



Verified
\$5⁹⁹ /lb
Fresh Regular
Ground Beef Family Size 11.02/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
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
3²⁹ /lb
COMPLIMENTS Fresh AIR-CHILLED Whole Chicken or Chicken Legs back attached Family Size 7.25/kg



Verified
2⁹⁹
Raspberries or Blackberries product of Mexico or USA 170 g



Verified
1⁹⁹
Broccoli Bunches product of USA or Mexico

 Verified 4⁹⁷ KRAFT Miracle Whip or Mayonnaise 650-890 mL, NOTCO Mayo 443 mL or HEINZ Ketchup 750 mL-1 L	 Verified 6⁴⁷ LIBERTÉ GREEK Yogurt 650-750 g	 Verified 3²⁷ CLASSICO Pasta Sauce 218-600 mL
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Verified
6.49

CASHMERE Bathroom Tissue 12x24 and 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 same product will automatically receive the difference in Same Price. Same price if physical cash will 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 Subways stores for the weekly flyer program subject to change without notice. Visit www.subways.com/verified-prices for additional details.

Scene⁺
SPEND & GET

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.com
or at the Subway app

0 16125 86707 9

Global Market

PreStelle[®] PANEER
MELONA

Verified
3.99

MELONA Ice Bars 560 mL
or TRE STELLE Paneer 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
New Brunswick

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

Scene

TURN
POINTS
INTO
GROCERIES



1 kg
1.4 kg
2 kg
2 kg



value size
1 kg

400 PTS
when you buy 2

12⁹⁹

COMPLIMENTS Breakfast or Dinner Sausages 1.4 kg
SUNRISE Large Wax Bologna 2 kg or COMPLIMENTS Thick Cut Bacon 1 kg



100 PTS
when you buy 2

5⁹⁹

KELLOGG'S Family Size Cereals
selected 450-650 g



300 PTS
when you buy 3

3/10

QUAKER Instant Oatmeal 228-344 g or Quick or Old Fashioned Oats 1 kg selected



200 PTS
when you buy 3

3⁹⁹

SENSODYNE Whitening or Pronamel Toothpaste 75-100 mL selected

1,000 Points = \$10 of free groceries

FULL_SCENE_PROMPT_16_16_16_16_16_16_16





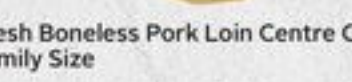
BUY 2 GET 3RD FREE

Fresh Boneless Pork Loin Centre Cutlets Family Size



3.49 /lb

Fresh Pork Shoulder Picnic Roast hock removed 750-932g



Excellent source of iron

4.99 /lb

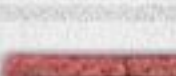
Fresh Herb Beef liver sliced 1100/g



BOY HAVE ROSE

\$6 600-900g

LAMB TONIGHT Lean Ground Lamb, JOHNSONVILLE Sausage Meat, NOBLE Premium Lean Ground Bison or FONTAINE Lean Ground Veal 226-454 g starting at 6.99 ea



6.99

JOHNSONVILLE Breakfast or Dinner Pork Sausage 250-500 g



11.99 /lb

Seasoned Lamb Chops Greek & Lemon or Provençe de Herb 26.43/kg

quick & easy

\$100 in groceries. *Sponsor points redeemed at my participation in promotions are not redeemable in amounts of \$100. *Limit 1 per household.

STARTING AT
4⁹⁹ **+100 PTS**
when you buy 2

BUTTERBALL Turkey Franks,
Bacon or Rasher 300-450 g

1⁹⁹

CARL BUDDIG
Sliced Meats 55 g

14⁹⁹

BÂTON ROUGE BBQ Pork Back
Ribs 585 g

14⁹⁹ **+300 PTS**
when you buy 2

PILLER'S Naturally Smoked
Boneless Hams 800 g

7⁹⁹ **+200 PTS**
when you buy 2

MARCARANGELO or SCHNEIDERS
Gourmet frozen 375-675 g

10⁹⁹ **+300 PTS**
when you buy 2

COMPLIMENTS Lasagna, Micaroni
& Cheese or SCHNEIDERS Dips
265 g x 1 kg

12⁹⁹ **+130 PTS**
when you buy 1

COMPLIMENTS Chicken or Beef
Individual Pot Pies 750 g

16⁹⁹

COMPLIMENTS Breaded Chicken
1.47-2 kg

Value size

SCHNEIDER'S Value Size
CROWN BUTTER 250g x 2
CROWN BAKED HAM & PASTA
CROWN BAKED CHICKEN & PASTA

Get to FREE GROCERIES faster when you earn your Schme+ membership! Your card pays for your Schme+ Scan® Visa Card.

\$1000 in groceries by participating in promotions

\$1000 in groceries by participating in promotions

\$1000 in groceries by participating in promotions

*\$100 in groceries. *Sponsor points redeemed at my participation in promotions are not redeemable in amounts of \$100. *Limit 1 per household.

seafood



2.99 MEMBER
without
Scene+ Card

3.49 MEMBER
without
Scene+ Card

COMPLIMENTS Crab or Lobster Flavoured
Alaskan Pollock 227 g



5.99 MEMBER
without
Scene+ Card

6.99 MEMBER
without
Scene+ Card

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



8.99 MEMBER
without
Scene+ Card

9.99 MEMBER
without
Scene+ Card

COMPLIMENTS Cooked or Raw Shrimps
31-40 or 71-80 (1 per lb or 1/2 Bay Shrimps
80-120 c per lb 340 g



12.99 MEMBER
when you buy 1

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

Fresh Steelhead Trout Filets
product of
Newfoundland

12.99 /lb
28.64/kg

YOUR CHOICE

Haddock Loins
frozen

Almond Crusted Sole Filets or
Coconut Crusted Tilapia Filets
frozen or previously frozen

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



6.99

VASCO & CO Smoked Atlantic Salmon 120 g
or MTLAV's CO Smoked Scallops or Clam
Stuffing 425 g



7.99 MEMBER
without
Scene+ Card

9.99 MEMBER
without
Scene+ Card

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

REEL IN THE POINTS

\$35 TRUE NORTH Fresh Atlantic
Salmon Filets 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-reel-in-the-points and while supplies are limited. Contest runs from January 1, 2026 until February 11, 2026. To be eligible to participate, you must be a resident of Canada and a member of the Scene+ program. Prizes are awarded to the member who accumulates the most points during the contest period. Points are earned by scanning your Scene+ card at the time of purchase of qualifying products. Points are valid only for the duration of the contest and are not redeemable for cash. Void where prohibited. ©2025 Scene+ Inc. All rights reserved. Scene+ and the Scene+ logo are trademarks of Scene+ Inc. All other trademarks are the property of their respective owners.

deli & kitchen

5⁷⁹ **MAPLE**
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

3²⁹ 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



4⁴⁹ **STARTING AT**
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 **BUY MORE SAVE 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 earns only one 1000 Scene+ points and one bonus. Offer can be redeemed only once per household through the Sobey's app. Other restrictions apply and other goods and services which are not eligible for this offer. Minimum transaction time limit of 14 days. Offer is subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobey's Capital Inc. and its affiliates.

PHOTO: SHUTTERSTOCK/ARTISTBYJAN

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 taxes, 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.



4²⁹

100 PTS when you buy 2

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



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



6²⁹

50 PTS when you buy 1

Made with 100% Canadian Flour

Gourmet Cheese Topped Buns 6 pk 425 g



4²⁹

Made with 100% Canadian Flour

Panini or Calabrese Buns 6 pk 375-480 g



\$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



STARTING AT **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



17⁹⁹ PREMIER PROTEIN Shakes 4 pk selected



23⁹⁹ COMPLIMENTS Vegan Protein Greens Powder

home & pet care



1.49
SHEBA Perfect Portions Wet Cat Food 75 g 1.79 ea



7.99
MILK-BONE Dog Biscuits or Treats selected 210-312 g or 2 kg



12.99
PURINA ONE Dry Cat Food 1.4-1.8 kg or Dog Bites 566 g



100 Pts
COMPLIMENTS Cat Litter 7 kg or Wet Cat Food 12 pk



3.29
GLAD Cling Wrap 30 m



7.99
ALCAN Foil 50-100 ft, REYNOLDS Parchment Paper 75 ft, Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected



100 Pts
7.99
COMPLIMENTS Fabric Softener Sheets 200 pk



5.99
BOUNTY Paper Towels 1-2 pk or Napkins 200 pk



4.99
100 Pts
CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foamer 887 mL



9.99
400 Pts
SWIFFER Dry or Wet Cloth Refills 10-32 pk, PowerMop Pads 5 pk or Hand Duster 360° 6-10 pk



5.99
FLEECY Fabric Softener 1.36 L or Sheets 80 pk



5.99
DRANO Drain Cleaner Plus 900 mL

health, beauty & baby



7.99
PANTENE Hair Care 60-530 mL or 169 g selected



5.49
LIVE CLEAN Hand Soap 400-500 mL selected



300 Pts
6.99
LISTERINE Mouthwash 1 L selected



7.49
SECRET or OLD SPICE Deodorant 73-144 g selected



100 Pts
9.49
DOVE Men's Body Wash 532 mL selected



400 Pts
10.99
ALWAYS Pads, Liners or TAMPAX Tampons 18-120 pk selected



250 Pts
10% off
L'ORÉAL PARIS Cleaners 125-200 mL



36.99
PAMPERS Super Eco Pack 66-174 pk or ENFAGROW A+ 907 g



28.99
HUGGIES Giga Pack Pull-Ups 21-61 44-74 pk or GOODNITES 34-44 pk



3.99
CABOO Bamboo Baby Wipes 72-216 pk or HUGGIES Baby Wipes 36-64 pk



400 Pts
78.99
ENFAHIL A+ NeuroPro Ready to Feed 18 pk

pharmacy

Only available at pharmacy locations. *Select products only available when a pharmacist is on duty.



150 Pts
10% off
PEPCID Heartburn Relief 25-30 pk



10% off
TUMS 32-160 pk selected



100 Pts
13.99
ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk



10% off
150 Pts
Children's TYLENOL MOTRIN or BENLYN selected



10% off
600 Pts
TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus selected



150 Pts
10% off
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 REPLACEMENT THERAPY

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



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

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

Let's start
with apps!

Family faves
everyone will
enjoy!

Nature's Bounty!

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

Small serves 20

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 Chalo! Naan Curry, featuring golden-brown naan pieces in a rich, red, chunky sauce. To the left is a packet of Chalo! Naan, which is green and white with the brand name 'CHALO!' and 'NAAN' clearly visible. A decorative yellow flourish is in the top right corner.



Find everything you need for your festivities.

**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 2

14⁹⁹

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



VIETNAMESE-STYLE
SHRIMP SPRING ROLLS
UNCOOKED • NON CUITS
ROULEAUX DE PRINTEMPS
AUX CREVETTES A
LA VIETNAMIENNE

20-22 2000
300 g 2000



panache

TEMPURA SHRIMP
TRUFFLE FLAVOUR
BREADED - UNCOOKED
FARFEE - NON CUITES
SAVEUR DE TRUFFE
CREVETTES TEMPURA

\$7

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



compliments
GARDEN SALAD
SALADE GARDINIERE

BUY 1 GET 1
at equal or lesser value
FREE

COMPLIMENTS Garden Salad 340 g
or Coleslaw 397 g 3.99 ea



999

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**

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- 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

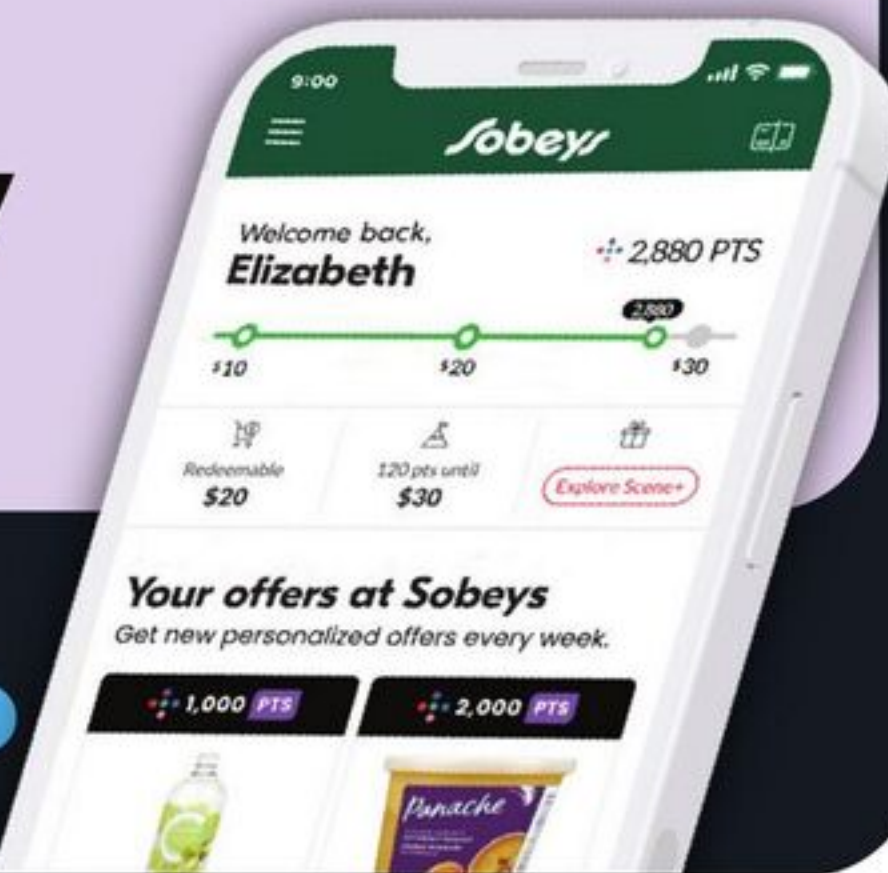


**SAVE
\$7**

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

Get
500 PTS
when you Spend \$15 on any

METHOD Health & Beauty or Household Products



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.

FAN TASTIC EATS

5⁹⁹

ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-492 g or Gourmet Popping Corn 850 g.

2/10

HEALTHY CHOICE Gourmet Steamers selected 299-309 g

Knorr

2⁹⁹

KNORR Rice or Pasta Cups 73 g

4⁹⁹

HELLMANN'S Mayonnaise 240-445 mL

Don't just watch the game **taste the win!**

GET BACK INTO ROUTINE

2/\$5

AYLMER Tomatoes 796 mL or Accents 398-540 mL

5⁹⁹

PAM Cooking Sprays 113-170 g (excludes Avocado and Organic)

4⁴⁹

ANGIE'S Boomchickapop Popcorn 136 g or Sweet & Salty 198 g

TASTE THE DIFFERENCE

ITALY'S #1 BRAND OF TOMATOES

4⁹⁹

MUTTI Strained Tomatoes 680 mL or Peeled or Finely Chopped Tomatoes 796 mL

4²⁹

MUTTI Tomato Paste 156 mL

ONE FAMILY. ONE PASSION. TOMATOES.

Together is Golden

\$2

MCCAIN Regular Fries assorted 600 g

4⁴⁹

MCCAIN Premium Breakfast assorted 600-650 g

3⁹⁹

MCCAIN Pockets 3 pk assorted 300 g

BUY ANY 6 products & receive 1,000 Scene+ Points = \$10 Value

OFFER VALID JANUARY 1 - FEBRUARY 11, 2026

See in-store for full list of participating products.

Product availability may vary in each participating Sobeys or Safeway store. All products must be purchased within the same transaction between January 1 and February 11, 2026 using a Scene+™ card in order to qualify.

MAKE IT WITH QUAKER

2/\$5

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

150 PTS when you buy 3

2⁴⁷

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

START YOUR ACTIVIA GUT HEALTH CHALLENGE

4⁴⁹ ACTIVIA 650 g or ACTIVIA Expert 750 g or ACTIVIA 12 x 100 g, 12 x 95 g

7⁴⁹ ACTIVIA Expert 12 x 100 g, 12 x 95 g

YOU COULD WIN \$5,000 WORTH OF GROCERIES IN SCENE+ POINTS.

BUY \$10 in any Activia products

SCAN your Scene+™ card at checkout

Scene+

Nestlé Favourites

5⁸⁸

NESTLÉ PREMIUM Frozen Dessert or Real Dairy Ice Cream 1.5 L or Drumstick 4 pk selection may vary by location

NESTLÉ Kikkat Confectionery Frozen Dessert 4x80 mL selection may vary by location

STARBUCKS

13⁹⁹

STARBUCKS Ground Coffee 340 g

13⁹⁹

STARBUCKS K-Cups® 10 pk

4⁹⁹

CHAPMAN'S Premium Ice Cream, Frozen Yogurt, Sorbet or No Sugar Added 1-2 L selected

5⁹⁹

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

3⁹⁹

LIBERTÉ Greek 2-4 pk or Méditerranée Yogurt 500 g or YOPLAIT Protein Source 650 g

16⁹⁹

RED BULL Energy Drinks 8x250 mL

WELCOME TO Mi Tierra

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 OFFERS FROM \$10

BUY 2 OLD EL PASO® KITS AND GET \$10 TO FILL UP**

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

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

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

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

SNYDER'S OF HANOVER Pretzels selected 240 g **3.33**

PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g **2.99**

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

FUEL THEIR DAY!

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

CRACKER BARREL Cheese Slices 500 g **9.99**

Fluffy. Irresistible. Dippable.

Philadelphia Cream Cheese Product 227-250 g selected varieties **4.99**

KRAFT Singles Process Cheese Product 825 g selected varieties **9.99**

MONSTER ENERGY 444-473 mL **2/\$6.50**

5-230 CALORIES

MONSTER ENERGY 8 x 355 mL **15.99**

50 PTS when you buy 1

CANADA DRY

Crave a wave of flavour?

Try NEW Peach Mango today! Also available in Zero Sugar

CANADA DRY 6 x 222 mL select varieties **4.99**

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

OREO CAKESTERS 285 g selected varieties **5.99**

CADBURY Multipacks 150-200 g selected varieties **5.49**

CHRISTIE Family Size Cookies 314-520 g selected varieties **5.99**

RITZ Drizzled Mints 228 g selected varieties **5.99**

FRANK'S Original or Thick RedHot Sauce 354 mL **4.29**

CATELLI Protein+ Pasta 340 g **3.49**

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



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