

ATL_BB_BUL

FEED THE DREAM





OFFICIAL GROCER

Verified

7⁸⁸

/lb



Verified

2⁹⁹

/lb



Verified

5⁹⁹



Verified

3⁹⁹



Verified

9⁹⁹

/lb



Verified

3⁹⁹



Verified

3⁹⁹



Verified

3⁴⁷



Verified

5⁴⁷



Verified

11⁹⁹



Verified

3⁹⁷



Verified

1⁶⁶



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+

THU 8 | FRI 9 | SAT 10 | SUN 11 | MON 12 | TUE 13 | WED 14

Prices and offers in effect January 2020 - New Brunswick. Prix et offres en vigueur en janvier 2020 - Nouveau Brunswick.



So many deals

Scan here for our full digital flyer

Global Market

Verified

12⁸⁸



Your family could

WIN*

1 million Scene+ Points towards free groceries

*see page 4 for details

5⁹⁹

ORVILLE

REDENBACHER

Microwave Popcorn

5-8 pt. 248-492 g or

Gourmet Popping

Corn 850 g

Mais à éclater pour

four à micro-ondes

ORVILLE

REDENBACHER

ou mais à éclater

gourmet



POWERADE

POWERADE

2/450

POWERADE

710 mL

POWERADE

+60 PTS

when you buy 1

13⁹⁹

CORONA Cero

Non-Alcoholic Beer

6x330 mL

Bière sans alcool Cero

CORONA



McCain

Superfries

2/\$9

MCCAIN Superfries

454-650 g

Superfries MCCAIN

TIDE Liquid Detergent

3.46-3.9 L, Pods, 45-76 pk,

GAIN Flingz! 45-76 pk,

DOWNY Unstopables 853 g,

IVORY SNOW 3.1 L or

CASCADE Auto Dish Tabs

51-90 pk

Détergent liquide TIDE,

Pods, Flingz! GAIN,

Unstopables DOWNY,

IVORY NEIGE ou capsules

de détergent pour

lave-vaisselle CASCADE

+400 PTS

when you buy 2

19⁹⁹





Scan to view full list of participating products

FEED THE DREAM





Available at all New Brunswick stores.
Pricing may be subject to change.
*Prize excludes taxes & retailer cash deposit.

2199 **200** **1499** **1499** **1699** **1499**

Miller Lite **Sapporo** **Relax**

Miller Lite Lager in 2199 can
Miller Lite Lager in 200 can
Miller Lite Lager in 1499 can
Sapporo Premium Lager in 1499 can
Relax Lager in 1699 can
Relax Lager in 1499 can

100 points card

RELAX
TALL BEER
750 ML
RELAX
TALL

RELAX
TALL BEER
750 ML
RELAX
TALL

We have 2X as many Canadian-origin products as competing stores* Look for the leaf to help support Canada.

*Sobeys, Canada Incorporated and its related subsidiaries and licensed banners, offer twice as many Canadian-origin (LPC) brand non-perishable products, as compared to leading Canadian grocery and natural food retailers, based on the number of Canadian-origin products offered in weekly ad inserts, as measured by NPD Group Inc. CA 2008-09. CA 2008-09. LCI/CAI/2009-10. Canadian Origin based on the 12 weeks ending May 2008. Copyright © 2008, Imperial Commercial Ltd., commissioned by Empire Company Limited.

**ALL
WEEK
LONG!**



Real Cream Layer Cakes 510-725 g,
Dessert Bars 6 pk 342-354 g or INSPIRED BY
HAPPINESS Gluten-Free Cakes 456-468 g
Gâteaux étagés à la crème véritable, barres
desserts ou gâteaux sans gluten INSPIRED BY
HAPPINESS



999 SUNRYPE Fruit Source Bars
Variety Pack 12 pk or Fruit To Go 24 pk
Barres aux fruits Source SUNRYPE,
emballage varié ou Fruit To Go



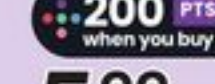
NANA'S Samosas
2 pk available chilled
Samosas NANA'S
disponibles réfrigérés



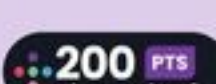
229



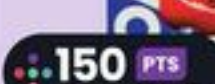
BBQ Chicken Legs back attached 4 pk
available hot or chilled in kitchen department
Cuisses de poulet barbecue avec dos
disponible chaud ou refroidi dans le rayon de la cuisine



5.99
 IÖGO Frozen Yogurt 946 mL or Yogurt Bars 4-8 pk selected
 Yogourt surgelé IÖGO ou barres au yogourt certaines variétés



3.99 YOPLAIT Minigo or Tubes Yogurt 6-8 pk.
Yogourt Minigo YOPLAIT ou Tubes



4⁹⁹ OASIS Health Break or Smoothie 1.6 L.
Pause santé OASIS ou Smoothie



5⁹⁹ HEALTHY CHOICE Power Bowls 262-280 g
Repas prêts Power Bowls HEALTHY CHOICE



5²⁹ BROOKSIDE or HERSEY'S
Bagged Chocolate 160-290 g
Chocolat en sachet HERSEY'S



15⁹⁹ MONSTER Energy Drinks 8x355 ml
Boissons énergisantes MONSTER



3⁴⁹

MINUTE MAID 100% Juice or Punch or FIVE ALIVE or FUZE Iced Tea 8-10x200 mL tetra Jus 100 % MINUTE MAID, punch, FIVE ALIVE ou le glacé FUZE emballage Tetra Pak



4⁹⁹
COMPLIMENTS Exceptional
Chocolate Chip Cookies 280 g
Biscuits exceptionnels aux brisures
de chocolat COMPLIMENTS



71,000+ PTS

available in store January 08-14, 2026

250 PTS

when you spend \$25 or more

14⁹⁹

/lb

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
Rôti de triangle de bas de surlonge frais désossé à cuire au four ou bifteck mariné à griller format familial coupé par votre expert boucher, coupe de bœuf Canada AAA

100 PTS

when you buy 2

4⁹⁹

STARTING AT

COMPLIMENTS Smoked Chicken or Pork Sausages 375 g
Saucisses fumées de poulet ou de porc COMPLIMENTS

100 PTS

when you buy 2

7⁹⁹

WONG WING Frozen Entrees, Egg Rolls, Spring Rolls or Dumplings 360-680 g
Repas surgelés WONG WING, pâtes impériaux, rouleaux de printemps ou dumplings

400 PTS

when you buy 2

HAYTER'S Farm Turkey Burgers, Sausages, Meatballs or Meatloaf 375-800 g
Burgers de dinde HAYTER'S FARM, saucisses, boulettes de viande ou pain de viande

REEL IN THE POINTS

\$35

TRUE NORTH Fresh Atlantic Salmon Fillets product of Canada skinless 908 g subject to availability
Filets de saumon de l'Atlantique frais TRUE NORTH produit du Canada, sans peau, selon les saumons

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

180 PTS

when you buy 2

MEZZETTA Pasta Sauce 709 mL
Sauce pour pâtes MEZZETTA

200 PTS

when you buy 3 or more

7⁹⁹

COMPLIMENTS Baked Beans 398 mL
Fèves COMPLIMENTS

200 PTS

when you buy 2

6⁴⁹

NEW MORE MOORE

QUAKER Muffin or Cookie Mix 750-900 g or Oat Flour 700 g 6.99 ea
Mélange à muffins QUAKER ou à biscuits ou farine d'avoine

400 PTS

when you buy 2

12⁹⁹

NATURE VALLEY Granola Bars, BETTY CROCKER Fruit Snacks or MOTT'S Frustrations 840 g 1.28 kg selected
Barres granola VAL NATURE, collations aux fruits BETTY CROCKER ou MOTT'S Frustrations certaines variétés

100 PTS

when you buy 2

5⁴⁹

PINE-SOL Cleaner 1.41 L or CLOROX Bleach 2.4 L
Nettoyant PINE-SOL ou javellisant CLOROX

200 PTS

when you buy 2

2⁹⁹

BEST BUY Paper Towels 2 pk or Napkins 250 pk
Essuie-tout VALEUR PLUS ou serviettes

100 PTS

when you buy 2

13⁴⁹

ARM & HAMMER Cat Litter 12.7 kg
Litière pour chat ARM & HAMMER

100 PTS

when you buy 2

ZIPLOC Mega Pack Food Bags 60-270 pk
Sacs pour aliments ZIPLOC format mega

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

F03_S01_00037_P000_A11_N0_06_06



If you buy an eligible product from our store, use the product as intended, and the product 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.sobeys.com/value-flyer for details.

12.99 /lb
Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AA grade beef 28.64/kg. Rôti de pointe de surlonge frais déossée à cuire au four ou bifteck mariné à griller Format Familial coupé par votre expert boucher, coupe de bœuf Canada AA

300 PTS when you spend \$150 or more
12.99 /lb
Fresh Boneless Sirloin Tip Roast Royale Seasoned Prime Rib fat added cut by your meat expert from Canada AA grade beef 28.64/kg. Rôti de pointe de surlonge frais et déossée Royal Assaisonné, côte de chon, gras ajouté coupé par votre expert boucher, coupe de bœuf Canada AA

200 PTS when you spend \$20 or more
COMPLIMENTS Fresh AIR-CHILLED Bone-In Chicken Breast Halves Family Size back attaches 11.00/kg. Demi-poitrons de poulet COMPLIMENTS fraîches, déossées avec os et refroidies à l'air Format familial, avec dos

200 PTS when you spend \$20 or more
6.99 /lb
COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 15.41/kg. Ailes de poulet fraîches fendues refroidies à l'air COMPLIMENTS Format familial

200 PTS when you spend \$20 or more
4.99 /lb
Bourbon and Brown Sugar Apple Stuffed Pork Tenderloin 11.00/kg. Filet de porc farci aux pommes, au bourbon et à la cassonade

value size
5.99 /lb
Fresh Whole Skinless Pork Belly cryovac 13.21/kg. Flanc de porc frais, entier et sans peau emballage sous vide

FOR YOU
8.99 /lb
Fresh Lean Ground Beef Burgers 4 pk, Family Size 10.82/kg. Burgers de bœuf haché maigre frais Format familial

NOT MORE \$6 ea when you buy 2 or more
COMPLIMENTS Ground Pork 454 g starting at 6.99 ea Porc haché COMPLIMENTS

300 PTS when you buy 2
5.99
MAPLE LODGE Chicken Sausage 375-500 g. Saucisse de poulet MAPLE LODGE

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. Cubes de biftecks de triangle de haut de surlonge frais à griller coupés par votre expert boucher, coupe de bœuf Canada AAA

250 PTS when you spend \$20 or more

quick & easy rapide et facile

6.99
LOU'S Fully Cooked Entrées or Bacon 375-400 g or LIL JUAN'S Entrées 500-600 g selected Repas surgelés entièrement cuits LOU'S ou bacon ou repas surgelés LIL JUAN'S, certaines variétés

5.99
COMPLIMENTS Fully Cooked Meat Strips 150-200 g 6.99 ea Lanières de viande entièrement cuites COMPLIMENTS

6.49
COMPLIMENTS Honey Ham Half or Quarter or Bone-In Ham Steak 14.31/kg. Jambon au miel COMPLIMENTS

9.99
CHRIS BROTHERS Bologna 1.5 kg Bologna CHRIS BROTHERS

9.99
JANES Pub Style Wings 660 g Ailes pub Style JANES

11.99
COMPLIMENTS Cabbage Rolls or 5 Cheese Cannelloni 907 g 1 kg Chou farci COMPLIMENTS ou cannelloni aux 5 fromages

14.99
PINTY'S Eatwell Gluten Free Breaded Chicken Burgers Strips or Nuggets 765-790 g Burgers de poulet pané Eat Well PINTY'S, lanières ou pépites

6.99
WHOLLY VEGGIE Cauliflower Wings 375 g or KIM PHAT Potstickers from 454 g Ailes de chou-fleur WHOLLY VEGGIE ou raviolis KIM PHAT surgelés

GET TO FREE GROCERIES FASTER when you scan your ScanLife membership card and pay with your ScanLife® Scene+ Visa Card. 100pts = \$10.00

seafood fruits de mer

MARINA DEL REY Wild Argentinean Raw Shrimp selected 300 g or Ecuadorian Jumbo Raw Shrimp 10-20 ct per lb 340 g
Crevettes sauvages crues d'Argentine
MARINA DEL REY certaines vari tes ou crevettes crues g antes d' quateur
9⁹⁹

Fresh Wild Haddock Fillets family size subject to availability product of Atlantic Canada 28.64/kg
Filets d' glefin sauvages frais
format familial, selon les arrivages, produit du Canada atlantique
12⁹⁹
CHOOSE ANY OTHER SEAFOOD

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
Lan res de saumon de l'Atlantique fum    chaud COMEAU c nd  ou au p m t   l rable, portions de saumon de l'Atlantique fum    chaud GOSSELIN fum  deux fois  rable ou miel ou saumon de l'Atlantique fum    froid WILLY KRAUCH'S d congel e
9⁹⁹

COMEAU Seafood Spreads shrimp, lobster or salmon 160 g
Tartinades aux fruits de mer COMEAU crevettes, homard ou saumon
5⁹⁹

BEST BUY Breaded Popcorn Shrimp, Squid Rings or Sole Fillets 550 g 890 g
Crevettes pan es VALEUR PLUS, rondelles de calmar ou filets de sole
\$12 **120 PTS** when you buy 1

SHOAL WATER SEAFOODS Salt Fish Bits 454 g
Crevettes   l'ail   griller cuites ou Morceaux de poisson sal s SHOAL WATER SEAFOODS
7⁹⁹ **144 PTS**

Prepared In-Store Cooked or Raw Garlic Shrimp Grillers previously frozen 280 g
Crevettes   l'ail   griller cuites ou crues pr par es en magasin d congel es
6⁹⁹ **104 PTS**

JANES Ultimates Breaded or Battered Haddock or Cod 450-545 g
 glefin ou morue pan e(s) ou en p te  t mes JANES
12⁹⁹

bakery boulangerie

BAKED IN STORE
Sourdough Buns 4 pk 315-345 g
Pains au levain
4⁴⁹
Made with 100% Canadian flour

BAKED IN STORE
Homestyle Oat Bran, Mountain Grain, Good Haven or Low Fat Multigrain Bread 450 g
Pain maison avoine, grains de montagne, Good Haven ou multigrains faible en gras
4⁴⁹ **100 PTS** when you buy 2

Small Bar Cakes 325-575 g
Petits g teaux rectangulaires
7⁹⁹ **9⁹⁹** without Scene+ Card

BAKED IN STORE
Baguettes white or multigrain 234 g
Baguettes blanches ou multigrains
1²⁹

PORTOFINO Brioche Burger Buns 6 pk or Loaves 610 g
Pains   burger brio ches PORTOFINO ou pains
5⁴⁹ **200 PTS** when you buy 2

THAT'S A DEAL \$5
Real Cream Layer Cakes 510-725 g, Dessert Bars 6 pk 342-354 g or INSPIRED BY HAPPINESS Gluten-Free Cakes 456-468 g
G teaux  tag s   la cr me v ritable, barres desserts ou g teaux sans gluten INSPIRED BY HAPPINESS
5⁰⁰ **100 PTS** when you buy 2

BAKED IN STORE
Gourmet Cinnamon Buns plain or with cream cheese icing 2 pk 345-375 g
Brio ches   la cannelle gourmet, nature ou avec gl zage   au fromage   la cr me
4⁴⁹ **50 PTS** when you buy 2

deli charcuterie & kitchen cuisine

COMPLIMENTS Dry Cured Salami selected 125 g
Salami s l    sec COMPLIMENTS certaines vari tes
5⁴⁹ **MEMBER 6⁰⁰** without Scene+ Card

COMPLIMENTS Value Size Cooked Ham 1 kg
Jambon cuit format valeur COMPLIMENTS
\$14 **NEW** **value size**

CHRIS BROTHERS Shaved or Sliced Meats selected 150-250 g
Charcut ries  min c es CHRIS BROTHERS ou branch es certaines vari tes
4⁹⁹ **100 PTS** when you buy 2

STARTING AT 3⁹⁹ **200 PTS** when you spend \$15 or more
L'EXTRA Brie, Double Cream Brie, OKA Original or L'Artisan Swiss-Style Brie L'EXTRA, brie double cr me, fromage original OKA ou L'Artisan de style suisse

SLICED FRESH
BRANDT Kolbassa Coil
Saucisson kolbassa BRANDT
2⁹⁹ /100 g

SLICED FRESH
CHRIS BROTHERS Salami
Salami CHRIS BROTHERS
1¹⁹ /100 g

STARTING AT 7⁹⁹
MONSIEUR GUSTAV Cheddar 200-250 g, Aged Gouda 170 g or Le Paulin Smoked or Regular 190 g
Cheddar MONSIEUR GUSTAV, gouda vieill , raclette ou Le Paulin fum  ou r gul er

STARTING AT 4⁹⁹
BABYBEL 6 pk 120 g, THE LAUGHING COW 8 pk 133 g or Dippers 4 pk 140 g
BABYBEL LA VACHE QUI RIT ou Dippers

1/4 Assorted Dagwood 285 g
1/4 De Sandwich Dagwood Assort 
4⁹⁹ **5⁴⁹** without Scene+ Card

LANTANA Topped Hummus 283 g
Hummus garn  LANTANA
4⁴⁹

PANACHE Soups 625 mL
Soupes PANACHE
8⁹⁹ **300 PTS** when you buy 2

FONTAINE SANT  Topped Hummus 227-255 g
Hummus garn  FONTAINE SANT 
4⁴⁹

Fontaine Sant  Snacks 129 g
Collations FONTAINE SANT 
1⁹⁹

Maple Bacon Back Ribs full rack available hot or chilled 710 g
C tes lev es de dos au bacon et   l rable car  complet, disponibles chaudes ou r frig r es
15⁹⁹

STARTING AT 5⁹⁹
OLIVERI Regular Pasta or Skillet Gnocchi 280-350 g or Sauce 160-300 mL
P tes ordinaires OLIVERI ou gnocch    po ler ou sauce

meal makers alliés-repas



8.99

KELLOGG'S Jumbo Cereal selected 700 g 1.2 kg
Céréales grand format KELLOGG'S certaines variétés



4.49

POST Cereal selected 283-325 g
Céréales POST certaines variétés



4.49

CREAM OF WHEAT 336-800 g
CREAM OF WHEAT



6.49

BONNE MAMAN Jam 250-290 mL
or Spread 250-380 g
Confiture BONNE MAMAN ou tartinades



6.99

ROBIN HOOD Flour selected 2.5 kg or
MAGIC Baking Powder 450 g
Farine ROBIN HOOD certaines variétés ou poudre à pâte MAGIC



4.99

COMPLIMENTS Chocolate Chips 225-270 g 5-49 ea
Pépites de chocolat COMPLIMENTS



20% off

CLUB HOUSE Spices & Seasonings selected 81-165 g
Épices ou assaisonnements CLUB HOUSE certaines variétés



2.99 **+100 PTE** when you buy 2

COMPLIMENTS Bagels or English Muffins 6 pk
Bagels COMPLIMENTS ou muffins anglais



2.99 **+150 PTE** when you buy 2

HABITANT Soup 795 mL
Soupe HABITANT



49¢

COMPLIMENTS Instant Noodles 85 g
Nouilles instantanées COMPLIMENTS



1.79 **+100 PTE** when you buy 2

COMPLIMENTS Broth 900 mL
Bouillon COMPLIMENTS



\$4

VACHON Snacks 248-336 g
Petits gâteaux VACHON



4.99 **+50 PTE** when you buy 1

THE KEG Salad Dressing 475 mL
Vinaigrette THE KEG



2.99

MRS. CUBBISON'S Salad Strips 99 g, Croustons or Texas Toast 142 g product of USA or COMPLIMENTS Croustons 145 g
Bandes de tortilla pour salade MRS. CUBBISON'S, croustons ou Texas Toast, produit des E-U ou croustons COMPLIMENTS



2/\$5

MCCORMICK Gourmet Sauces 30-56 g
Sauces Gourmet MCCORMICK



3.98

VH Sauces 341-380 mL
Sauces VH



3.99

COMPLIMENTS Bacon Bits 75-85 g or Plant-Based Salad Dressing 350 mL
Miettes de bacon COMPLIMENTS ou vinaigrette d'origine végétale COMPLIMENTS



15% off

COMPLIMENTS Baking Nuts 400 g
Noix grillées COMPLIMENTS



4/\$5 **+100 PTE** when you buy 4

COMPLIMENTS Deluxe Macaroni & Cheese or Macaroni & Cheese 225 g
Macaroni au fromage de luxe COMPLIMENTS ou macaroni au fromage COMPLIMENTS



6.99

COMPLIMENTS Pure Honey 500 g
Miel pur COMPLIMENTS

natural health santé naturelle



5.49 **+100 PTE** when you buy 2

THIRSTY BUDDHA Organic Coconut Water Classic 1 L
Eau de coco classique biologique THIRSTY BUDDHA



2/\$7

COMPLIMENTS ORGANIC Tortilla Chips 240 g
Croustilles de tortilla biologiques COMPLIMENTS



4.99

KIND Breakfast Bars 4 pk 50 g or Healthy Grains Bars 5 pk 175 g
Barres déjeuner KIND ou barres Grains santé



9.99

SMART JUICE 1 L
Jus SMART



5.49

CALIFIA FARMS Almond or Oat Beverage 1.4 L
Boisson aux amandes ou à l'avoine CALIFIA FARMS



2/10.99

EARTH'S OWN Barista Oat 946 mL
Barista EARTH'S OWN



7.99

LITTLE CREEK Organic Dressings 295 mL
Vinaigrettes biologiques LITTLE CREEK



6.49

CARBONAUT Assorted Tortillas, Bread, Buns, Bagels or Pizza Crusts 164-550 g
Tortillas CARBONAUT, pain, pains à hamburger, bagels ou croûtes à pizza



39.99 **+300 PTE** when you buy 1

PERFECT SPORTS Diesel Whey Protein Powders 908 g selected
PROTÉINE DE LACTOSÉRUM en poudre DIESEL PERFECT SPORTS certaines variétés



19.99 **+200 PTE** when you buy 1

CENTRUM MultiGummies 90-130 pk selected
Multivitamines gélifiées CENTRUM certaines variétés



1.99 **+100 PTE** when you buy 2

KIND Core Bars 40 g selected
Barres de base KIND 40 g certaines variétés



14.99

WAKEWATER Electrolytes 0 pk or SHIPLY PROTEIN Shake 4 pk selected
Électrolytes WAKEWATER ou boisson (rapée) SHIPLY PROTEIN, certaines variétés

drinks & snacks

boissons et grignotines



5⁹⁹

FRITO-LAY Value Size Snacks
325-335 g
Grignotines format écono
FRITO-LAY



2/\$9

MISS VICKIE'S Kettle Chips
190-200 g
Croustilles cuites à la marmite
MISS VICKIE'S



6⁹⁹ **100 Pts**
when you buy 2

GATORADE Powder 10 pk
Poudre GATORADE



\$4 **100 Pts**
when you buy 2 or more

RED BULL Energy Drink
473 mL 4.99 ea
Boisson énergisante RED BULL



2/\$7

CHRISTIE Mini Cookies 144-200 g,
Crispers or Bites & Bites 145 g
Mini-biscuits CHRISTIE, Crispers
ou Mini Pêches



2⁹⁹

MAYNARDS Candy 135-154 g
Friandises MAYNARDS



4⁹⁹

LINDT Lindor Baggies 60 g
white supplies last
Sacs Lindor LINDT jusqu'à
épuisement des stocks



4⁴⁹

TIC TAC Mints 3 pk or KINDER
Chocolate Bars 126 g
Menthés TIC TAC ou barre de
chocolat KINDER



\$4 **150 Pts**
when you buy 2

KELLOGG'S Town House, Cheez-It or
Snap'd Crackers 213-391 g
Craquelins Town House, Cheez-It ou
Snap'd KELLOGG'S



3⁹⁹ **100 Pts**
when you buy 2

ROUEMONT Apple Juice 2 L
Jus de pomme ROUEMONT



11⁹⁹

CHASING TIDES Ground Coffee
272 g
Café moulu CHASING TIDES



3⁹⁹

DUNKAROOS selected 168-175 g or
QUAKER Yogurt Bars 175 g
DUNKAROOS certaines variétés ou
barres de yogourt QUAKER

dairy & frozen

produits laitiers et surgelés



5⁹⁹

NATREL Lactose Free Milk 2 L
Lait sans lactose NATREL



5⁹⁹

CRACKER BARREL Cheese Slices
200-240 g
Tranches de fromage CRACKER
BARREL



7⁹⁹

SAVI GOURMET Gnocchi, Risotto or
Penne Pasta Made 500 g
Repas de gnocchis SAVI GOURMET,
risotto ou pâtes penne



8⁴⁹

MARIE CALLENDER'S Frozen Meals
680-879 g
Repas surgelés MARIE CALLENDER'S



2/\$7

PHILADELPHIA Dips 227 g
Trempettes PHILADELPHIA



4⁴⁹

NATURAL ONE Juice 900 mL or
DEL MONTE Juice 1.6 L
Jus NATURAL ONE ou jus
DEL MONTE



5⁹⁹

SNOWCREST Frozen Fruit
500-600 g
Fruits surgelés SNOWCREST



4⁹⁹

TASTIEZ Frozen Snacks 311 g
Collations surgelés TASTIEZ



4⁴⁹

SIGGI'S Icelandic Style Skyr Yogurt
4 pk
Yogourt Skyr style islandais SIGGI'S



6⁴⁹ **100 Pts**
when you buy 2

GAY LEA Premium Butter 250 g
selected varieties
Beurre de qualité supérieure
GAY LEA certaines variétés



20⁹⁹

PILLSBURY Pizza Pops 30 pk
Pizza Pops PILLSBURY



3⁹⁹

GREEN GIANT Riced Veggies or
Restaurant Sides 283-340 g
Légumes en riz ou À côtés comme
au restaurant GEANT VERT

Here for your budget and lifestyle

compliments **Parache** **big8**



100 Pts
when you buy 2

COMPLIMENTS Potato Chips
Extraa! Flavour 200 g or
Flavoured! Tortilla Chips 250 g
Croustilles Saveur Extraa!
COMPLIMENTS ou croustilles de
tortilla aromatisées



2⁹⁹ **100 Pts**
when you buy 2

COMPLIMENTS Snack Crackers
200-225 g
Craquelins COMPLIMENTS



18⁹⁹ **1,000 Pts**
when you buy 2

COMPLIMENTS Coffee Pods 30 pk
Dosettes de café COMPLIMENTS



100 Pts
when you buy 2

BIG 8 Spring Water 4 L
Eau de source BIG 8



50 Pts
when you buy 1

4⁴⁹

COMPLIMENTS
Aerosol Whip Cream 225 g
Garniture fouettée en aérosol
COMPLIMENTS



5⁹⁹ **100 Pts**
when you buy 2

COMPLIMENTS Cheese Shreds
226-320 g selected varieties
Fromage râpé COMPLIMENTS
certaines variétés



5⁴⁹

PANACHE Premium Ice Cream 1 L or
Novelties 4-6 pk selected
Crème glacée de choix PANACHE ou
nouvelautés, certaines variétés



3⁴⁹

COMPLIMENTS Hash Browns or
Home Fries 650 g
Pommes de terre rissolées
COMPLIMENTS ou Frites maison

Give them more with the Grocery Essentials Card

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

home & pet care

produits ménagers et pour animaux domestiques



11⁹⁹ **+100 PTS**
when you buy 2

GLAD Waste Bags 20-40 pk or Compostable 44 pk
Sacs à ordures GLAD ou compostables



9⁹⁹ **+100 PTS**
when you buy 2

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



1⁹⁹

SCOTTIES Facial Tissue Singles
81-126 sheets
Mouchoirs SCOTTIES une boîte feuilles



22⁹⁹

CHARMIN Bathroom Tissue
16-64 rolls or BOUNTY Paper Towel
6=18 or 8=16 rolls
Papier hygiénique CHARMIN
rouleaux ou essuie-tout BOUNTY
rouleaux



2⁴⁹

PALMOLIVE Dish Detergent 591 mL
Détergent à vaisselle PALMOLIVE



19⁹⁹

DOWNY or GAIN Fabric Enhancers or Softener
598-694 g or 1.8-4.16 L
Rehausseurs de parfum DOWNY ou GAIN ou assouplissant



2/\$9

LYSOL Bathroom or Toilet Bowl Cleaner
650-950 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
Nettoyant pour salle de bain LYSOL ou
cuvette de toilette, nettoyant tout usage
ou puissant, antimitisour mousser pour
douche, lingettes à double action ou
pastilles pour cuvette de toilette
certaines variétés



7⁹⁹

COMPLIMENTS Liquid Laundry Detergent 1.37-1.47 L
Détergent à lessive liquide COMPLIMENTS



150 PTS
when you buy 10

PURINA Friskies Wet Cat Food 156 g
Nourriture humide pour chats
Friskies PURINA



1⁵⁹

CESAR Gourmet Wet Dog Food 100 g
179 ea
Nourriture humide pour chiens
Gourmet CESAR



15⁹⁹

IAMS Proactive Health Dry Cat Food
1.36-1.59 kg
Nourriture sèche pour chats
ProActive Health IAMS



1²⁵

PURINA Fancy Feast Broths or LIF Soups 34-40 g 1.58 ea
Bouillons Fancy Feast PURINA ou LIF Soups

health, beauty & baby santé, beauté et bébé



9⁹⁹ **+300 PTS**
when you buy 2

CREST Pro-Health Mouthwash or ORAL-B Toothbrushes 340 mL-1 L or 1-2 pk selected
Rince-bouche Pro-Santé CREST ou brosses à dents ORAL-B ou certaines variétés



3⁹⁹ **+100 PTS**
when you buy 2

LADY or MEN'S SPEED STICK 45-85 g selected
LADY ou MEN'S SPEED STICK certaines variétés



6⁹⁹ **STARTING AT**

IVORY or OLD SPICE Body Wash 473 mL-1.03 L or OLAY Soap Bar 4 pk selected
Nettoyant pour le corps IVORY ou OLD SPICE ou pain de savon OLAY certaines variétés



5⁴⁹

U BY KOTEX Pads, Liners or Tampons 14-64 pk selected
Serviettes U BY KOTEX, protège-dessous ou tampons certaines variétés



15% off

DIAL Body Wash 473-709 mL or GOT2B Styling Gel 170-175 mL or 340 g selected
Nettoyant pour le corps DIAL ou gel coiffant GOT2B ou certaines variétés



5⁴⁹

GARNIER Whole Blends Shampoo or Conditioner 340-370 mL selected
Shampooing Whole Blends GARNIER ou revitalisant certaines variétés



1⁹⁹

COLGATE Toothpaste 70-120 mL selected
Dentifrice COLGATE certaines variétés



10% off **+200 PTS**
when you buy 2

CERAVE Moisturizers and Cleansers selected
Hydratants CERAVE et nettoyants certaines variétés



26⁹⁹

HUGGIES Baby Wipes 36-128 pk or SIMILAC Go & Grow Powders 850 g Couches format giga HUGGIES ou préparation en poudre Go & Grow SIMILAC



9⁹⁹

PEDIASURE Complete 4 pk
Substitut Complet PEDIASURE



53⁹⁹

SIMILAC Pro-Advance Powders Step 1 and Step 2 837-859 g
Préparation en poudre étape 1 et étape 2 Pro-Advance SIMILAC



2¹⁹

BABY GOURMET Puree Pouches or Jars 92-128 mL selected 2.49 ea
Sachets de purée BABY GOURMET ou pots certaines variétés

pharmacy pharmacie



15% off

TYLENOL or BENLYN 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 QuickMist or NICODERM 7 pk selected* or IMODIUM 20-24 pk selected
TYLENOL, ou médicament contre le rhume, la toux et la grippe BENLYN certaines variétés*, analgésique TYLENOL*, gélules MOTRIN*, dissolution facile ou Précision TYLENOL, pansements de choix BAND-AID, onguent POLYSPORIN, gomme NICORETTE ou pastilles ou Vapo-Eclair ou NICODERM certaines variétés* ou IMODIUM certaines variétés

Get 600 PTS
when you buy 2

MIX & MATCH



10% off

VOLTAREN Emulgel 100-150 g
Emulgel VOLTAREN



13⁹⁹

ENSURE or GLUCERNA Meal Replacement 6 pk
Substitut de repas ENSURE ou GLUCERNA

Scene+ Get 1,000 PTS with a OneTouch meter**

That's like **\$10** toward your groceries

OneTouch meter **FREE** with purchase of 100 test strips
See your pharmacist for details. (Limit of 1 Free Meter)

79⁹⁹ ONE TOUCH Verio Test Strips 100 pk
Bandelettes de test Verio ONE TOUCH

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

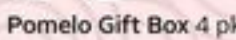


10⁹⁹
BRAR'S Rasmalai Dessert 850-908 g

Find everything you need for your festivities.



Fresh Skinless Pork Belly
Portion 15.17/kg



Pomelo Gift Box 4 pl



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



BLUE TIDE Wild Caught
Canadian Lobster Meat 200 g



MAZOLA Oil 1.18 L



Yellow Asian Pear Gift Box



Green Muscat Grape
product of Korea 450 g



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



SAMYANG Buldak Spicy Noodles
5 pk selected varieties



AROY-D Canned
Coconut Milk
400 mL



2% CHINA LILY
Soya Sauce
483 mL



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



NONGSHIM Bowl Noodle
Soup 12x86 g selected
varieties 13.98/case



SIWIN Potstickers or Dumplings
454-500 g selected varieties



LAY'S Honey Butte
Potato Chips 200



**DAN-D-PAK Cashew Medley 12 pk or
Cashews salted or unsalted 454 g**



988



WANT-WANT Mixed Rice Crackers
Gift Pack 566 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

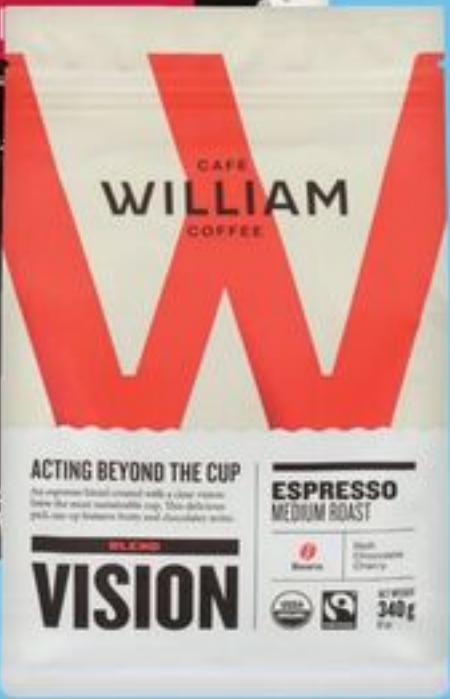
Rise & Grind





13⁹⁹

Café William Coffee 340 g or Barista Coffee Pods 120 g



27⁹⁹

Melitta Whole Bean Coffee 907 g

AFTERNOON PICK ME UP

Midday brew to power through



13⁴⁹

Zavida Single Serve Coffee Pods 12 pk or Ground Coffee 340 g



7⁹⁹

STOK Cold Brew Coffee 1.42 L



100 PTS when you buy 2



EVENING WIND DOWN

Decaf for dessert





5⁹⁹

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)



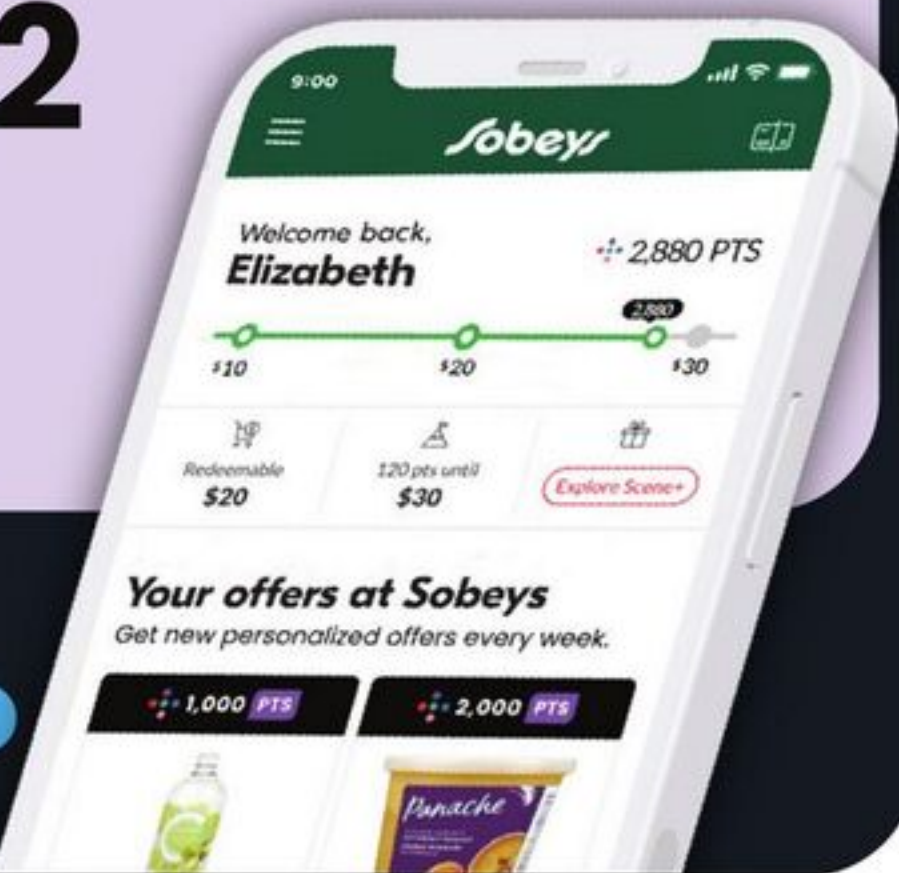
**SAVE
\$2.50**

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



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

VISIBLELY 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 / SHAMPOING

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

8

1 L

LISTERINE

TOTAL CARE

ALCOHOL FREE

8

1 L

LISTERINE

CLINICAL
SOLUTIONS

ENHANCED REPAIR - REPARA DENTIN

1 L

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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Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.♦

APPLY NOW

♦Conditions Apply

