



Verified
\$6 /lb
Fresh Regular
Ground Beef Family Size 13.23/kg



Verified
3.29 /lb
COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken
or Chicken Legs Family Size 7.25/kg



Verified
\$12
COMPLIMENTS Chicken Wings,
JACK ASTOR'S, BELMONT, CARDINAL,
ROADHOUSE, BUTTERBALL or
COMPLIMENTS Burgers selected
varieties or PRINCE'S EatWell Gluten
Free Breaded Chicken Burgers, Strips
or Nuggets 680-852 g



Verified
3.49
Raspberries or Blackberries
product of Mexico or USA 170 g



Verified
2.99
COMPLIMENTS Baby
Spinach, Spring Mix or
Baby Arugula product
of USA 142 g



Verified
3.99
Fresh Atlantic Salmon
Portions skin-on plan or
marinated product of
Canada 113 g



Verified
2.99
COMPLIMENTS Baby
Spinach, Spring Mix or
Baby Arugula product
of USA 142 g



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of USA 142 g

A collage of various food products. On the left, there are three jars: Kraft Miracle Whip (550-890 mL), Mayonaisse (443 mL), and Heinz Ketchup (750 mL). In the center, there are two tubs of Liberte Greek Yogurt (650-750 g) and a red maple leaf. On the right, there are two jars of Classico Pasta Sauce (218-600 mL). Each product is accompanied by a 'Verified' price tag: 4.97 for the Mayonaisse, 6.47 for the Liberte Greek Yogurt, and 3.27 for the Classico Pasta Sauce.

Verified

6.49

CASHMERE Bathroom Tissue 12-24 or 8-24 rolls,
SPONGE POWERS 3-6 rolls, SCOTTIES Facial Tissue 6 pk,
BONTERRA Bathroom Tissue 9-24 rolls, Paper Towel 3-6 rolls
or Facial Tissue 3-6 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*

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 1/11/26
Available through mygroceriesapp or at the Scene+ app
0 161925 6267 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
Newfoundland

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

FL02_SUN_WAX_PBN_01_19_19_04_19_04_19

[illegible]

*\$30 in groceries | Savoury points redeemed at any participating grocery location must be redeemed in increments of 1000. *Get 2 Saviour pits for every \$1 spent! - On eligible point purchases & participating grocery stores. Other conditions apply. See full participation details at www.savourypoints.com or scan barcode.

BUY 2 GET 3RD FREE

Fresh Boneless Pork Loin Centre Cutslet Family Size

Excellent source of iron

4⁹⁹ /lb
Fresh Beef Liver sliced 1100g/kg

\$6 /lb
Buy 3 or more

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

3⁴⁹ /lb
Fresh Pork Shoulder Picnic Roast hock removed 769/gkg

6⁹⁹ /lb
JOHNSVILLE Breakfast or Dinner Pork Sausage 250-500 g

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

value size

Big format Big value

+500 PTS when you buy 2

8⁹⁹ /lb

STERLING SILVER Fresh Boneless Whole Eye of Round cryovac cut by your meat expert from Canada AAA grade beef 19.82/kg

3⁹⁹ /lb
Pork Half Loin Bone-In Chops Frozen 8.80/kg

BISON

GROWN AND RAISED by Canadian Ranchers Raised without antibiotics

NOBLE Premium Bison Cubes 226 g

NOBLE Premium Bison Inside Round Steak 226 g

NOBLE Premium Bison Ribeye 226 g

NOBLE Premium Bison Striploin Steak 226 g

NOBLE Premium Bison Top Sirloin Steak 226 g

10% off discount applied at register

quick & easy

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

BUTTERBALL Turkey Franks, Bacon or Rasher 300-450 g

1⁹⁹ /lb
CARL BUDDIG Sliced Meats 55 g

14⁹⁹ /lb
BATON ROUGE BBQ Pork Back Ribs 585 g

+300 PTS when you buy 2

14⁹⁹ /lb
PILLER'S Naturally Smoked Boneless Hams 800 g

+200 PTS when you buy 2

7⁹⁹ /lb
MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g

+300 PTS when you buy 2

10⁹⁹ /lb
COMPLIMENTS Lasagna, Macaroni & Cheese or SCHNEIDERS Dips 265 g-1 kg

+130 PTS when you buy 1

12⁹⁹ /lb
COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g

16⁹⁹ /lb
COMPLIMENTS Breaded Chicken 147-2 kg

GET TO FASTER GROCERIES

Certified by the Canadian Food Grading Agency / Certifié par l'Agence Canadienne du Classement du Basile

Scan QR code to get delivery service

1000PTS = \$10 OFF



30% OFF
on all items



300 PTS
when you buy 2

14⁹⁹

BATTEN ROUGE BBQ Pork Back Ribs 585 g

14⁹⁹

PILLER'S Naturally Smoked Boneless Mams 800 g



130 PTS
when you buy 1



value size

12⁹⁹

COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g



value size

16⁹⁹

COMPLIMENTS Breaded Chicken 1,472 g

ASTER

when you scan your **Scanme** membership to receive and pay with your **Softbank™ Scanme™** "Hot Card."



Scanme™



SCANME

GET A DELIVERY PASS

1,000 PTS = \$10.00 in savings

POSSIBLE LINK TO PINK, ALL

Fresh Seafood
Trout Fillets
product of
Newfoundland

CHOOSE
CANADIAN
SEAFOOD

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

2.99
MEMBER
CARD

3.49
without
Scene+Card

COMPLIMENTS Crab or Lobster Flavoured
Atlantic Cod 227 g

5.99
MEMBER
CARD

6.99
without
Scene+Card

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

8.99
MEMBER
CARD

9.99
without
Scene+Card

COMPLIMENTS Cooked or Raw Shrimp
80-120 ct per lb or Bay Scallops
80-120 ct per lb 340 g

6.99

LAND & SEA Cold
Water Shrimp
cooked and peeled
340 g

12.99
/lb, ea
28.64/kg

YOUR
CHOICE

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

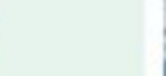
6.99

VASCO & CO Smoked Atlantic Salmon 120 g
or MATLAWS Ocean Scallops or Clam
Stuffing 425 g

7.99
MEMBER
CARD

9.99
without
Scene+Card

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

12⁹⁹ **+ \$1.50 PTS**
 (when you buy 1)

COMPLIMENTS Breaded or Battered
 Fish, Seasoned Haddock, Cod, Sole or Salmon
 Fillets 4oz-6oz

REEL IN THE POINTS



\$3.50 TRUE NORTH Fresh Atlantic
 Salmon Fillets product of Canada
 Skinless 3oz-6 oz subject to availability

CHANCE TO WIN

Scene®

WORTH OF SCENE® = POINTS

WIN \$10,000

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.

deli & kitchen

579
/lb
without
sauce
Cord

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

COMPLIMENTS Hungarian, German or Peppercorn Salami

399
COMPLIMENTS Dips or Hummus regular 200-227 g



**Fresh from
our Kitchens**



19⁹⁹

Ready For Your Crispy Chicken
9-pieces available hot or chilled



250 PTS
when you buy 2

14" Take & Bake Pizza
7-9PM 4



5⁹⁹
MEMBER PRICE

6⁴⁹
without
Sauce & Card

Wraps 219-300 g



250 PTS
when you buy 2

5⁹⁹

Made In Store Chicken
Pot Pie
available hot or chilled
320 g

Give them more with the Grocery Essentials Card



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

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**
SCOTSBURN or CENTRAL DAIRIES Chocolate Milk 2 L



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 on a 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 this time. Offer can be redeemed only after redemption through the Scene+ app. Other restrictions apply and other goods and services which are not eligible for this offer. See the Scene+ app for details. 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.

PGS-001-001-001-001-001-001

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



+150 PTS
when you buy 1

13⁹⁹

Traditional Salad Sandwiches trio pack 600 g

READY FOR YOU

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.

bakery

+100 PTS
when you buy 2

4²⁹

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

BAKED IN STORE

Made with 100% Canadian flour

+100 PTS
when you buy 2

4²⁹

COMPLIMENTS Brioche Burger Buns 4 pk 200 g

without Scene+ Card

BAKED IN STORE

NEW

+100 PTS
when you buy 2

5⁴⁹

ACE BAKERY Bistro Breads 595 g

BAKED IN STORE

Made with 100% Canadian Flour

6²⁹

+50 PTS
when you buy 1

Gourmet Cheese Topped Buns 6 pk 425 g

BAKED IN STORE

Made with 100% Canadian Flour

4²⁹

Panini or Calabrese Buns 6 pk 375-480 g

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 71s 34 g or HERSHEY'S Fun Size Chocolate 120-124 g



4²⁹
MENTOS, DENTYME 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
PURITY Jam Jams 425 g, Milk Crunch, Tip Top Soda or Cream Crisp Crackers 300-400 g



5⁴⁹ ++200 PTS when you buy 2
CADBURY 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 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 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 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 500 g



1⁵⁰
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



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
when you buy 1
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
when you buy 2
7.99
COMPLIMENTS Fabric Softener Sheets 200 pk



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



4.99
100 Pts
when you buy 2
CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foamer 887 mL



9.99
STARTING AT
400 Pts
when you buy 2
SWIFFER Dry or Wet Cloth Refills 10-32 pk, PowerMop Pads 5 pk or Hand Duster 360° 6-10 pk



5.99
STARTING AT
FLEECY Fabric Softener 1.36 L or Sheets 80 pk



5.99
DRANO Drain Cleaner Plus 900 mL

health, beauty & baby



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



5.49
LIVE CLEAN Hand Soap 400-500 mL selected



6.99
300 Pts
when you buy 2
LISTERINE Mouthwash 1 L selected



7.49
STARTING AT
SECRET or OLD SPICE Deodorant 73-144 g selected



9.49
100 Pts
when you buy 2
DOVE Men's Body Wash 532 mL selected



10.99
400 Pts
when you buy 2
ALWAYS Pads, Liners or TAMPAX Tampons 18-120 pk selected



10% off
250 Pts
when you buy 2
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
STARTING AT
CABOO Bamboo Baby Wipes 72-216 pk or HUGGIES Baby Wipes 36-64 pk



78.99
400 Pts
when you buy 1
ENFAHIL A+ NeuroPro Ready to Feed 18 pk

pharmacy

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



10% off
150 Pts
when you buy 2
PEPCID Heartburn Relief 25-30 pk



10% off
TUMS 32-160 pk selected



13.99
100 Pts
when you buy 1
ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk



10% off
150 Pts
when you buy 2
Children's TYLENOL MOTRIN or BENLYN selected



10% off
600 Pts
when you buy 2
TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus selected



10% off
150 Pts
when you buy 2
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

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 Chutney Chicken, featuring bite-sized pieces of chicken in a thick, reddish-orange sauce, served with a packet of Chaloo! Naan bread. The packet is green and white with the brand name 'CHALOO!' and 'NAAN' clearly visible.



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**



Panache

**VIETNAMESE-STYLE
SHRIMP SPRING ROLLS**
UNCORED • NON CUITS
**ROULEAUX DE PRINTEMPS
AUX CREVETTES À
LA VIETNAMIENNE**

20-22 mm (0.79-0.87 in.)
300 g (10.58 oz.)



Panache

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

114

\$7

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



compliments
COLESLAW
SALADE DE CHOU



BUY 1 GET 1
of equal or lesser value
FREE

COMPLIMENTS Garden Salad 340 g
or Coleslaw 397 g 4.99 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



**SAVE
\$7**

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

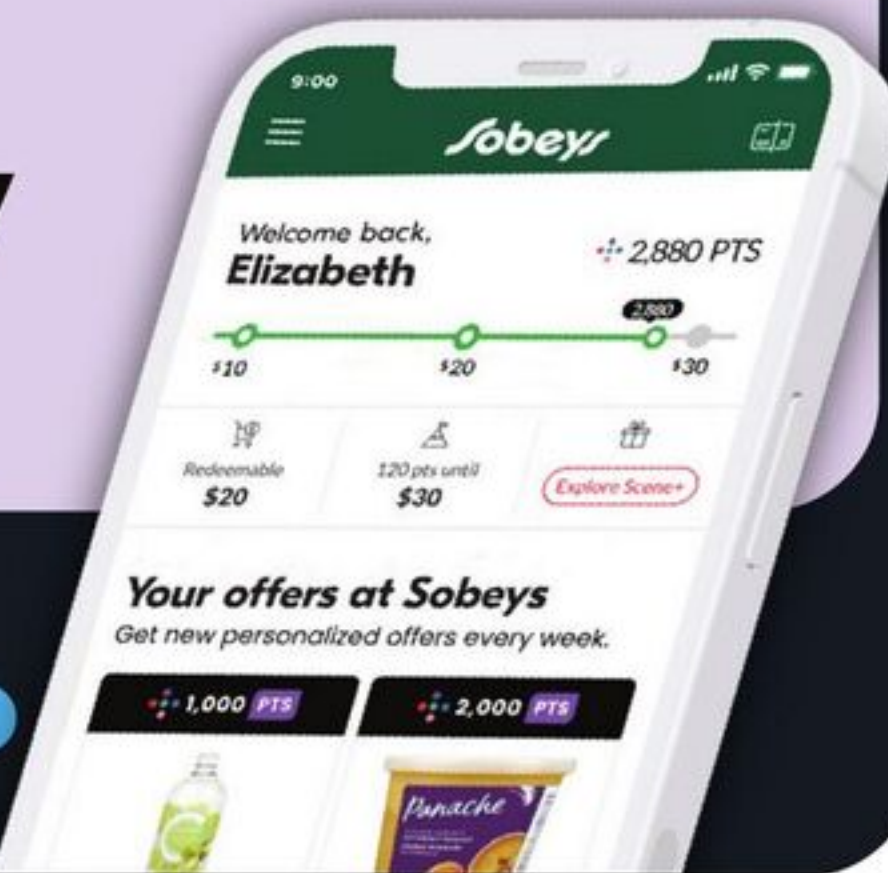
Get
500 PTS
when you Spend \$15 on any

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.

GET BACK INTO ROUTINE



2/\$5

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



5.99

PAM Cooking
Sprays 1137 g's
(excludes Avocado
and Organic)



5.99

SNACK PACK
Pudding
chocolate or
buttercotts 139 g



4.49

BOON BOOM
CHICKA POP
Popsicle 136 g or
Sweet & Salty 198 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
796 mL



4.29

MUTTI Tomato Paste
195 mL

ONE FAMILY. ONE PASSION. TOMATOES.
Imported by: La Bella Pasta & Sauce, a Division of the Board of Directors of
 what sells as the Tomato Products category. * Copyright 1994, 1995, 1996, 1997, 1998

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

MADE IN CANADA

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

NESTLÉ KITKAT
Confectionery
Frozen Dessert
4x50 mL
selection may
vary by location

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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 provides legal disclaimers regarding trademarks and copyright.

13.99

STARBUCKS
Ground Coffee
340 g

STARBUCKS
PIKE PLACE
COFFEE

13.99

STARBUCKS
K-Cups® 10 pk

STARBUCKS
PIKE PLACE
K-CUPS

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5.99

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





3.99

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

NEW

Mi Tierra Original

LAVAZZA
CREMA E DOLCE
12.49

LAVAZZA
GRAN AROMA

13.49

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 CROCKER 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
CANADIANS!**

**PROUDLY SERVING
CUSTOMERS
ACROSS CANADA.**

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BY IN-STORE WATER SYSTEMS



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