiday Entertaining



Let's start
with apps!

We make it easy!

Beautiful Bites!

Our most popular cheeses cubed for easy nibbling. Mild Cheddar, Provolone, Creamy Havarti, Swiss and Marble Cheddar.

Small serves 8-10
Large serves 15-20

Shop our
selection of

60+

Made-to-order trays!

Take the Wrap!

An appetizing assortment of freshly prepared wraps, including Chicken Caesar, Crispy Chicken, Turkey Club, Buffalo Chicken and Seven Grain Veggie.

Ask in store for full selection.

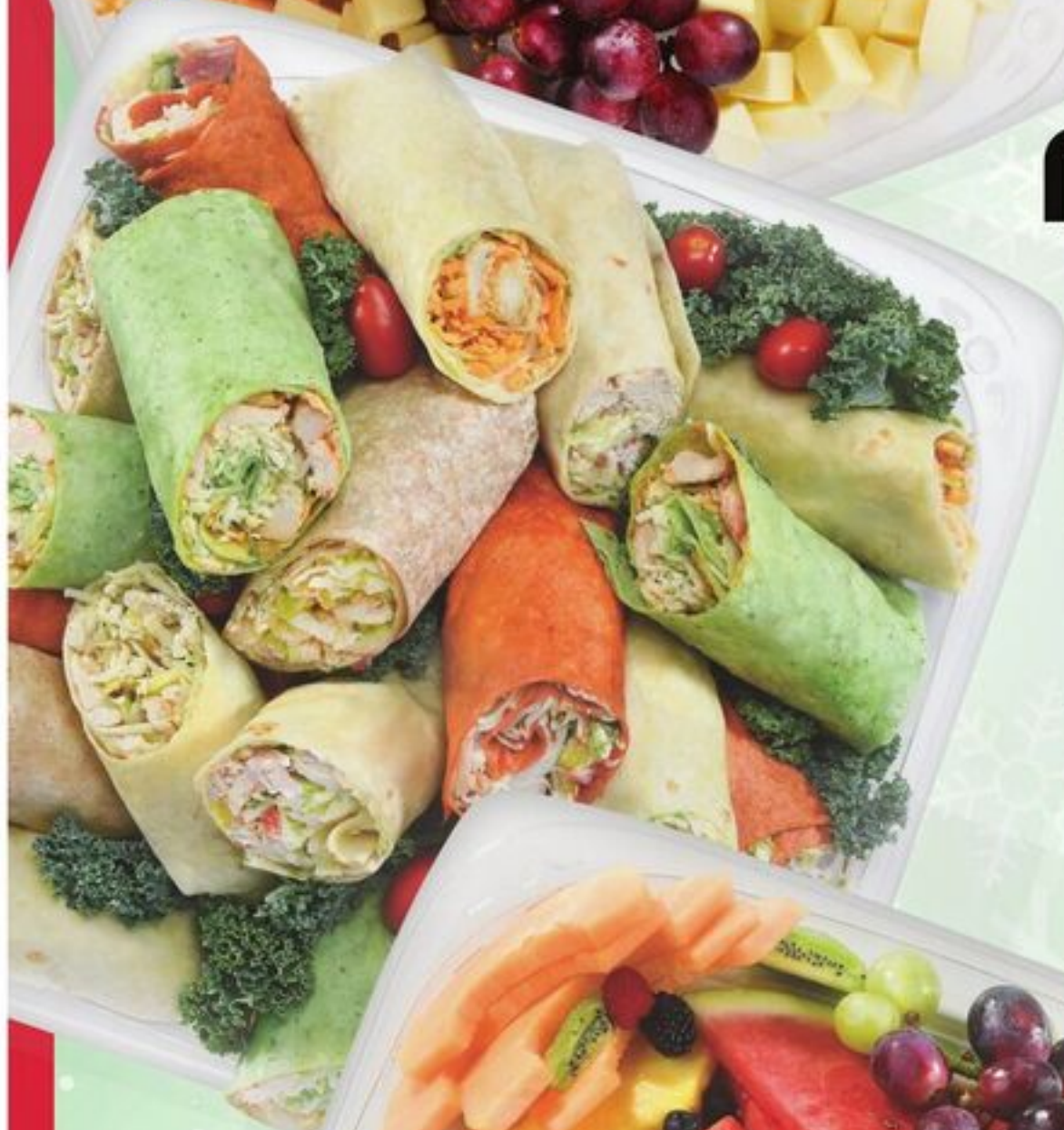
Small serves 5
Large serves 10

Get **1,000** PTS
When you spend \$75

or

Get **2,500** PTS
When you spend \$150 or more

That's like
\$25
toward your
groceries



Nature's Bounty!

A beautifully presented variety of Fresh Berries, Pineapple, Red and Green Seedless Grapes, Kiwi, Cantaloupe, Watermelon and Honeydew.

Small serves 20

Family faves
everyone will
enjoy!



Dessert Bars!

Our Hand-Cut Squares are a welcome addition to any table.

Small serves 15
Large serves 20

Order in-store or online today!

Visit www.sobeys.com/entertaining for tray selections and ordering tips

A bowl of Chutney Chicken, featuring bite-sized pieces of chicken in a thick, reddish-orange sauce, served with a packet of Chaloo! Naan bread.



CHALO! Signature Basmati Rice 4.54 kg



TILDA Basmati Rice 1.81 kg
selected varieties



CHALO! Naan 500 g 3.99 ea



PATAK'S Sauce selected varieties 400 m



PATAK'S 3 Step Cooking Kits
313-315 g selected varieties



MAGGI Masala Noodles 70 g



PATAK'S Ready To Heat Meals 285¢



THE SPICE TAILOR Cooking Kits
215-375 ml.



SURATI Goad Gathiya Snacks selected varieties 250-341 g



TATA Tea Bags 638 g



CHALO! Dahi 2.0% or 3.2%



1% or 3.2%



BRAR'S Pure Desi Ghee 800 g

10⁴⁹

BRAR'S Dessert
selected varieties
850-908 g



PARLE-G Biscuits 300 g



BRAR'S
Gulab Jamun
850 g

Find everything you need for your festivities.

sobeys
1,000+ ITEMS ARE
PRICE LOCKED

until February 11, 2026



From
Atlantic Canada

199
/lb

Gala Apples
product of Atlantic Canada,
Canada Extra fancy grade 4.39/kg



BUY 2 GET 3RD
of equal or lesser value
FREE

PROMISE Gluten Free Loaves, Buns, English Muffins, Tortillas, Pita, Baguettes, Bagels or Muffins 160-480 g



300 PTS
when you buy 1

14⁹⁹

**PILLER'S Naturally Smoked
Boneless Hams 800 g**



\$7

PANACHE Vietnamese-Style Shrimp Spring Roll
or Tempura Shrimp with Truffle 252-300 g



BUY 1 GET 1
of equal or lesser value
FREE

COMPLIMENTS Garden Salad 340 g
or Coleslaw 397 g 3.99 ea



Boston Cream Cake 740 g

so much value in every shop

Sobeys

1,000+ ITEMS ARE
PRICE LOCKED

until February 11, 2026



2/\$5

APPLESNAX Fruit Snack Cups 113 g



4⁴⁹

BETTY CROCKER Cake, Cookie or Bisquick Mix 263 g/1.13 kg selected



59¢

MR. NOODLES Instant Noodles 85 g



3⁴⁹

COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g



3⁹⁹

PILLSBURY Pizza Pops 380 g



4⁷⁹

GAROFALO Imported Dry Pasta Whole Wheat 500 g



3⁴⁹

COMPLIMENTS Sour Cream 500 mL



7⁴⁹

GLAD Kitchen Bags 26-52 pk or Compostable 10 pk



6⁹⁹

TIM HORTONS Hot Chocolate 500 g



2⁷⁹

COMPLIMENTS Liquid Dish Detergent 828 mL



3⁹⁹

TWIGZ Pretzels 130 g



3⁴⁹

COMPLIMENTS Soda Crackers 450 g



2⁹⁹

NESTLÉ Tablet Bars 95-105 g



10⁴⁹

U BY KOTEX Pads, Liners or Tampons 22-129 pk selected



4⁴⁹

AMY'S KITCHEN Soups 398 mL



2/\$5

GATORADE Water 700 mL or EVIAN Water 750 mL



3³³

KETTLE BRAND Chips 156-198 g 3.99 ea

So much value in every shop

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

Activate your offers in the Sobeys app or at [MyGroceryOffers.ca](https://www.mygroceryoffers.ca)

Get
800 PTS
when you buy 2

COMPLIMENTS Laundry Scent
Booster Beads 422 g



Get
500 PTS
when you Spend \$15 on any

METHOD Health & Beauty or Household Products



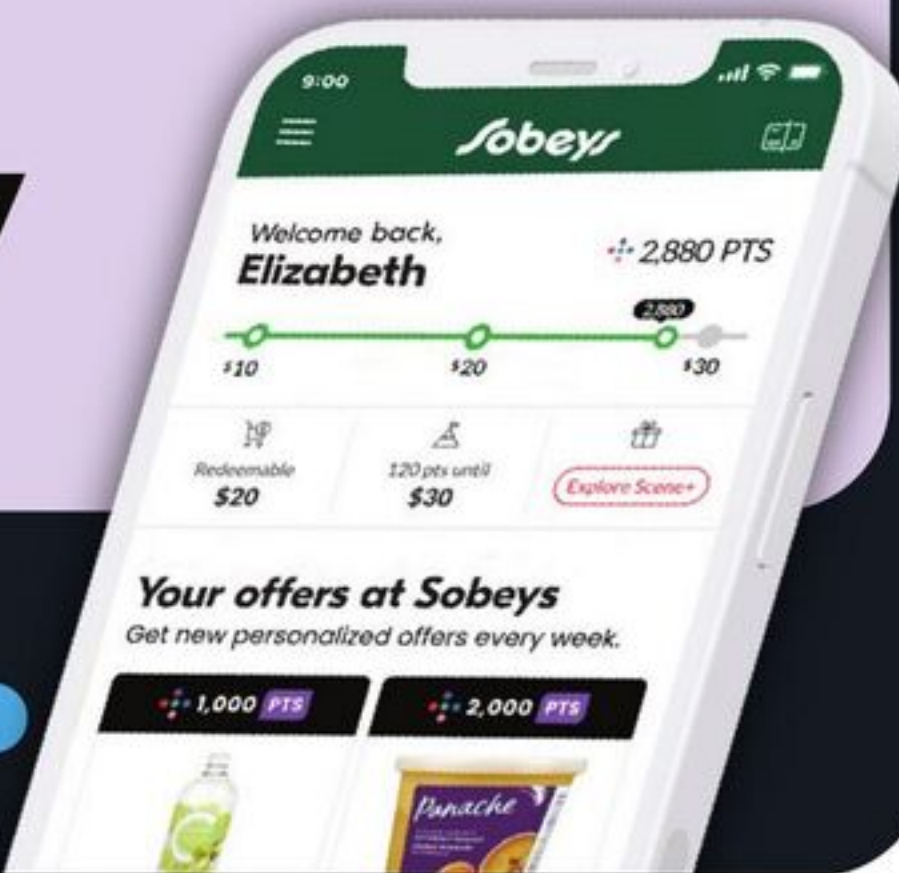
**SAVE
\$7**

LOAD THIS OFFER
AND SAVE \$7 ON
BIOSTEEL
Hydration Mix
112 g



Download on the
App Store

GET IT ON
Google Play



Offer valid January 1st to January 7th, 2026 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.

GET BACK INTO ROUTINE



2/\$5

AYLMER Tomatoes 796 mL,
or Accents 398-540 mL.



5.99

PAM Cooking
Sprays 1130 g to 70 g
(excludes Avocado and Organic)



5.99

SNACK PACK
Pudding
chocolate or
buttercotts 139 g



4.49

ANGIE'S
Boornchickapop
Popsicle 136 g or
Sweet & Salty 198 g



TASTE THE DIFFERENCE

🇮🇹 ITALY'S #1 BRAND OF TOMATOES 🇮🇹



4.99

MUTTI Strained Tomatoes
680 mL or Peeled or
Finely Chopped Tomatoes
750 mL



4.29

MUTTI Tomato
Paste
355 mL

ONE FAMILY. ONE PASSION. TOMATOES.

Imported by: Dr. Bock Food & Drug, a United Food & Drug Company, Inc.
Visit us at: www.Mutti.com or call 1-800-888-8888

MAKE IT WITH QUAKER.

QUAKER Chewy® 120 g or QUAKER® Dips® 150-156 g

21/\$5

QUAKER Crispy Minis® 90-100 g or QUAKER® Rice Cakes 122-199 g

150 PTS when you buy 2

247

YOU'VE GOT THIS



Nestlé Favourites






5.88

Nestlé Drumstick
Frozen Dessert
412ml
pk selection may vary by location

Nestlé KitKat
Confectionery
Frozen Dessert
412ml
pk selection may vary by location

Nestlé Premium
Frozen Dessert
412ml
pk selection may vary by location

Nestlé Drumstick
Ice Cream 1.5 L
or Drumstick
4 pk selection may vary by location

MADE IN CANADA

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[illegible]

The advertisement features the Starbucks Siren logo in the top left corner. Below it, a large '13.99' is displayed next to the text 'STARBUCKS Ground Coffee 340 g'. To the right, a bag of Starbucks Pike Place coffee is shown. Further right, another large '13.99' is displayed next to the text 'STARBUCKS K-Cups® 10 pk'. Below this, a box of Starbucks Pike Place K-Cups is shown. At the bottom, a line of small text reads: 'Pike Place is a registered trademark of The Pike Place Market USA, and under license, K-Cup®. Mounting hit and the K-Cup logo are trademarks of Keurig Green Mountain, Inc. used with permission. ©2016 Starbucks® and the Starbucks logo are registered trademarks of Starbucks Corporation used under license by Nescafé. All rights reserved.'




5.99

KELLOGG'S Eggo Waffles 560 g
or Protein Waffles 280 g





3.99

LIBERTÉ Greek 2-4 pk or
Méditerranée Yogurt 500 g or
YOP/LAIT Protein Source 650 g

NEW

Mi Tierra Original

Caramel Cinnamon Cinnamon

LAVAZZA

CREMA E DOLCE

12 pods

13⁴⁹

ZAVIDA Single Serve Coffee Pods

12 pk or Ground Coffee 340 g

Refresh like a Champion

GLACÉAU Vitaminwater Beverages 591 mL **2/ \$6**

POWERADE Beverages 710 mL **2/ \$4.50**

BODYARMOR Beverages 473 mL **2/ \$4.50**

GLACÉAU Smartwater Beverages 1 L **2/ \$6**

Offer valid from January 1* to 7*, 2025. *This offer is available in select participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Details may vary by store. All products must be purchased at the same time, single units at regular price. See labels for details and for the terms of this offer. © 2025 Coca-Cola Bottling Company.

Double the Rewards:

FREE ROYALE GIFT + SCENE POINTS

Buy 1 ROYALE Original or Natural Mouthmelt Tissue (24x172 roll) or 24x172 4 Layer Tissue Paper (24x172 roll) and get a free ROYALE Royal Towel (24x172 roll) and 200 Scene+ points.

For more information on Royale's benefits, visit royale.ca/scene.

200 PTS when you buy 1

FREE

BRING HOME A WIN WITH 2 OFFERS FROM \$10

FREE TOQUE with 2 Old El Paso® kits and get \$10 to fill up**

GENERAL MILLS Family Size Cheerios or selected varieties 475-778 g **5.99**

5.49 OLD EL PASO Taco Kits 250-310 g selected varieties

2.99 NATURE VALLEY Lunchbox, Crunchy or Trailmix Granola Bars or BETTY CRACKER Fruit, Gushers or Motts 120-230 g selected varieties

4/\$5 OLD EL PASO Seasoning 24 g selected varieties

3.33 SNYDER'S OF HANOVER Pretzels selected 240 g

2.99 PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g

Dare

SNACK SMART THIS SCHOOL SEASON.

150 PTS when you buy 3

\$4

DARE Bear Paws 168-240 g Wagon Wheels 215-260 g or RUFFLES Cookies 250 g

HIGH IN PROTEIN

6.99 BLACK DIAMOND Cheststrings 12-16 pk of 250-336 g

9.99 CRACKER BARREL Cheese Slices 500 g

Fluffy. Irresistible. Dippable.

4.99 Philadelphia Cream Cheese Product 227-250 g selected varieties

9.99 KRAFT Singles Process Cheese Product 825 g selected varieties

MONSTER

2/ \$6.50 MONSTER ENERGY 444-473 mL

5-230 CALORIES

15.99 MONSTER ENERGY 8 x 355 mL

50 PTS when you buy 1

CANADA DRY

4.99 CANADA DRY 6 x 222 mL select varieties

Also available in 12 x 355 mL

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

5.99 OREO Cakesters 285 g selected varieties

5.49 CADBURY Multipacks 150-200 g selected varieties

5.99 CHRISTIE Family Size Cookies 374-520 g selected varieties

5.99 RITZ Drizzled Mints 228 g selected varieties

4.29 FRANK'S Original or Thick RedHot Sauce 354 mL

3.49 CATELLI Protein+ Pasta 240 g

Make every day CATurday

Pamper your cat with the treats they love, extra playtime & nose boops



88¢
WHISKAS Wet Cat Food Pouches 85 g



1.49
SHEBA Perfect Portions Wet Cat Food 75 g
ea when you buy 4 or more 1.79 ea



1.25
PURINA Fancy Feast Broths or Lil' Soups 34-40 g 1.59 ea



18.99
ARM & HAMMER Clump & Seal Litter 9.1 kg



GIVE YOUR SCENE+ POINTS A BOOST

Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.♦

APPLY NOW

♦Conditions Apply





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VENDING
TRUSTED BY
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CUSTOMERS
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