URBAN FARE

Feast of flavours

Allow the Wagyu steak to come to room temperature and season it with salt and pepper. Heat a cast iron pan until very hot, then sear the steak for 2 to 3 minutes on each side for a golden crust. Carve with care and enjoy this festive favourite!

Wagyu Top Sirloin Roast
or Steak, Fresh, 52.89/kg
$23.99/lb

Strawberries
USA, 16 oz
$5.99

Coloured Peppers
BC, 8.80/kg
$3.99/lb

Asparagus
Mexico, 13.21/kg
$5.99/lb

Urban Fare Signature Porchetta
$4.49/100g

Urban Fare Signature Wagyu Roast Beef
Cooked in Store
$4.99/100g

Urban Fare Signature Glazed Ham
$3.29/100g

CANADIAN owned and operated.

Prices effective Thursday to Wednesday, December 4 to 10, 2025. We reserve the right to limit quantities.
Plus deposit, recycling fee where applicable. Subject to availability. Photos are for illustrative purposes only.

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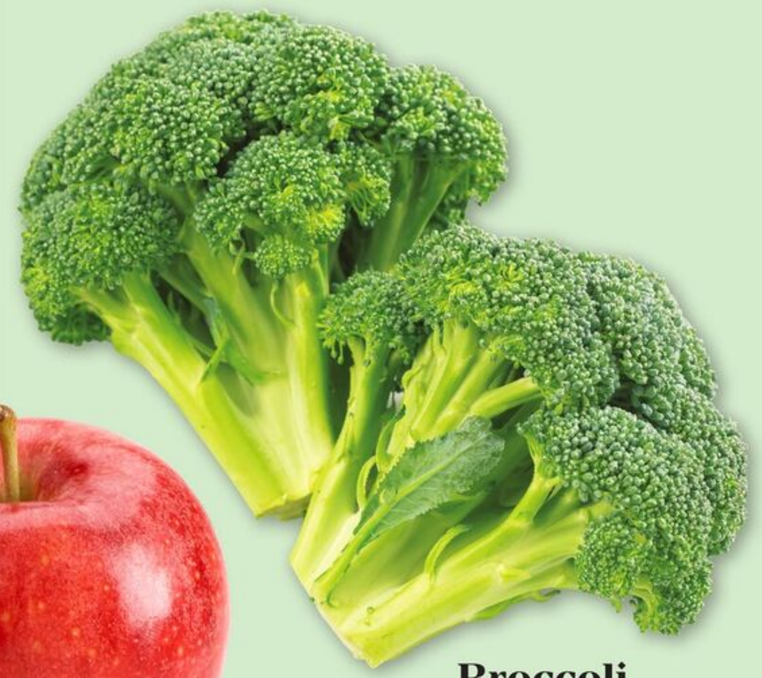
PRODUCE

FRESH
FRESH
FRESH

Bartlett Pears
BC, 6.59/kg
$2.99/lb

Red Seedless Grapes
USA or Mexico, 8.80/kg
$3.99/lb



Broccoli Crowns
USA, 6.59/kg
$2.99/lb

Gala Apples
BC, 4.39/kg
$1.99/lb

Taylor Farms Chopped Salad Kit
USA, Selected Varieties, 333g
$4.99

Raspberries
or Blackberries, USA, 340g
$6.99

FLORAL

Festive Garden Bouquet
$39.99

Zygo Garden
$27.99

Hand Wrapped European Bouquet
of Seasonal Cut Flowers
$34.99

Christmas Garden Planter
$52.99

BAKERY

D'Italiano Bread
Selected Varieties, 675g
$4.49

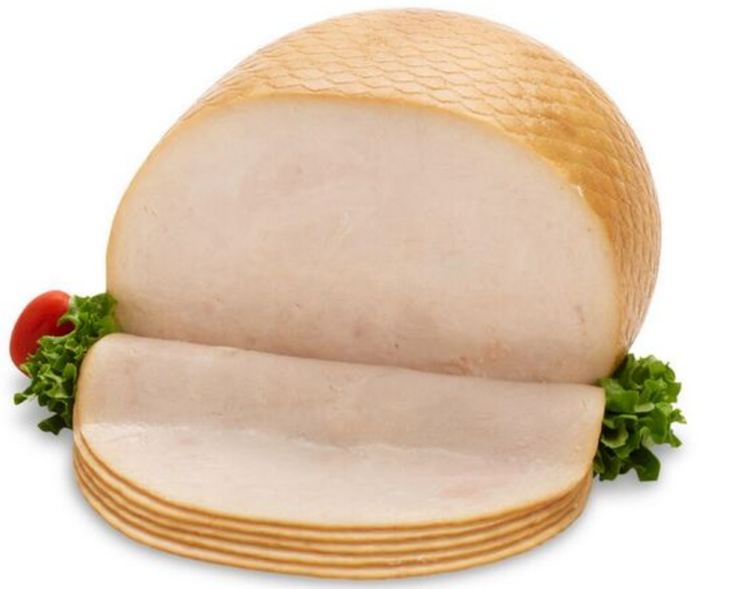
Gourmet Muffins
Selected Varieties, Pack of 4
$5.49

Chocolate Bliss Slices
Pack of 2
$10.99

DELI

Applewood Smoked Cheddar Cheese
Cut & Wrapped in Store, England
$7.99/100g

Boursin Cheese
150g
$7.29



Smoked Turkey
or Cooked, Fresh Sliced in Store
$3.49/100g

MEATS

Chicken Thighs
Fresh, Boneless, Skinless, Raised without Antibiotics, 20.92/kg
$9.49/lb

Signature Pork Loin Chops
or Roast, Fresh, Premium Natural, 17.61/kg
$7.99/lb

Atlantic Salmon Fillet
Fresh, Farmed
$4.29/100g

A sweet ‘n tart side

From Glen Valley, BC, this family farm offers handcrafted cranberry jellies and sauces, perfect for enhancing holiday meals or gifting.

new
The Bog Cranberry Products $6.99

DAIRY

Olympic Organic Yogurt
650g
$5.49

Activia Yogurt
Selected Varieties, 8 x 100g
$5.29

Silk Creamer
(450 mL), Also International Delight (425 mL), Selected Varieties
2 for $7

Cracker Barrel Shredded Cheese
Selected Varieties, 320g
$7.99

FROZEN

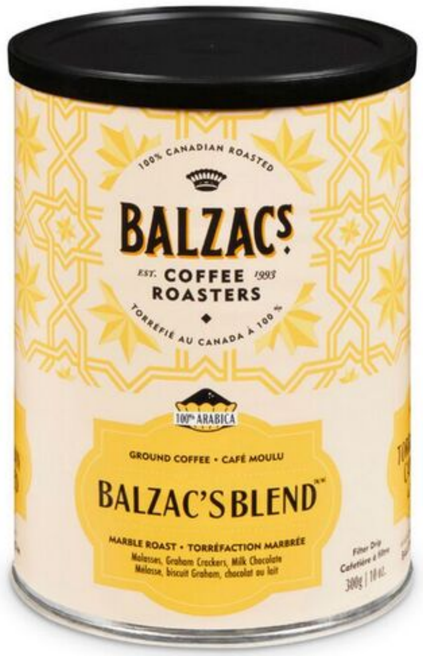
Dr. Oetker Suprema Pizza
Selected Varieties, Frozen, 487g
$9.99

Amy’s Burrito
Selected Varieties, Frozen, 156g or 170g
$3.99

Only Goodness Organic Fruit
or Smoothie Blends, Selected Varieties, 600g
$5.49

Häagen-Dazs Ice Cream
(450 mL) or Novelties (3 x 72 mL), Selected Varieties
$5.99

URBAN MARKET



Balzac's Ground Coffee
(300g) or Whole Bean (340g), Selected Varieties

$14.99

Traditional Medicinals Organic Tea
Selected Varieties, 16's

$5.99

Kicking Horse Coffee Pods
(10's) or Ground (284g), Selected Varieties

$14.99

Lesser Evil Organic Popcorn
or Paleo Puffs, Selected Varieties, 142g

$5.99

GT's Organic Kombucha Beverage
Selected Varieties, 480 mL

$4.99

RXBar Protein Bar
Selected Varieties, 55g

3 for $8

Annie's Pasta
Selected Varieties, 170g

2 for $7

Cedar Valley Pita Chips
Selected Varieties, 180g

$5.49

Eat Wholesome Canned Vegetables
or Beans, Selected Varieties, 341 mL

$2.99

URBAN MARKET

Parm Crisps Snack Mix
170g

$5.99

Those Pretzels
Original, 250g

$6.99

Thirsty Buddha Coconut Water
(490 mL) or Sparkling (330 mL), Selected Varieties

$2.99

Stefano Faita Pasta Sauce
Selected Varieties, 635 mL

$6.99

Pastificio G. Di Martino Specialty Pasta
Selected Varieties, 500g

$3.99

Nonna Pia's Balsamic Vinegar Reduction
Selected Varieties, 250 mL

$9.99

Whittaker's Chocolate Tablet Bar
Selected Varieties, 250g

$6.99

Leclerc Cēlēbration Cookies
Selected Varieties, 240g

$4.99

Smart Sweets
Selected Varieties, 50g

$3.99

Aged for the holidays

Discover our delicious selection of cheeses from around the world. Whether you are building a cheese board or seeking to add something unique to your favourite recipe, find a great assortment of European cheeses here.

Murgella Burrata Cheese
Italy, 200g
$17.99

Parmigiano Reggiano Cheese
Aged 24 Months, Cut & Wrapped in Store, Italy
$6.49/100g

Le Pleine Lune Brie Cheese
$5.99/100g

Manchego Cheese
Cut & Wrapped in Store, Spain
$8.69/100g

Baked Lemon Ricotta Cheese
$4.79/100g

Feature Fare

Experience Victoria, BC's famous chocolates, made from Charles Rogers' timeless recipe. Enjoy seasonal inspired cream centres such as Pumpkin Spice, Cranberry, Eggnog, Gingerbread and more, all coated in smooth milk or dark chocolate. Make this holiday unforgettable—taste the legacy.

Seasonal Rogers' Victoria Creams

Selected Varieties, 46g

$2.99

Candy Labs Candy Cane

Selected Varieties, 60g

$5.49

Charbonnel & Walker Milk Sea Salt Truffles Christmas Crackers

or Milk Chocolate, 36g

$9.99

Spirits uplifted

Bright, refreshing, and full of holiday cheer—elevate your gatherings with cordials, non-alcoholic beverages, and cocktail kits. Craft aromatic blends with natural flavours to create drinks that sparkle with creativity. Turn every sip into a festive experience.

Split Tree Cordial

or Syrup,
Selected Varieties,
250 mL

$13.99

Ceder's Distilled Non-Alcoholic Spirit
Selected Varieties, 500 mL
$19.99

Wildeye Thomas Hass Chocolate Stout
4 x 355 mL
$9.99

Vesper Cocktail Kit
Selected Varieties, 175g
$19.99

Night Orient Sparkling Non-Alcoholic Beverage
1 Litre
$14.99

Giving with joy

Delight your hosts and friends with our beautifully curated gift baskets, filled with handpicked goodies that will brighten their day. For an extra touch of elegance and warmth, pair your basket with a stunning flower bouquet—perfect for celebrating the holidays in style.

Urban Fare Christmas Gift Basket

Urban Fare Charcuterie Basket

Christmas Garden Planter

Urban Fare Christmas Gift Basket

Wintery Wonder Bouquet

Entertaining essentials

Celebrate the season with holiday treats that impress—chocolate truffles for a rich delight, non-alcoholic sparkling wine to toast the moment, a sweet and salty nut mix for snacking, and gourmet party trays to make hosting effortless. Simple, delicious, and ready to share.

Urban Fare Charbonnel et Walker Dark Chocolate Truffles
120g

Urban Fare Bubbles Non-Alcoholic Sparkling Wine
750 mL

Urban Fare Mini Lobster Croquette Platter

Urban Fare Sweet & Salty Gourmet Snack Mix
400g

Urban Fare Strawberry Canapé Platter