



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



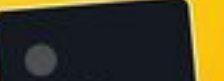
Verified Prices

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*

*Conditions apply. See sobeys.com for details.









SHIRAKIKU Senkai Japanese Rice
6.6 kg or 14.5 lb (14.5 lb) TINS
Thai Jasmine Rice 8 kg

THU 8

FRI 9

SAT 10

SUN 11

MON 12

TUE 13

WED 14

Prices and offers in effect January 2026
New Brunswick



So many deals

Scan here for our full digital flyer

Scene

PLUS UP

POINTS

ALL WEEK LONG!

71,000+ PTS

available in store Jan 8-14

That's like over **\$710** toward your groceries



200 PTS
when you spend
\$15 or more

39 / 10

3 /lb **Fresh Pork Tenderloin Family Size**
cryovac 8.80/kg



That's like
\$5

500 PTS
when you buy 2

Cookies 10 pk or Gourmet 6 pk 310-475



400 **PTS**
when you buy 4

29

OLD DUTCH Potato Chips 235 g
or Ridgies 200 g



That's like
\$5

500 PTS
when you buy 3

4⁹⁹ KRAFT Peanut Butter 500 g
or Cheez Whiz 450 g

See pages 2 & 3 for more offers!

Your family could

WIN*

1 million Scene+ Points towards free groceries

*see page 4 for details

5⁹⁹

ORVILLE REDENBACHER Microwave Popcorn 5-9 pk 248-452 g or Gourmet Popping Corn 850 g



POWERADE

2/4⁵⁰

POWERADE 710 mL



60 PTS when you buy 1

13⁹⁹

CORONA Cero Non-Alcoholic Beer 6x330 mL



McCain Superfries

2/\$9

MCCAIN Superfries 454-650 g



TIDE Liquid Detergent 3.4L 3.9 L, Pods 45-76 pk, GAIN Flingz 45-76 pk, DOWNY Unstoppables 653 g, IVORY SNOW 3.1 L or CASCADE Auto Dish Tabs 51-90 pk

1,400 PTS when you buy 2

19⁹⁹





Scan to view full list of participating products

FEED THE DREAM


Sobey's
MEMBER FINANCIAL

[illegible]

Scene
PLUS UP
POINTS

ALL
WEEK
LONG!



4.99
POM WONDERFUL Pomegranate Juice 473 mL selected
+100 PTS when you buy 2



5.99
Real Cream Layer Cakes 510-725 g, Dessert Bars 6 pk 342-354 g or INSPIRED BY HAPPINESS Gluten-Free Cakes 456-468 g
+500 PTS when you buy 2



\$5
Tray & like \$5 towards your groceries



9.99
SUNRYPE Fruit Source Bars Variety Pack 12 pk or Fruit To Go 24 pk
+200 PTS when you buy 1



7.99
NANA'S Samosas 2 pk available chilled
+200 PTS when you buy 2



2.29
700 g
COMPLIMENTS Cooked Ham or Bologna
+200 PTS when you buy 400 g or more



10.99
BBQ Chicken Legs back attached 4 pk available hot or chilled in kitchen department
+400 PTS when you buy 2



5.99
iögo Frozen Yogurt 946 mL or Yogurt Bars 4-8 pk selected
+200 PTS when you buy 2



3.99
YOPLAIT Minigo or Tubes Yogurt 6-8 pk
+200 PTS when you buy 2



4.99
OASIS Health Break or Smoothie 1.6 L
+150 PTS when you buy 2



5.99
HEALTHY CHOICE Power Bowls 262-280 g
+100 PTS when you buy 2



5.29
BROOKSIDE or HERSHEY'S Bagged Chocolate 160-290 g
+100 PTS when you buy 2



15.99
MONSTER Energy Drinks 8x355 mL
+50 PTS when you buy 1



3.49
MINUTE MAID 100% Juice or Punch or FIVE ALIVE or FUZE Iced Tea 9-10x500 mL tetra
+200 PTS when you buy 2



4.99
COMPLIMENTS Exceptional Chocolate Chip Cookies 290 g
+100 PTS when you buy 1

71,000+ PTS
available in store January 08-14, 2021



Fresh Boneless Bottom Sirloin Tri Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 33.05/kg



7.99 **100 PTS**
when you buy 2

WONG WING Frozen Entrees, Egg Rolls, Spring Rolls or Dumplings 360-680 g



400 PTS
when you buy 2

HAYTER'S FARM Turkey Burgers, Sausages, Meatballs or Meatloaf 375-800 g

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 purchase 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 1, 2026. Open to legal residents across all provinces of Canada excluding Quidway's account, and who have reached the age of majority on the date they enter the Contest. There are 144 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 (AWY \$100,000.00 [CAD] each). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered skill testing question(s) of odds of winning depend on the number of eligible entries received.



180 PTS when you buy 2
MEZZETTA Pasta Sauce
709 mL



200 PTS
when you buy 3

199

COMPLIMENTS Baked Beans
398 mL



**BUY MORE
SAVE MORE**

200 PTS
when you buy 2

6.49 ea when you buy 2 or more
QUAKER Muffin or Cookie Mix 750-900 g or Oat Flour 700 g 6.99 ea



400 PTS
when you buy 2

1299

NATURE VALLEY Granola Bars, BETTY CROCKER Fruit Snacks or MOTT'S Fruitsations 840 g-1.28 kg selected



100 PTS
when you buy 2

5⁴⁹ PINE-SOL Cleaner 1.41 L or
CLOROX Bleach 2.4 L



200 PTS
when you buy 2

2.99 BEST BUY Paper Towels 2 pk or
Napkins 250 pk



18⁹⁹
ARM & HAMMER Cat Litter 12.7 kg



100 PTS
when you buy 2

1349

ZIPLOC Mega Pack
Food Bags 60-270 p

Scene 1,000 PTS = \$10 of free groceries

PO3_SEY_WK37_PRN_ATL_NS_NB_PEL_NFL

So much value

100%
fresh
GUARANTEE

4⁹⁹

Cauliflower product of Mexico or USA

LARGE

X-LARGE

OURS

JUMBO 10.5 row

3⁴⁹

/lb. ea

Iceberg Lettuce or Broccoli Crowns product of Mexico or USA 7.69/kg

5⁹⁹

Yukon Russet Potatoes product of Atlantic Canada 10 lb

4⁴⁹

Blackberries product of Mexico no 1 grade 170 g

5⁸⁸

/lb

Jumbo Cherries product of Chile no 1 grade 12.96/kg

2/\$5

Red Mangoes product of Peru

100 PTS

when you buy 2

3⁹⁹

COMPLIMENTS Grape Tomatoes product of Mexico 283 g

6⁹⁹

ORGANIC

ANDY'S SOY

5⁹⁹

Romaine Hearts product of Mexico or USA 3 pk

150 PTS

when you buy 2

From Canada

ORGANIC

COMPLIMENTS ORGANIC Sliced White or Brown Mushrooms

4⁹⁹

product of Canada 227 g

3 BUNCH

5⁹⁹

Leeks product of Quebec

5⁸⁸

COMPLIMENTS Navel Oranges product of South Africa or Morocco 1.36 kg 3 lb

4⁹⁹

ORGANIC

FINEST

4⁹⁹

Bagged Avocados product of Mexico 5 pk

NEW CROP

From Atlantic Canada

2⁴⁹

/lb

RED PRINCE

Red Prince Apples product of Atlantic Canada, Canada extra fancy grade 5.49/kg

100 PTS

when you buy 2

2/\$5

Large Red Grapefruit product of Israel

4⁹⁹

100 PTS when you buy 2

GOODLEAF

From Canada

3⁹⁹

GOODLEAF Lettuce Blends product of Canada 113 g

BUY 2 GET 3RD FREE

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

15% off

Prepared Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

ORGANIC

2⁴⁹

Organic Green Onions product of Mexico or USA

ORGANIC

2⁹⁹

Organic Avocados product of Mexico

7⁸⁸

/lb. ea

Ginger Root product of China 4.14/kg or Bulk Garlic product of Canada

Global Market

3⁸⁸

Dragon Fruit product of Vietnam

ORGANIC

2⁴⁹

Organic Green Onions product of Mexico or USA

ORGANIC

2⁹⁹

Organic Avocados product of Mexico

6⁴⁹

100 PTS when you buy 1

3⁹⁹

SOYGENIC Pressed Tofu 400 g product of Canada

5⁹⁹

HANDFUEL Mixed Nuts, Clusters or Salad Toppers selected 120-150 g

4⁹⁹

COMPLIMENTS Raw Pumpkin Seeds 300 g or Roasted Sunflower Seeds salted or unsalted 450 g

7⁹⁹

100 PTS when you buy 1

2/\$9

African Violet 4" grown in Canada

11⁹⁹

Tulip Bouquet 10-stem grown in Canada

400 PTS

when you buy 1

24⁹⁹

Ocean Breeze Bouquet

FEED THE DREAM

WINNERS NEED THE DREAM CONTEST 2024: The "winner" (NO PURCHASE NECESSARY) Full Contest rules and to purchase entry method found at www.winnidream.com. Read the drawing rules regarding winners/draws. Contest runs from January 8, 2024 and ends on March 18, 2024. Open to legal residents across all provinces of Canada including Quebec who have a valid Simoes account and who have reached the age of majority on the date they enter the Contest. There are three (3) prize draws to award \$100,000. Winner: \$100,000. Runner-up: \$25,000. Third Prize: \$10,000. There are also \$10,000 weekly prizes for the week. Each weekly prize consists of \$2,000. Some prizes \$20,000 (1 winner). The prizes have no monetary cash value, are non-transferable and no substitutions will be made. Correctly answered and ending question required. Odds of winning depend on the number of eligible entries received.

For more information on the contest, visit www.winnidream.com. The contest does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement. Restrictions apply, see www.safeway.com/value-plus-for-details.

12.99/lb Fresh Boneless Sirloin Tri Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AA grade beef 28.64/kg

12.99/lb Fresh Boneless Sirloin Tri Roast Royale Seasoned Prime Rib fat added cut by your meat expert from Canada AA grade beef 28.64/kg

200 PTS when you spend \$25 or more COMPLIMENTS Fresh AIR-CHILLED Bone-In Chicken Breast Halves Family Size back attached

6.99/lb COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 15.41/kg

200 PTS when you spend \$25 or more

4.99/lb Bourbon and Brown Sugar Apple Stuffed Pork Tenderloin 11.00/kg

5.99/lb Fresh Whole Skinless Pork Belly cryovac 13.21/kg

8.99/lb Fresh Lean Ground Beef Burgers 4 pk, Family Size 19.82/kg

6.99/lb COMPLIMENTS Ground Pork 454 g starting at 6.99 ea

300 PTS when you buy 2

5.99 MAPLE LODGE Chicken Sausage 375-500 g

Warm up to a hearty and nutritious stew!

A 100 G SERVING OF COOKED BEEF DELIVERS:

- 35 g of protein and 250 calories
- 7 nutrients many Canadians need more of, such as iron, zinc and vitamin B12

15.99/lb Fresh Bottom Sirloin Tri-Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 35.25/kg

250 PTS when you spend \$25 or more

quick & easy

6.99 STARTING AT LOU'S Fully Cooked Entrées or Bacon 375-400 g or LIL' JUAN'S Entrées 300-400 g selected

5.99 BUY 7 OR MORE COMPLIMENTS Fully Cooked Meat Strips 150-200 g 6.99 ea

6.49/lb COMPLIMENTS Honey Ham Half or Quarter or Bone-In Ham Steak 14.31/kg

9.99 CHRIS BROTHERS Bologna 1.5 kg

9.99 JAMES Pub Style Wings 660 g

11.99 120 PTS when you buy 1 COMPLIMENTS Cabbage Rolls or 5 Cheese Cannelloni 907 g-1 kg

14.99 PINTY'S Eatwell Gluten Free Breaded Chicken Burgers Strips or Nuggets 765-790 g

6.99 WHOLLY VEGGIE! Cauliflower Pottickers frozen 454 g

GET TO FREE GROCERIES FASTER when you scan your Scene+ membership card and pay with your Scene+ Scene+ Visa Card.

9⁹⁹

MARINA DEL REY Wild Argentinean Raw Shrimp selected 300 g or Ecuadorian Jumbo Raw Shrimp 10-20 ct per lb 340 g

12⁹⁹ /lb

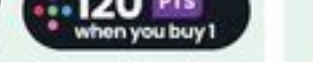
Fresh Wild Haddock Fillets Family Size subject to availability select of Atlantic Canada 28.64g

9⁹⁹

COMEAU Hot Smoked Atlantic Salmon Strips, Candied or Maple Pepper 150 g, GOSSELIN Hot Smoked Atlantic Salmon Portions, Double Smoked, Maple or Honey 140 g or WILLY KRAUCH'S Cold Smoked Atlantic Salmon previously frozen 115 g

5⁹⁹

COMEAU Seafood Spreads, lobster, shrimp or salmon 160 g



\$12 **+120 PTS**
when you buy 1

BEST BUY Branded Popcorn
Shrimp, Sling Rings or Soft Popcorn Fillets
600-850 g



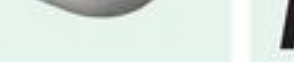
7.99

SEAFOOD SALT
SEAFOODS Salt
Fish Bits 454 g



6.99

Prepared In-Store Cooked or Raw
Garlic Shrimp Grillers previously
from 250 g



12.99

JAMES Ultimate Breaded or Battered Haddock or Cod
454 g

BAKED BUNS

4.49

Sourdough Buns 315-340 g

BAKED BREAD

4.49 **++100 g/50**
when you buy 2

Homestyle Oat Bran, Mountain Grain, Good Haven or Low Fat Multigrain Bread 450 g

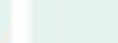
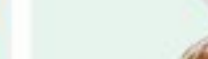
7.99 **REPLACES 6.49**

9.99 without Sauce & Card

Small Bar Cakes 325-575 g




7.29 Baguettes white or multigrain 234 g

5.49 **200 PTS** when you buy 2
PORTOFINO Broche Burger Buns
6 pk or Loaves 810 g




\$5 **500 PTS** when you buy 2
Frozen groceries




4.49 **50 PTS** when you buy 2
Real Cream Layer Cakes 510-725 g,
Inspired By HAPPINESS Gluten-Free
Cakes 465-690 g




4.49 **50 PTS** when you buy 2
Gourmet Cinnamon Buns plain or
with cream cheese icing 216 g,
345 g

549g MEMBER

\$6 without Scanner Card

COMPLIMENTS Dry Cured Salami
selected 125 g

NEW

value size

\$14

COMPLIMENTS Value Size Cooked Ham 1 kg

4.99 **100 PTS** when you buy 2 or more

CHRIS BROTHERS Shaved or Sliced Meats selected 150-250 g

STARTING AT \$3.99 **200 PTS** when you spend \$10 or more

L'EXTRA Brie, Double Cream Brie, Cheddar Original or L'Artisan Swiss-Style



2.99
/100 g

BRANDT
Kolbasa Coil



11.99
/100 g

CHRIS BROTHERS
Salami



4.99
STARTING AT

BABYBEL 6 pk 120 g;
The LAUGHING GOW 8 pk 133 g
or Dippers 4 pk 140 g

A collage of food items including a sandwich, hummus containers, and soup cans with their respective prices and promotional text.

7.99

Fontaine Sante
 Dark Chocolate Hummus 125 g
 Hummus O'Alimental 100 g

15.99

Maple Bacon Back Ribs full rack available hot or chilled 1700 g

STARTING AT 5.99

OLIVERI Regular Pasta or Skillet Gnocchi 280-350 g or Sauce 160-350 g

RECIPES, STORIES, TIPS & TRICKS and more, all at Sobeys.com

meal makers



8⁹⁹
KELLOGG'S Jumbo Cereal
selected 700 g-1.2 kg



4⁴⁹
POST Cereal
selected 283-525 g



4⁴⁹
CREAM OF WHEAT
336-800 g



6⁴⁹
BONNE MAMAN Jam 250-290 mL
or Spreads 250-360 g



6⁹⁹
ROBIN HOOD Flour selected 2.5 kg
or MAGIC Baking Powder 450 g



4⁹⁹
COMPLIMENTS Chocolate Chips
225-270 g 5.49 ea



20% off
CLUB HOUSE
Spices &
Seasonings
selected 81-165 g



2⁹⁹ **+100 PTS**
when you buy 2
COMPLIMENTS Bagels or
English Muffins 6 pk



2⁹⁹ **+150 PTS**
when you buy 2
HABITANT Soup
796 mL



49¢
COMPLIMENTS
Instant Noodles
85 g



1⁷⁹ **+100 PTS**
when you buy 2
COMPLIMENTS Broth 900 mL



\$4
VACHON Snacks
248-336 g



4⁹⁹ **+50 PTS**
when you buy 1
THE KEG Salad Dressing 475 mL



2⁹⁹
MRS. CUBBISON'S Salad Strips
99 g, Croutons or Texas Toast
142 g product of USA or
COMPLIMENTS Croutons 145 g



2/\$5
MCCORMICK Gourmet Sauces
30-56 g



3⁹⁸
VH Sauces
341-390 mL



3⁹⁹
COMPLIMENTS Bacon Bits
75-85 g or Plant-Based Salad
Dressing 350 mL



15% off
COMPLIMENTS
Baking Nuts 400 g



4/\$5 **+100 PTS**
when you buy 4
COMPLIMENTS Deluxe
Macaroni & Cheese or
Macaroni & Cheese 225 g



6⁹⁹ **+100 PTS**
when you buy 2
COMPLIMENTS
Pure Honey
500 g

natural health



5⁴⁹ **+100 PTS**
when you buy 2
THRISTY BUDDHA Organic
Coconut Water Classic 1 L



2/\$7
COMPLIMENTS
ORGANIC Tortilla
Chips 240 g



4⁹⁹
KIND Breakfast Bars 4 pk 50 g or
Healthy Grains Bars 5 pk 175 g



9⁹⁹
SMART JUICE 1 L



5⁴⁹
CALIFIA FARMS
Almond or Oat
Beverage 1.4 L



2/10
EARTH'S OWN
Barista 946 mL



7⁹⁹
LITTLE CREEK
Organic Dressings
295 mL



6⁴⁹
CARBONAUT Assorted Tortillas,
Bread, Buns, Bagels or Pizza
Crusts 164-550 g



300 PTS
when you buy 1
39⁹⁹
PERFECT SPORTS Diesel Whey
Protein Powders 908 g selected



200 PTS
when you buy 1
19⁹⁹
CENTRUM
MultiGummies
90-130 pk
selected



100 PTS
when you buy 2
1⁹⁹
KIND Core Bars 40 g
selected



14⁹⁹
WAKEWATER Electrolytes 8 pk or
SIMPLY PROTEIN Shake 4 pk
selected

drinks & snacks



5⁹⁹
FRITO-LAY Value Size Snacks 325-535 g



2/\$9
MISS VICKIE'S Kettle Chips 190-200 g



6⁹⁹ **100 PTS**
when you buy 2
GATORADE Powder 10 pk



\$4
RED BULL Energy Drink 473 mL 4.99 ea



2/\$7
CHRISTIE Mini Cookies 144-200 g, Crispers or Bites & Bites 145 g



2⁹⁹
MAYNARDS Candy 135-154 g



4⁹⁹
LINDT Lindor Bags 60 g white supplies last



4⁴⁹
TIC TAC Mints 3 pk or KINDER Chocolate Bars 126 g



\$4 **150 PTS**
when you buy 2
KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g



3⁹⁹ **100 PTS**
when you buy 2
ROUGEMONT Apple Juice 2 L



11⁹⁹
CHASING TIDES Ground Coffee 272 g



3⁹⁹
DUNKAROOS selected 168-175 g or QUAKER Yogurt Bars 175 g

dairy & frozen



5⁹⁹
NATREL Lactose Free Milk 2 L



5⁹⁹
CRACKER BARREL Cheese Slices 200-240 g



7⁹⁹
SAVI GOURMET Gnocchi, Risotto or Penne Pasta Meals 500 g



8⁴⁹
MARIE CALLENDER'S Frozen Meals 680-879 g



2/\$7
PHILADELPHIA Dips 227 g



4⁴⁹
NATURAL ONE Juice 900 mL or DEL MONTE Juice 1.6 L



5⁹⁹
SNOWCREST Frozen Fruit 500-600 g



4⁹⁹
TASTIEZ Frozen Snacks 311 g



4⁴⁹
SIGGI'S Icelandic Style Skyr Yogurt 4 pk



6⁴⁹ **100 PTS**
when you buy 2
GAY LEA Premium Butter 250 g selected varieties



20⁹⁹
PILLSBURY Pizza Pops 30 pk



3⁹⁹
GREEN GIANT Riced Veggies or Restaurant Sides 283-340 g

Here for your budget and lifestyle



100 PTS
when you buy 2
COMPLIMENTS Potato Chips Extrañal Flavour 200 g or Flavoured Tortilla Chips 255 g



2⁹⁹ **100 PTS**
when you buy 2
COMPLIMENTS Snack Crackers 200-225 g



1,000 PTS
when you buy 2
18⁹⁹
COMPLIMENTS Coffee Pods 30 pk



100 PTS
when you buy 2
BIG 8 Spring Water 4 L



50 PTS
when you buy 1
4⁴⁹
COMPLIMENTS Aerosol Whip Cream 225 g



5⁹⁹ **100 PTS**
when you buy 2
COMPLIMENTS Cheese Shreds 226-300 g selected varieties



5⁴⁹
PANACHE Premium Ice Cream 1 L or Novibien 4-d pk selected



3⁴⁹
COMPLIMENTS Hash Browns or Home Fries 450 g

Give them more with the Grocery Essentials Card



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



home & pet care



17⁹⁹ GLAD Waste Bags
20-40 pk or
Compostable 44 pk



9⁹⁹ ENERGIZER
Batteries AA 8 pk,
AAA 4 pk or 9V 2 pk



1⁹⁹ SCOTTIES Facial
Tissue Singles
81-126 sheets



22⁹⁹ CHARMIN Bathroom Tissue
16=64 rolls or BOUNTY Paper
Towel 6=18 or 8=16 rolls



2⁴⁹ PALMOLIVE Dish
Detergent 591 mL



19⁹⁹ DOWNY or GAIN Fabric
Enhancers or Softener
598-694 g or 1.8-4.16 L



2/\$9 LYSOL Bathroom or Toilet Bowl
Cleaner 650-850 mL, All-Purpose
or Power Cleaner 650 mL-1.2 L,
Mildew Remover 950 mL, Shower
Foam Cleaner 538-680 g, Dual
Action Wipes 35 pk or Toilet Bowl
Pucks 100 g selected



7⁹⁹ COMPLIMENTS
Liquid Laundry
Detergent 1.37-1.47 L



150 PTS
when you buy 10
PURINA Friskies Wet Cat Food
156 g



1⁵⁹ CESAR Gourmet Wet Dog Food
100 g 1.79 ea



15⁹⁹ IAMS Proactive Health Dry Cat
Food 1.36-1.59 kg



1²⁵ PURINA Fancy Feast Broths or
Lii Soups 34-40 g 1.59 ea

health, beauty & baby



9⁹⁹ **300 PTS**
when you buy 2
CREST Pro-Health Mouthwash or
ORAL-B Toothbrushes 946 mL-1 L
or 1-2 pk selected



3⁹⁹ **100 PTS**
when you buy 2
LADY or MEN SPEED STICK
49-85 g selected



6⁹⁹ STARTING AT
IVORY or OLD SPICE Body Wash
473 mL-1.03 L or OLAY Soap Bar
4 pk selected



5⁴⁹ U BY KOTEX Pads,
Liners or Tampons
14-64 pk selected



15% off
DIAL Body Wash 473-709 mL or
GOT2B Styling Gel 170-175 mL or
340 g selected



5⁴⁹ GARNIER Whole Blends Shampoo
or Conditioner 346-370 mL
selected



1⁹⁹ COLGATE Toothpaste
70-120 mL selected



200 PTS
when you buy 2
10% off CERAVE
Moisturizers and
Cleansers selected



26⁹⁹ HUGGIES Giga Diapers 36-128 pk
or SIMILAC Go & Grow Powders
850 g



9⁹⁹ PEDIASURE Complete 4 pk



53⁹⁹ SIMILAC Pro-Advance Powders
Step 1 and Step 2 837-859 g



2¹⁹ BUY 3 or MORE
BABY GOURMET Purée Pouches
or Jars 92-128 mL selected 2.49 ea

pharmacy



15% off
TYLENOL or BENYLIN Cold, Cough & Flu selected*, TYLENOL Pain Relief 80-150 pk*, MOTRIN 400 mg Liquid Gel 60 pk*, TYLENOL Easy Dissolve 32 pk or Precise 113 g, BAND-AID Premium Bandages, POLYSPORIN Ointment 15 g, NICORETTE Gum or Lozenges 80-105 pk or QuicMist or NICODERM 7 pk selected* or IMODIUM 20-24 pk selected



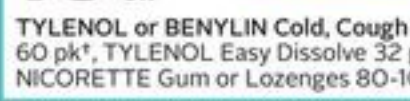
BENYLIN
All in One



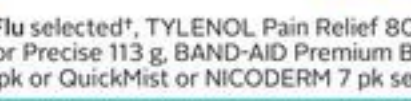
POLYSPORIN
Ointment



IMODIUM



BAND-AID
Premium Bandages



NICORETTE
Gum or Lozenges



QUICMIST
or **NICODERM**



MIX & MATCH



Get 600 PTS
when you buy 2



250 PTS
when you buy 2
10% off VOLTAREN
Emulgel 100-150 g



13⁹⁹ ENSURE or GLUCERNA Meal
Replacement 6 pk



Scene+ Get **1,000 PTS** with a
OneTouch meter**
That's like **\$10**
toward your groceries
79⁹⁹ ONE TOUCH
Verio Test
Strips 100 pk



Scene+



JOIN SCENE+ TODAY. sceneplus.ca/register

*Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+ points.

HAPPY
LOHRI



1⁹⁹
/lb
Red Carrots product of China
Long Squash product of USA or Mexico 4.39/kg



2⁹⁹
Husked Coconuts
product of Vietnam



4⁹⁹
COMPLIMENTS or
PANACHE Naan
340 g



20⁹⁹
AASHIRVAAD Flour Whole Wheat
9.07 kg



15⁹⁹
BRAR'S Desi Ghee 800 g



13⁹⁹
INDIA GATE Pure
Basmati Rice 4.54 kg



1⁴⁹
DEEP IQF Okra selected varieties 340 g



2⁹⁹
DEEP Naan or Paratha
selected varieties 333-426 g



3⁹⁹
DEEP Mango Pulp
850 g



1²⁹
PARLE-G Biscuits
300 g



4⁹⁹
SHERBON Juice Drink 2 L
selected varieties



2⁷⁹
SURATI Snacks 341 g
selected varieties



6⁴⁹
BRAR'S Samosas 624 g



7⁷⁹
BRAR'S Gulab Jamun 850 g



8⁷⁹
BRAR'S Milk Cake 400 g



10⁹⁹
BRAR'S Rasmalai Dessert 850-908 g

Find everything you need for your festivities.



Your destination for
variety and value



6⁸⁸

/lb
Fresh Skinless Pork Belly
Portion 15.17/kg



10⁸⁸

Pomelo Gift Box 4 pk



16⁸⁸

/lb
Jumbo Scallop Medallions
10-20 ct per lb frozen or
previously frozen
37.21/kg



28⁸⁸

BLUE TIDE Wild Caught
Canadian Lobster Meat 200 g



7⁸⁸

MAZOLA Oil 1.18 L



10⁸⁸

Yellow Asian Pear Gift Box



10⁴⁸

Green Muscat Grape
product of Korea 450 g



3⁴⁸

LEE KUM KEE Hoisin Sauce
443 mL or Oyster Sauce 510 g



8⁹⁸

SAMYANG Buldak Spicy Noodles
5 pk selected varieties



2²⁸

AROY-D Canned
Coconut Milk
400 mL



2⁹⁸

CHINA LILY
Soya Sauce
483 mL



6⁹⁸

HUY FONG Sriracha Hot Chili
Sauce 714 mL or Kewpie
Japanese Mayonnaise 450 g



1²⁸

NONGSHIM Bowl Noodle
Soup 12x26 g selected
varieties 15.08/kg case



5⁴⁸

SWIN Potstickers or Dumplings
454-500 g selected varieties



3⁴⁸

LAY'S Honey Butter
Potato Chips 200 g



8⁹⁸

DAN-D-PAK Cashew Medley 13 pk or
Cashews salted or unsalted 454 g



9⁸⁸

WANT-WANT Mixed Rice Crackers
Gift Pack 554 g

WHILE SUPPLIES LAST, PRODUCT SELECTION MAY VARY BY STORE.



Your destination for
variety and value



14⁸⁸

EIGHT TREASURES
Whole Pompano 800 g



4⁸⁸

EIGHT TREASURES
Basa Steak 500 g



6⁸⁸

EIGHT TREASURES
Whole Raw Shrimp
400 g



1¹⁸

EIGHT TREASURES
Coconut Milk 400 mL



3⁴⁸

EIGHT TREASURES Sweetened
Condensed Milk 300 mL



3⁹⁸

EIGHT TREASURES
Sesame Oil 185 mL



2¹⁸

EIGHT TREASURES
Rice Stick Noodles
454 g



2¹⁸

EIGHT TREASURES
Rice Vermicelli Noodles 400 g



4⁹⁸

EIGHT TREASURES
Thai Jasmine Rice 2 kg



5⁴⁸

KIM PHAT Roasted
Sesame Oil 163 mL



4⁴⁸

KIM PHAT Pad Thai Sauce 298 g, Sriracha
Chili Sauce 432 mL, Soy Sauce Dark 500 mL



1⁶⁸

KIM PHAT Water Chestnuts
whole or sliced 227 g



2⁷⁸

KIM PHAT Coconut Milk 6% or 18%
400 mL



2⁷⁸

KIM PHAT Chow Mein Noodles
3 Min 454 g



3⁹⁸

KIM PHAT Udon
Noodles 800 g



2⁷⁸

KIM PHAT Instant Noodles
120 g selected varieties



19⁸⁸

KIM PHAT
Jasmine Rice 8 kg



2⁷⁸

KIM PHAT Vermicelli or
Pad Thai Noodles 400 g



9⁸⁸

KIM PHAT Spring Rolls 2.8 kg

WHILE SUPPLIES LAST, PRODUCT SELECTION MAY VARY BY STORE.



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.

So ready for the grind

MORNING WAKE UP

Rise & Grind



13⁹⁹ CAFÉ WILLIAM Coffee 340 g or BARISTA Coffee Pods 120 g

27⁹⁹ MELITTA Whole Bean Coffee 907 g

AFTERNOON PICK ME UP



13⁴⁹ ZAVIDA Single Serve Coffee Pods 12 pk or Ground Coffee 340 g

7⁹⁹ 100 PTS when you buy 2 STOK Cold Brew Coffee 1.42 L

Midday brew to power through

EVENING WIND DOWN

Decaf for dessert



5⁹⁹ 100 PTS when you buy 2 NESTLÉ Coffee-Mate Creamers 828-946 mL

7⁹⁹ LAVAZZA or TIM HORTONS Nespresso Compatible Pods 10 pk

so·cheers-worthy

Full flavour without the alcohol



10⁹⁹

SAPPORO Non-Alcoholic Beer 6x355 mL



100 PTS
when you buy 4

2⁷⁹

SOBER CARPENTER Non-Alcoholic Beer 473 mL



9⁹⁹

ST. REGIS De-Alcoholized Wine 750 mL



11⁹⁹

GUINNESS Non-Alcoholic Beer 4x440 mL or NOZECO Non-Alcoholic Spritzers 750 mL



200 PTS
when you buy 2

8⁹⁹

PERRIER Non-Alcoholic Spritzer 4x250 mL



80 PTS
when you buy 1

7⁹⁹

ATYPIQUE Non-Alcoholic Drinks 4x355 mL



10⁹⁹

ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL



200 PTS
when you buy 2

COORS Edge Non-Alcoholic Beer 12x355 mL



200 PTS
when you buy 2

9⁹⁹

COMPLIMENTS De-Alcoholized Beer 12x355 mL

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)



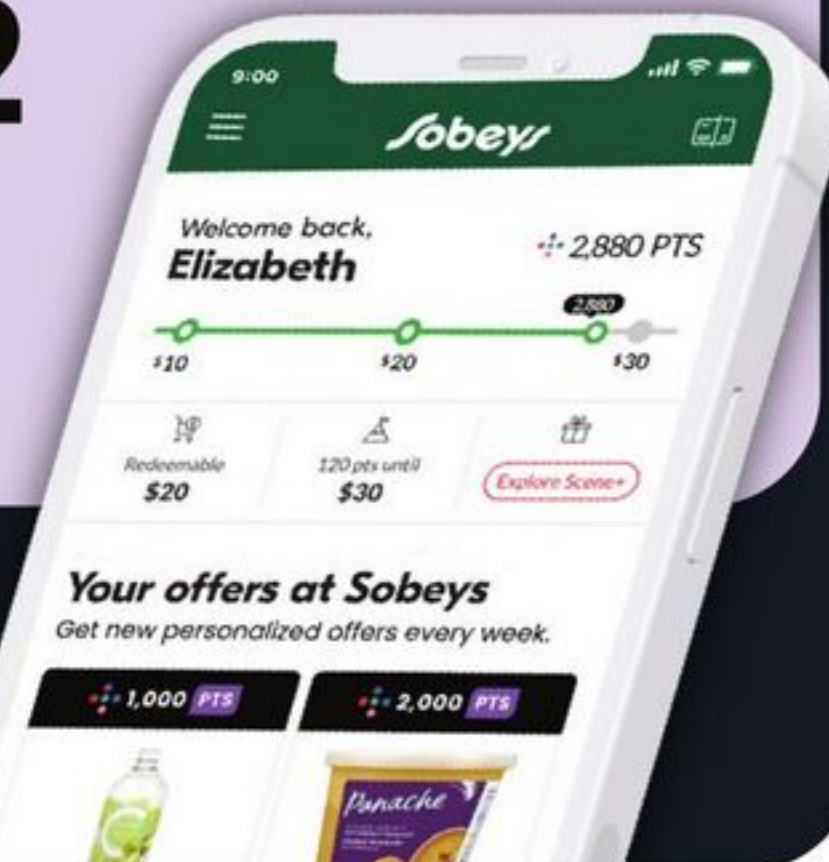
**SAVE
\$2.50**

LOAD THIS OFFER AND
SAVE \$2.50 ON ANY 2
COMPLIMENTS Foil Wrap 25 ft
or Plastic Wrap 30 m



Get
200 PTS
when you buy 2

COMPLIMENTS Goat Cheese 113 g



Download on the
App Store

GET IT ON
Google Play

Offer valid January 8th to January 14th, 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.



HALOON

GIVE YOUR
TEETH SOMETHING
TO SMILE ABOUT.

Sensitivity? Weakened Enamel? Stained?
Our toothpastes have it covered.

GUM CARE

REPAIR
SENSITIVITY

EVERYDAY
CARE

SENSODYNE

SENSITIVITY
& GUM

15 mL

SENSODYNE

REPAIR

15 mL

SENSODYNE

COMPLETE
PROTECTION

15 mL

SENSODYNE

15 mL

15%
off

100 PTS

when you buy 2

SENSODYNE or Pronamel Toothpaste or
Toothbrushes 75 mL or 2 pk selected

#1 DENTIST RECOMMENDED BRAND*

*Data on file. Trademarks owned or licensed by Haleon ©2025 Haleon or licensor.



NIVEA

GET WINTER READY SKIN

Spend \$15* on selected NIVEA products
and get 500 Scene+ points

\$5
VALUE!

NIVEA

100 mL

VISIBLE FIRMER

7

100 mL

NIVEA

50 mL

NIVEA

24h

2 x 48g

NIVEA

Rose
& Almond Oil

500 mL

NIVEA Lip Care 4.8 g or 2 pk, Body Wash 500-887 mL, Deodorant 51-52 g or 50-150 mL,
Shave Care 198 g or 75-200 mL or Skincare Products 15 mL-1 L selected

*\$15 before taxes on selected NIVEA Products.



YOUR
HAIR REPAIR
EXPERT

300 PTS

when you buy 2

7.99

OGX Shampoo,
Conditioner
250-385 mL or
Stylers 50-118 mL
or 172 g selected

renewing +
argan oil
of morocco

100 mL e 3.3 US FL. Oz.

OGX

thick & full -
biotin &
collagen

SHAMPOO / SHAMPOOING

VOLUME & TEXTURE
VOLUME ET TEXTURE

épaisseur et abondance +
biotine
et collagène

385 mL

© Kenvue Canada Inc. 2025

Add to Brushing for
5X MORE Cleaning Power

400 PTS

when you buy 2

9.99

LISTERINE Total Care or
Clinical Solutions Mouthwash
500 mL-1 L selected

DENTIST RECOMMENDED
#1
MOUTHWASH BRAND

LISTERINE

CLINICAL
SOLUTIONS

ALCOHOL FREE

ZERO

8

100 mL e 3.3 US FL. Oz.

LISTERINE

CLINICAL
SOLUTIONS

ENIGNE REPAIR - REPAIR ENIGNE

100 mL e 3.3 US FL. Oz.

LISTERINE

IQVIA ProVoice Survey, May 2024. © Kenvue Canada Inc. 2025



Promise Gluten Free brings decades of baking expertise to enjoy gluten free living without compromise! Perfect for everyday enjoyment, our range makes living gluten free delicious and easy.

- Real taste and soft texture
- Wholesome and high in fibre
- Vegan-friendly options
- Everyday favourites and indulgent treats
- Trusted quality

BUY 2 GET 3RD
of equal or lesser value
FREE

on these **Gluten Free** items!

MIX & MATCH

PROMISE Gluten Free Bagels
4 pk 280 g



PROMISE Gluten Free Rolls or
Sandwich Thins 160-260 g



PROMISE Gluten Free
Sourdough Baguettes 2 pk 180 g



PROMISE
Gluten Free
Tortillas 4 pk
168 g



PROMISE
Gluten Free
Loaves
400-480 g



PROMISE Gluten Free Muffins
240 g



PROMISE
Gluten Free
Brioche Hot Dog or
Hamburger Buns
4 pk 260-280 g



PROMISE Gluten Free Pitas or
English Muffins 4 pk 240-248 g



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the Scotiabank Scene+ Visa Card.♦

APPLY NOW

♦Conditions Apply

