

5 DAYS ONLY!

Wednesday, December 3rd to Sunday, December 7th, 2025



REAL CANADIAN™ LIQUORSTORE

PROUDLY CANADIAN

Optimum

GET

10,000^{pts}

when you spend \$120* or more on

any scotch or bourbon

\$10

back in points

\$50

BONUS
ON PACK
50 ML BOTTLE

THE GLENLIVET
12 YEAR OLD
SINGLE MALT
SCOTCH WHISKY,
750 ML

\$66

GLENFIDDICH
SOLERA
15 YEAR OLD
SINGLE MALT
SCOTCH WHISKY,
750 ML



\$76

DALMORE
12 YEAR OLD
SINGLE MALT
SCOTCH WHISKY,
750 ML



\$95

BONUS
ON PACK
50 ML BOTTLE

THE GLENLIVET
FOUNDER'S RESERVE
SINGLE MALT
SCOTCH WHISKY,
1.75 L



\$29

HIGH WEST
BOURBON,
750 ML



*Offer is only available to valid PC Optimum[®] members who are of legal drinking age. When you spend the indicated amount on any in stock scotch or bourbon before applicable taxes and after redemptions and all coupons and discounts are deducted in a single transaction at THIS participating Real Canadian Liquorstore[™] location in Saskatchewan, you will earn the points indicated. No adjustments on previous purchases. Product availability may vary by store. We reserve the right to limit quantities. We are not obligated to award points based on errors or misprints. No cash value. See in-store or visit pc optimum.ca for full terms, conditions and redemption restrictions.
*PC Optimum[™] points offers valid Thursday, December 3 to Sunday, December 7, 2025.

Optimum

MEMBERS ONLY

Exclusive savings and **pts** offers

Optimum

Members-Only Price[™]

\$16

Non-members
\$19

Members
save
\$3

MASI
CAMPOFIORIN
RIPASSO,
750 ML

***Must be a registered PC Optimum[™] member to load and get this offer.



Optimum

Members-Only Price[™]

\$42

Non-members
\$45

Members
save
\$3

OLMECA ALTOS
TEQUILA
PLATA, 1 L

***Must be a registered PC Optimum[™] member to load and get this offer.



Optimum

Members-Only Price[™]

\$32

Non-members
\$34

Members
save
\$2

OLD
MILWAUKEE
BEER,
24 X 355 ML

***Must be a registered PC Optimum[™] member to load and get this offer.



FREE
WITH PURCHASE

M^c GUINNESS
375 ML



Flyer prices effective from Wednesday, December 3rd to Sunday, December 7th, 2025

WRAP UP THE SAVINGS

SAVE ON GIFTS FOR ALL



JOHNNIE WALKER
FAMILY PACK
BLENDED SCOTCH WHISKY,
4 X 200 ML

\$85

DON JULIO
TASTING PACK
TEQUILA,
3 X 50 ML

\$20



BAILEYS
HOLIDAY GIFT PACK
ORIGINAL IRISH CREAM,
750 ML

\$33



CROWN ROYAL
GIFT PACK
FINE DE LUXE WHISKY,
750 ML

\$37



WHILE
SUPPLY
LAST

PREPARED IN
CANADA

EMPRESS 1908
PREMIUM GIN COLLECTION,
3 X 375 ML

\$68



Optimum

Members-Only Price™

\$80

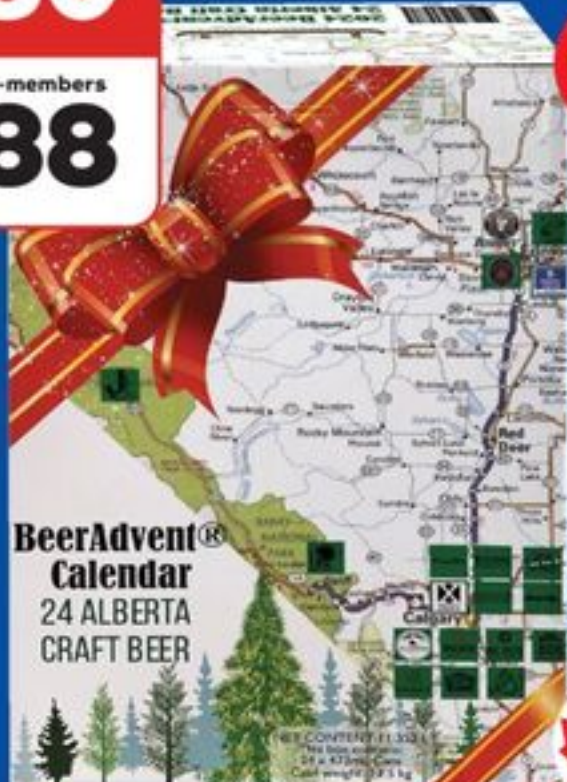
Non-members
\$88

Members
save
\$8

ALBERTA
CRAFT BEER
ADVENT CALENDAR,
24 X 473 ML

***Must be a registered PC Optimum™ member to load and get this offer.

WHILE
SUPPLY
LAST



BeerAdvent®
Calendar
24 ALBERTA
CRAFT BEER

PREPARED IN
CANADA

JP CHENET
WINE
ADVENT CALENDAR,
24 X 200 ML

\$129



WHILE
SUPPLY
LAST



Optimum™

Get your favorite Cream Liquor & open the app!

December 3rdth to December 7th

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer.

Optimum™

Earn
7,000^{pts}
points when
you spend \$100
or more on any
cream liquor*

\$7
back
in points

\$16

KING'S CROSS®
CANDY CANE,
750 ML



\$16

TRUE NORTH
EGGNOG,
750 ML



\$24

BONUS
ON PACK
50 ML BOTTLE

KAHLÚA
COFFEE FLAVOURED
LIQUOR,
750 ML



\$26

CAMPARI
BITTERS,
750 ML



FREE
WITH PURCHASE
SOCKS

**ALWAYS
LOW PRICE**
\$35

KING'S CROSS®
IRISH STYLE
CREAM LIQUEUR,
1.75 L



\$37

JÄGERMEISTER
HERBAL
LIQUEUR,
1.14 L



*when you spend \$100 or more on any cream liquor in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions.

*Get a (1) free Pair of Socks when you buy Campari Bitter 750 mL. Offer valid Wednesday, December 3rd to Sunday, December 7th, 2025. The product image(s) shown may represent the range and/or variety of this product for illustration purposes only, and may not be an exact visual of the product. Please refer to the product description for product details.

Offer valid Wednesday, December 3rd to Sunday, Sunday, December 7th, 2025. ®/™ Trademarks of Loblaw's Inc.



Optimum™

Digital Coupons

PRICE DROP

Scan to download exclusive offers for PC Optimum™ members.



FROM DECEMBER 3RD TO JANUARY 6TH, 2026.

Save
\$1
with digital coupon

KIM CRAWFORD
SAUVIGNON BLANC,
750 ML



\$15

Save
\$3
with digital coupon

SANTA MARGHERITA
PINOT GRIGIO,
750 ML



\$16

Save
\$3
with digital coupon

ZENATO
AMARONE
CLASSICO,
750 ML



\$45

Save
\$2
with digital coupon

MOET & CHANDON
CHAMPAGNE,
750 ML



\$55

Save
\$4
with digital coupon

BUMBU ORIGINAL
RUM,
750 ML



\$36

Save
\$2
with digital coupon

SMIRNOFF
VODKA,
1.75 L



\$45

Save
\$2
with digital coupon

BAILEYS
ORIGINAL
IRISH CREAM,
1.75 L



\$49

Save
\$4
with digital coupon

BOMBAY
SAPPHIRE
LONDON DRY GIN,
1.75 L



\$54

Save
\$2
with digital coupon

CROWN ROYAL
FINE DE LUXE WHISKY,
1.75 L



\$55

Save
\$4
with digital coupon

HENNESSY
VERY SPECIAL COGNAC,
1 L



\$58

Save
\$2
with digital coupon

JOHNNIE WALKER
BLACK LABEL
BLENDED
SCOTCH WHISKY,
1.75 L



\$75

Save
\$3
with digital coupon

DON JULIO
TEQUILA
REPOSADO,
1.75 L



\$99

HOT

DEALS

\$28

LAMARCA
PROSECCO,
1.5 L



1.5 L
BOTTLE

\$65

VEUVE CLICQUOT
BRUT
CHAMPAGNE,
750 ML



HOLIDAY SAVINGS

LOW
PRICES
IN EVERY
AISLE

\$42

ROYAL
RESERVE
RYE,
1.75 L

BONUS
ON PACK
50 ML BOTTLE

LARGE
BOTTLE
1.75 L



\$42

ALBERTA
PURE
VODKA,
1.75 L

BONUS
ON PACK
50 ML BOTTLE

LARGE
BOTTLE
1.75 L



\$57

JOSE CUERVO
ESPECIAL TEQUILA
GOLD,
1.75 L

BONUS
ON PACK
50 ML BOTTLE

LARGE
BOTTLE
1.75 L



\$36

BOMBAY
SAPPHIRE
LONDON DRY GIN,
1.14 L



\$29

MI CAMPO
TEQUILA
BLANCO OR REPOSADO,
750 ML



\$53

PATRÓN
TEQUILA
SILVER,
750 ML



\$34

CAPTAIN
MORGAN
SPICED RUM,
1.14 L

BONUS
ON PACK
50 ML BOTTLE



\$19

ALBERTA
PREMIUM
CANADIAN RYE WHISKY,
750 ML

BONUS
ON PACK
50 ML BOTTLE



\$27

J.P. WISER'S
10 YEAR OLD
CANADIAN WHISKY,
750 ML

FREE
WITH PURCHASE

FLASK



\$30

JAMESON
IRISH WHISKEY,
750 ML

BONUS
ON PACK
50 ML BOTTLE



NOW ON



DOORDASH

*Get a (1) free Flask when you buy J.P. Wiser's 10 Year Old Canadian Whisky 750 mL. Offer valid Wednesday, December 3rd to Sunday, December 7th, 2025. The product image(s) shown may represent the range and/or variety of this product for illustration purposes only, and may not be an exact visual of the product. Please refer to the product description for product details.

HOP ON A FLAVOR ADVENTURE - *Imported beer* AWAITS!

\$11

**HARP
LAGER,
4 X 500 ML**



\$16

**DAB
ORIGINAL
LAGER,
6 X 500 ML**



\$15

**ASAHI
SUPER DRY
BEER,
6 X 330 ML**



\$27

**PERONI
NASTRO AZZURO
BEER,
12 X 330 ML**



\$60

**HEINEKEN
LAGER,
28 X 355 ML**



HOLIDAY SAVINGS

**LOW
PRICES
IN EVERY
AISLE**

\$65

**COORS
ORIGINAL
BEER,
36 X 355 ML**



\$54

**BUDWEISER
BEER,
36 X 355 ML**



\$23

**BREWHOUSE
PILSENER,
18 X 355 ML**



\$27

**ORIGINAL 16
CANADIAN PALE ALE, COPPER
ALE OR ULTRA,
15 X 355 ML**



\$19

**RED TRUCK BEER
MIX PACK,
12 X 355 ML**



\$24

**JASPER
BREWING
CRISP PILS,
15 X 355 ML**



\$12

**PC® BEER
WINTER
AMBER ALE,
4 X 473 ML**



\$24

**MIKE'S HARD
LEMONADE OR
FREEZER VARIETY PACK,
12 X 355 ML**



\$18

**DECA®
ORIGINAL HARD TEA OR
SODA MIXED PACK,
12 X 355 ML**



\$24

**VIZZY
HARD SELTZER
SELECTED VARIETIES,
12 X 355 ML**



\$25

**SMIRNOFF
VODKA SODA
OR SELTZER VARIETY PACK,
12 X 355 ML**



\$49

**TWISTED TEA
HARD ICED TEA
ORIGINAL,
30 X 355 ML**



*Get a (1) free Pair of Socks when you buy Mike's Hard Lemonade or Freezer Variety Pack 12 x 355 mL. Offer valid Wednesday, December 3rd to Sunday, December 7th, 2025. The product image(s) shown may represent the range and/or variety of this product for illustration purposes only, and may not be an exact visual of the product. Please refer to the product description for product details.

HOLIDAY SAVINGS

LOW
PRICES
IN EVERY
AISLE

\$35

BROKEN BRIDGE
CABERNET/MERLOT
OR PINOT GRIGIO,
4L



\$36

PELLER ESTATE
FAMILY VINEYARDS
ASSORTED VARIETIES,
4L



\$8

BODACIOUS
SELECTED VARIETIES,
750 ML



\$10

OGIO
PINOT GRIGIO,
750 ML



\$11

TRIVENTO RESERVE
MALBEC OR
WHITE MALBEC,
750 ML



\$11

MATUA
SELECTED VARIETIES,
750 ML



\$11

TRAPICHE
SELECTED VARIETIES,
750 ML



\$14

SANTA MARGHERITA
CABERNET SAUVIGNON
OR ROSÉ,
750 ML



\$14

19 CRIMES CALI
SELECTED VARIETIES,
750 ML



\$16

TOM GORE
SELECTED VARIETIES,
750 ML



\$15

KIM CRAWFORD
PINOT GRIS OR ROSÉ,
750 ML



\$16

JOSH CELLARS
SELECTED VARIETIES,
750 ML



\$29

BERINGER
KNIGHTS VALLEY
CABERNET SAUVIGNON,
750 ML





Optimum™

Get your favorite sparkling wine & open the app!

December 3rd to December 14th

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer.

Optimum™

Earn
6,000 pts

points when
you spend \$30 or more
on any sparkling
wine*

\$6
back
in points

\$12

**HENKELL
TROCKEN**
SPARKLING WINE,
750 ML



\$14

MARTINI
ASTI SPUMANTE,
750 ML



\$16

GIGGLEWATER
PROSECCO,
750 ML



\$16

**FREIXENET
CORDON NEGRO**
BRUT,
750 ML



\$17

**KIM
CRAWFORD**
PROSECCO,
750 ML



\$18

RUFFINO
PROSECCO OR
PROSECCO ROSÉ,
750 ML



*when you spend \$30 or more on any sparkling wine in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions.

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Optimum™

Mix and match any **4**
& open the app!
December 3rd to December 14th

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer.

Optimum
Earn
10,000 pts
points when
you buy any 4 of
these select
wines*

\$10
back
in points

\$19

**RED
ROOSTER**
CABERNET/MERLOT,
750 ML



\$22

GRAY MONK
PINOT GRIS OR
CHARDONNAY,
750 ML



\$14

**PASQUA
PASSIMENTO**
ROSSO,
750 ML



\$15

**VILLA MARIA
PRIVATE BIN**
SAUVIGNON BLANC,
750 ML



\$16

MÉNAGE À TROIS
CABERNET SAUVIGNON,
750 ML



\$16

PINE RIDGE
CHENIN BLANC VIOGNIER,
750 ML



\$17

**KIM
CRAWFORD**
MARLBOROUGH PINOT NOIR,
750 ML



\$17

LUIGI BOSCA
MALBEC,
750 ML



\$19

**GUIGAL
CÔTES DU RHÔNE**
RED,
750 ML



\$20

THE PALM
ROSÉ,
750 ML



\$22

7 DEADLY ZINS
ZINFANDEL,
750 ML



\$23

MICHAEL DAVID
FREAKSHOW,
750 ML



*when you buy any 4 of the following select wines: The Palm Rosé 750 mL, Pasqua Passimento Rosso 750 mL, Kim Crawford Marlborough Pinot Noir 750 mL, Michael David Freakshow 750 mL, Ménage à Trois Cabernet Sauvignon 750 mL, Pine Ridge Chenin Blanc Viognier 750 mL, Guigal Côtes Du Rhône Red, Red Rooster Cabernet/Merlot 750 mL, Gray Monk Pinot Grigio or Chardonnay 750 mL, 7 Deadly Zins Zinfandel 750 mL, Luigi Bosca Malbec 750 mL, Villa Maria Private Bin Sauvignon Blanc 750 mL in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions.
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AD MATCH

**We'll match
prices*
when you
show us a lower
advertised price!**

1. We'll match prices if you show us a lower advertised price.
2. We reserve the right to limit the quantity available for purchase to 4 units per Ad Matched item purchased at a competitor's price, regardless of variety.
3. We will not match competitor's private label offers on non-identical brands or other special offer types, see full explanation for details.
4. The competitor's advertisement, whether printed or digital, must be complete with all necessary information and in an acceptable format.

*We'll match prices if you show us a lower advertised price means that if a competitor identified here in Alberta advertises a lower price on an identical item carried in Real Canadian Liquorstore freestanding store locations in Alberta, show us the original print copy or official digital advertisement and we will sell you that item, up to a limit of four (4) units per item, at the same price but only during the effective dates of the competitor's advertisement. Competitors include Sobeys Liquor, Co-op Liquor Store, Olympia Liquor, BSW Liquor, Ace Liquor, Wine & Beyond and Liquor Depot. Identical items are defined as same brand, item type, size and attributes and carried at this store location. **We will not match:** competitor's private label offers on non-identical items, "Clearance", discounts or coupons. We reserve the right to refuse to match a competitor's item price if their advertising contains errors, typos or misprints or is subject to a correction notice. We reserve the right to revise the competitor(s) for Real Canadian Liquorstore locations in Alberta. The program applies if competitor's advertising is complete with all relevant information including, but not limited to, size and price, effective dates, and in print or from an official digital source (such as the competitor's online flyer or website). In no circumstances will the program apply to offers prohibited by local, provincial or federal laws or regulations. We reserve the right to cancel or change the terms of this ad match program at any time.