

**sobey's**  
LIQUOR

**SAFEWAY**  
LIQUOR



**Proudly  
Western  
Canadian**

**SAVE \$3**

**50 PTS**  
when you buy 1

**Sawmill  
Creek**  
Selected Varietals  
750 mL  
**8<sup>99</sup>**



**SAVE \$6**

**Babich**  
Sauvignon Blanc  
750 mL  
**13<sup>99</sup>**



**SAVE \$6**

**J.P. Wiser's**  
Special Blend  
Canadian Whisky  
750 mL  
**21<sup>99</sup>**



**SAVE \$8**

**Pinnacle**  
Vodka, 750 mL  
**19<sup>99</sup>**



**Scene  
MEMBER  
PRICING**

**44<sup>99</sup>**  
**SAVE \$15**

**49<sup>99</sup>**  
without  
Scene+  
Card  
**SAVE \$10**

**Michelob**  
Ultra, 24 x 355 mL



**SAVE \$12**

**Bud Light or Budweiser**  
24 x 355 mL  
**41<sup>99</sup>**



**Scene  
DIGITAL  
EXCLUSIVE**

**JANUARY 1 TO  
JANUARY 28, 2026**

**Load more Digital Exclusive  
product offers at  
[MyLiquorOffers.ca](http://MyLiquorOffers.ca)**



**\$7\***  
off  
Reg. \$21.99

**Load this offer and get \$7 off  
when you purchase one  
Crown Royal Whisky Sour,  
Bulleit Old Fashioned, or  
Ketel One Espresso Martini**  
Pre Mixed Cocktail Drinks 375 mL  
Limit of 2 redemptions per offer. See page 4 for terms and conditions.

Flyer prices and offers effective  
**January 8 - January 21, 2026**  
in select stores in Alberta



**A PROUD  
CANADIAN  
COMPANY**

**PLEASE DRINK RESPONSIBLY.**  
Prices do not include taxes and deposits.



**Proud  
Partner**

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

\*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

PO1\_SWCB\_WK37\_AB\_North\_PRN



# Winefest

An All-Inclusive Wine Experience

*Canmore*  
 FEBRUARY 13 & 14 | The Malcolm Hotel  
*Edmonton*  
 FEBRUARY 20 & 21 | Edmonton Convention Centre

Tickets available at  
[celebratewinefest.com](http://celebratewinefest.com)  
 Use code **SOBEYS** for \$10 off  
 all Edmonton ticket types

## Perfectly paired

Make a great hosting choice, like pairing a delicate Pinot Grigio, very dry Rosé or fruit-driven Cabernet with a feast of fresh pork loin.



## Refreshing Choices

**Scene+ MEMBER PRICING**

**13<sup>99</sup>** **SAVE \$7**

**15<sup>99</sup>** without Scene+ Card **SAVE \$5**

**Gray Monk L50**  
 Red or White, 750 mL

FRUITY AND VIBRANT  
 AROMATIC AND SUPPLE

**SAVE \$8**

**Peller Estates**  
 Proprietor's Reserve  
 Selected Varietals, 4 L

**39<sup>99</sup>**



4 L

WORKS OUT TO  
**\$7.31 PER 750 ML**

**SAVE \$4**

**Gato Negro**  
 Cabernet Sauvignon  
 or Sauvignon Blanc  
 750 mL

**8<sup>99</sup>**



FRUITY AND VIBRANT



**SAVE UP TO \$4**

**Smoky Bay**  
 Cabernet Sauvignon  
 or Pinot Grigio  
 750 mL

**9<sup>99</sup>**



DELICATE AND LIGHT



**SAVE \$4**

**50 PTS**  
 when you buy 1

**XOXO**  
 Light Pinot Grigio  
 750 mL

**8<sup>99</sup>**



**SAVE \$4**

**50 PTS**  
 when you buy 1

**Bask**  
 Crisp Rosé, 750 mL

**9<sup>99</sup>**

0 gram of Sugar  
 per 188 mL serving



**SAVE \$4**

**50 PTS**  
 when you buy 1

**Honest Lot**  
 Selected Varietals  
 750 mL

**9<sup>99</sup>**

0 gram of Sugar  
 per 188 mL serving



**SAVE \$4**

**Carelli**  
 34 Malbec  
 750 mL

**10<sup>99</sup>**



AROMATIC AND SUPPLE



**SAVE \$5**

**Wolf Blass**  
 Red Label Shiraz Cabernet  
 or Unwooded Chardonnay  
 750 mL

**11<sup>99</sup>**



FRUITY AND VIBRANT



**SAVE \$6**

**50 PTS**  
 when you buy 1

**Santa Margherita**  
 Cabernet Sauvignon  
 or Rosé, 750 mL

**15<sup>99</sup>**



AROMATIC AND SUPPLE



**SAVE \$6**

**100 PTS**  
 when you buy 1

**Sea Sun**  
 California Pinot Noir or  
 Chardonnay, 750 mL

**18<sup>99</sup>**



AROMATIC AND SUPPLE

91  
 POINTS

Natalie Maclean  
 (2023)



**2 | MIX & MATCH**

BUY ANY **6 BOTTLES**  
 OF WINE AND GET

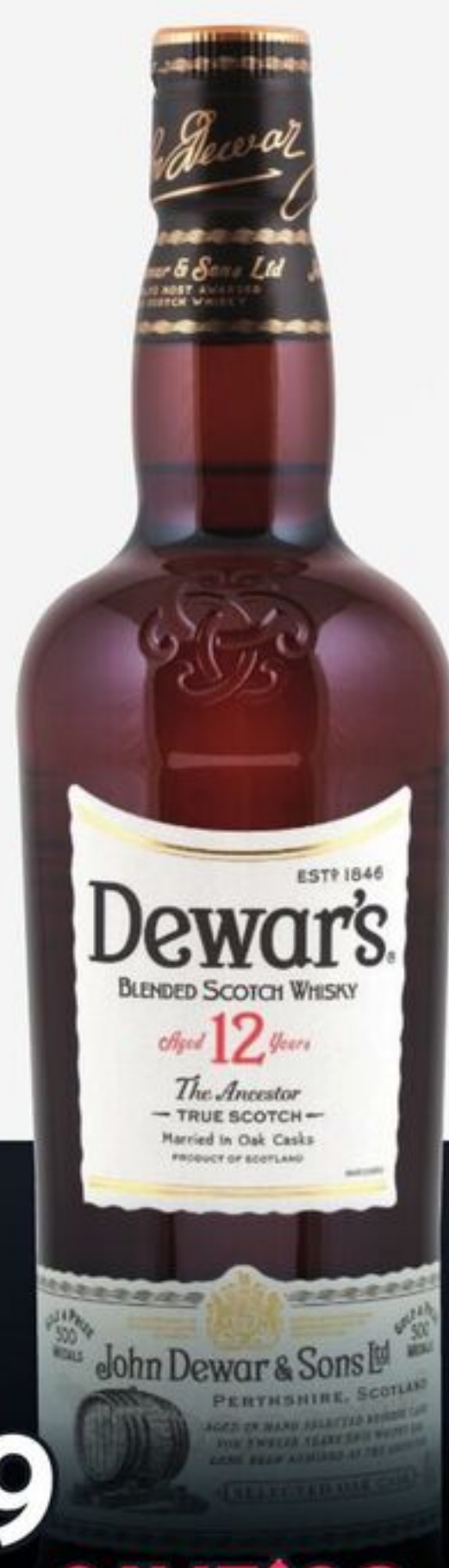
**250 PTS**

OR

BUY ANY **12 BOTTLES**  
 OF WINE AND GET

**1,000 PTS**





Scene+  
MEMBER  
PRICING

24<sup>99</sup>

SAVE \$20

34<sup>99</sup>  
without  
Scene+  
Card  
SAVE \$10

**Dewar's**  
12-Year-Old Blended Scotch  
Whisky, 750 mL

SAVE \$5

**Blarney's**  
Country Cream Liquor  
750 mL

17<sup>99</sup>



SAVE \$5

200 PTS  
when you buy 1

**Brugal**  
Añejo Superior Rum  
750 mL

24<sup>99</sup>



SAVE \$5

200 PTS  
when you buy 1

**Sheep Dog**  
Peanut Butter  
Whiskey, 750 mL

24<sup>99</sup>



SAVE UP TO \$8

**Eau Claire**  
Rupert's Exceptional or  
Stampede Canadian Whisky  
750 mL

29<sup>99</sup>



## Spirits for happy hour

## Bee's knees

- 1 ½ oz Gin
- ¾ oz Lemon juice
- ½ oz Honey syrup
- Lemon peel to garnish

Combine ingredients in a shaker with ice. Shake and strain into a glass and add lemon (or ginger) to garnish.



SAVE \$4

200 PTS  
when you buy 1

**Gordon's**  
London Dry Gin  
750 mL

24<sup>99</sup>

SAVE UP TO \$16

**Auchentoshan**  
12-Year-Old Single Malt  
Scotch Whisky or  
American Oak  
Whisky, 750 mL

46<sup>99</sup>



SAVE \$14

**Knob Creek**  
Kentucky Straight  
Bourbon Whiskey  
750 mL

42<sup>99</sup>



SAVE \$5

**Platinum**  
Vodka, 1.75 L

34<sup>99</sup>



SAVE \$9

300 PTS  
when you buy 1

**Jose Cuervo**  
Especial Gold or  
Silver Tequila, 750 mL

32<sup>99</sup>



**My Liquor Offers**

Scene+

Sign up & opt-in to receive emails at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) for your chance to win\*

50,000

PTS

That's like \$500 in points!



**ONE WINNER EVERY MONTH**  
**SCAN HERE & SIGN UP TODAY**

\*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.





**LIQUOR**

# Sign up for our eFlyer



discover savings  
at your local store



discover what's  
new in spirits,  
wine and beer

**subscribe now**



Locally Crafted

# DRINK OF THE WEEK

Slamables Pink Drink is a vodka beverage that mixes bold strawberry, banana, and coconut water into a refreshing, low-sugar drink with very light carbonation. It's smooth, flavour-first, and everything seltzers are not.



**SAVE \$2**

**50 PTS**  
when you buy 1

**Edmonton**

**Slamables**  
Pink Drink  
Vodka Beverage  
4 x 355 mL

**11<sup>49</sup>**

**Slamables**  
est. 2025

**Ready to enjoy**

**SAVE \$6**

**Nütrl**  
Vodka Soda  
Selected Varieties  
12 x 355 mL

**25<sup>99</sup>**



**SAVE \$9**

**Heineken**  
Selected Varieties  
12 x 330 mL

**29<sup>99</sup>**



**SAVE \$6**

**150 PTS**  
when you buy 1

**Wild Rose Brewery**  
Wraspberry Ale, 12 x 355 mL

**25<sup>99</sup>**



**SAVE \$8**

**Coors**  
Original, 15 x 355 mL

**31<sup>99</sup>**



**SAVE \$5**

**Busch**  
15 x 355 mL

**24<sup>99</sup>**



**SAVE \$4**

**Troubled Tea**  
Selected Varieties  
12 x 355 mL

**27<sup>99</sup>**



Scene+  
**MEMBER PRICING**

**20<sup>99</sup>** **SAVE \$9**

**23<sup>99</sup>** without Scene+ Card  
**SAVE \$6**

**Keystone**  
Light, 15 x 355 mL



**SAVE \$7**

**Old Style**  
Pilsner  
24 x 355 mL

**36<sup>99</sup>**



**SAVE \$6**

**200 PTS**  
when you buy 1

**Simply Spiked**  
Selected Varieties  
12 x 355 mL

**25<sup>99</sup>**



**4** | **Scene+** **1,000 PTS** = **\$10** toward your purchase



The Scene+ Loyalty Program is available at all participating Sobeys Liquor and Safeway Liquor locations within Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (equivalent to \$500) per day. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

\*Receive \$7.00 off when you purchase one (1) Crown Royal Whisky Sour, Bulleit Old Fashioned, or Ketel One Espresso Martini Pre Mixed Cocktail Drinks 375 mL in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons. Offer valid January 1 to January 28, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ card. The person purchasing the Crown Royal Whisky Sour, Bulleit Old Fashioned, or Ketel One Espresso Martini Pre Mixed Cocktail Drinks 375 mL and redeeming this offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.





# LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at [MyLiquorOffers.ca](https://MyLiquorOffers.ca) before you shop

## JANUARY 1 – JANUARY 28, 2026



**SAVE \$7**

when you buy 1

Crown Royal Whisky Sour,  
Bulleit Old Fashioned, or  
Ketel One Espresso Martini  
Premixed Cocktail Drinks  
375 mL (Reg. \$21.99)



**SAVE \$8**

when you buy 1

Seagrams 83  
Canadian Whisky  
750 mL (Reg. \$24.99)



**SAVE \$13**

when you buy 1

Kraken Gold Spiced  
750 mL (Reg. \$36.99)



**SAVE \$10**

when you buy 1

Skyy Vodka  
750 mL (Reg. \$30.99)



**SAVE \$3**

when you buy 1

Vivo Reserva  
Cabernet Sauvignon  
750 mL (Reg. \$13.99)



**SAVE \$5**

when you buy 1

Mount Riley Sauvignon Blanc  
750 mL (Reg. \$21.99)



**SAVE \$4**

when you buy 1

Villa Teresa Organic Prosecco  
750 mL (Reg. \$20.99)



**SAVE \$6**

when you buy 1

Silk & Spice Red  
750 mL (Reg. \$16.99)



**SAVE \$4**

when you buy 1

Guinness Beer Non Alcoholic  
0.05%  
4 x 440 mL (Reg. \$13.99)



**SAVE \$3**

when you buy 1

Sea Change Straight Edge  
Non Alcoholic Pale Ale  
4 x 473 mL (Reg. \$13.99)



**SAVE \$3**

when you buy 1

Eau Claire Cocktails  
Selected Varieties  
6 x 355 mL (Reg. \$16.99-18.99)



**SAVE \$4**

when you buy 1

CoCo Rum or Vodka  
Selected Varieties  
4 x 355 mL (Reg. \$14.99)

Activate Your Offers

All participating products featured on this page are available to be loaded from January 1 – January 28, 2026 on [MyLiquorOffers.ca](https://MyLiquorOffers.ca)\*

Offer valid January 1 – January 28, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ membership card. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.