

save on foods

UNREAL
DEAL
on

6⁹⁹
lb

Chicken Breast
Fresh, Boneless,
Skinless, Warehouse
Pack, 15.41/kg



6⁹⁹
ea
First 4
7⁹⁹
ea

Purex Bathroom Tissue
15=30 Rolls
WHILE QUANTITIES LAST.

MY OFFERS
EXTRA UNREAL DEAL

LOAD DEAL



NEW DEAL. BEST PRICE. EVERY WEEK.

7⁹⁹
lb

Ground Turkey
Breast
Fresh, 17.61/kg

VALUE
PACK



5⁹⁹
ea

Raspberries
Mexico or California, 340g



WAREHOUSE
PACK
SUPER SAVINGS

Atlantic
Salmon Fillet
Warehouse Pack

3²⁹
100g



1⁹⁹
ea

100% Whole
Wheat Bread
or White Bread, 567g

3\$5
for

Avocados
Mexico

4⁴⁹
ea

Silk Dairy-Free Beverage
Selected Varieties,
1.75 Litres or 1.89 Litres



30%
off

Organika Electrolytes
Sachets, Selected Varieties, 20's



BUY 1
GET 1
free*

*of equal or lesser value
Saputo Cheese Slices
Selected Varieties, 160g or 180g

3⁹⁹
ea



Breyers Creamery
Style Ice Cream
Selected Varieties, 1.41 Litres



western family™

FREE
VITAMIN
selected varieties

when you spend
\$125 or more*

SAVE UP TO
\$13



Helps maintain normal muscle function.
Aide à maintenir une fonction musculaire normale.

180 VEGETARIAN CAPSULES
CAPSULES VEGETARIENNES

western family™

magnesium
250 mg
magnésium

Choose one of
the following
Western Family
products:

Magnesium 250mg
Vitamin B12 1200MCG
Vitamin C 1000mg
Vitamin D 1000IU
Zinc 60mg

In store on a single transaction. Offer excludes
Lotto, tobacco, gift cards, prescriptions,
clinics, diabetes care, tickets, charities, wines,
bus passes, postage stamps, deposit & recycle
fees, rewards and taxes, where applicable.
The value of the free Western Family Vitamin
is not included in the \$125 spend threshold.
Limit of 1 per transaction. While quantities
last. Savings based on regular retail.



CANADIAN owned and operated for 110 years.

Maple leaf indicates products of Canada and products made in Canada. See actual items for details.
Prices effective Thursday to Wednesday, January 8 to 14, 2026. Offers require use of More Rewards card. Selection & availability may vary by store.

Wk02-C1

FRESH PICKS

3.99
lb

Green Grapes
Peru, 8.80/kg



ONLY WITH
MY Q OFFERS
4.99
ea
First 1
LOAD NOW

5.99
ea Halos Mandarins
California, 2 lb Bag



BC
TREE FRUITS

1.99
lb

Gala Apples
BC, 4.39/kg



JUICY

NATURAL
RADIAN



Broccoli: the
secret ingredient
for a hearty,
crunchy salad!

2.99
lb
Broccoli Crowns
California, 6.59/kg



4.99
ea
Grape Tomatoes
Canada or Mexico, 454g

2.99
ea
Head Lettuce
California



5.99
lb
Cherries
Australia or
Argentina, 13.21/kg



4.79
lb
Coloured
Peppers
Mexico, 10.56/kg

Premium, super
sweet cherries!



3.49
ea
Yellow Onions
USA, 3 lb Bag



PURELY ORGANIC PERFECTLY FRESH



6.99
ea
Organic
Earthbound Salad
California, 284g

3.99
lb
Organic
Cauliflower
California, 8.80/kg

3.99
ea
Organic
Carrots
California,
2 lb Bag

5.99
ea
Organic
Blackberries
Mexico or
California, 170g

FLORAL



FRESH MEAT

Family-sized flavour,
without the fuss!



UNCOMPROMISED QUALITY RAISED RIGHT, TASTES GREAT

8.99
lb

Pork Back Ribs
or Tenderloin, Fresh,
Raised without
Antibiotics, 19.82/kg



ONLY
GOODNESS

5.99
lb

Chicken Drumsticks
or Thighs, Fresh, Raised
without Antibiotics, 13.21/kg



10.99
lb

Chicken Breast
or Thighs, Fresh, Boneless,
Skinless, Raised without
Antibiotics, 24.23/kg



4.99
lb

Whole Fryer Chicken
Fresh, Raised without Antibiotics, 11.00/kg



HAPPY
HOUR
WEDNESDAY

3pm - 6pm

MARINATED CHICKEN WINGS

Prepared in store daily using premium
chicken, our ready to cook wings are
a delicious and easy go-to snack.

50¢
EA

AVAILABLE AT THE
SERVICE MEAT COUNTER.



PLENTY for \$20
Pick any 4 participating
meat products for only \$20!



SAVE UP TO 40%
on select meat products

SHOP NOW



TASTY DEALS



6⁹⁹
ea

Janes Breaded Chicken
Selected Varieties,
Frozen, 700g



9⁹⁹
ea

Maple Leaf Pork Tenderloin
Selected Varieties, 400g

MIX & MATCH
**BUY 1
GET 1
free***

*of equal or lesser value



Olivieri Filled Pasta
(350g) or
Sauce (300 mL),
Selected Varieties

MAPLE LEAF



14⁹⁹
ea

Western Family
Thick Cut Bacon
Naturally Smoked,
1 kg



5⁹⁹
ea

Beyond Meat
Sausages
(400g) or Chicken
Tenders (226g),
Selected Varieties



7⁹⁹
ea

High Liner
Breaded Fish Cakes
(700g) or Fish Sticks (550g),
Selected Varieties, Frozen

FRESH SEAFOOD

Brighten your plate with roasted asparagus and cherry tomatoes

349
100g



Sablefish Fillet
Frozen



MIX & MATCH
2\$ 20

Western Family Prawns
Selected Varieties,
Frozen, 340g



1099
ea



Salmon Village Wild Pacific
Salmon Nuggets
Selected Varieties, 150g



1299
ea

Aqua Star
Tempura Shrimp
31 to 40 Count,
Frozen, 500g

TASTY
FRESH
CRISPY

FRESHLY BAKED

CIN-FULLY DECADENT

swirls of joy — like a cozy morning hug



ONLY WITH
MY OFFERS
4.99
ea
First 4
LOAD NOW

5.99
ea Cinnamon Buns
Iced or Uniced, 480g

BAKED
FRESH
IN STORE



1.99
ea

Calabrese bread and
Mortadella—the ultimate
family lunch hack!

BAKED
FRESH
IN STORE

Calabrese
Bread
450g



3.99
ea

Garlic Bread
Selected Varieties,
630g, Made in store

Click to
earn points
faster than you
can say 'buns'.



2.99
ea

Brioche Hamburger Buns
(Pack of 4) or Butterflake
Rolls (Pack of 8)

2.99
ea

Pie Slice
Selected Varieties, 250g

1.99
ea



BAKED
FRESH
IN STORE



pack of
2.749

Premium Strawberry
Buttermilk Triangle Cake Slices
Selected Varieties, Pack of 2

BUTTERY LIGHT WHOLESOME

MIX & MATCH

ANY OF THESE BREAD PRODUCTS Limit 4 Free



BUY 1
GET 1
free*

*of equal or lesser value



PERFECTLY SLICED



3.79
100g

Tuscan Ham
or Rosemary, Fresh Sliced in Store



3.29
100g

Maple Lodge
Chicken Breast
Selected Varieties



3.49
100g

Old Style Black Forest Ham
Roasted in Store



ONLY WITH
MY OFFERS
8.99
ea
First 1
LOAD NOW

Light on prep,
big on flavour.



9.99
ea
Western Family
Chicken Breast Strips
Selected Varieties, 300g

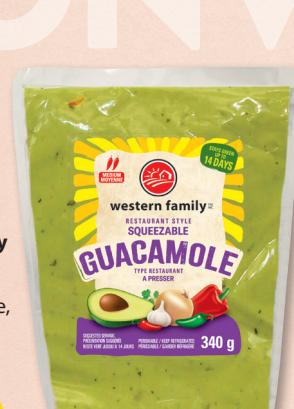


8.79
ea
Pep'n Cheddies
Snacks
150g



13.49
ea
Balderson
Cheddar Cheese
Aged 2 Years, Truffle
or Double Smoked,
250g or 280g

TASTY SAVOURY CONVENIENT



Western Family
Guacamole
Avocore or
Restaurant Style,
340g

8.79
ea



Summer Fresh
Snack & Go
Hummus
83g

2.29
ea



4.99
100g
new
Castellano Sheep Cheese



* For more details visit:
bel-canada.ca/snackavalanche



Babybel
Mini Cheese
Selected Varieties,
120g

4.99
ea
The Laughing Cow
Cheese
133g



2.7
for
Go Go Squeez
Fruit Sauce Snacks
Selected Varieties,
4 x 90g

now available the wait is over

Discover bold, made
fresh, ready-to-eat meals
in our **NEW** hot case.



taquitos

Crispy tortillas filled with a mix of tender pulled chicken, corn, beans, bell peppers and jalapeño cheddar cheese.



poutine

A choice of wedges, tater tots or waffle fries topped with rich gravy and fresh cheese curds. A Canadian classic!



pizza pretzels

Artisan pretzels coated in pizza sauce, mozzarella cheese and pepperoni.



quesadillas

Warm flour tortillas filled with a savoury mixture of tender pulled chicken, beans, corn, bell peppers and melty cheese.

\$6 daily deals
MADE FRESH

Stop by the
hot case every
Monday to Friday
for a hot and
tasty deal!

MONDAY
2 Pizza Pretzels

TUESDAY
5 Chicken Taquitos

WEDNESDAY
2 Pizza Slices

THURSDAY
5 Chicken Quesadilla Slices

FRIDAY
5 Chicken Tenders

Selection may vary by store.

feel good with

HEALTHIER CHOICES

Discover simple swaps, smart savings,
and everyday wellness inspiration.



20%
off

Vega Protein +
Creatine
Selected Varieties,
864g or 918g



3.99
ea

Core Power
Protein Drink
414 mL



[VIEW WELLNESS DEALS](#)

SIP, SAVOUR & SAVE



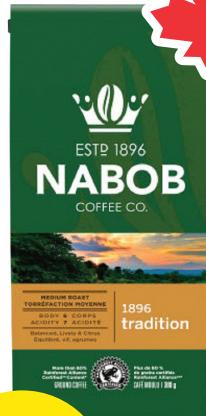
western family

COMPARE & SAVE BIG



849
ea

Western Family
Premium Roast
Ground Coffee
Selected
Varieties, 300g



999
ea

Nabob
Ground Coffee
Selected Varieties,
340g



3\$8

Monster
Energy Drink
Selected Varieties,
473 mL or 444 mL



1099
ea

Coca-Cola
Soft Drinks
or Canada Dry,
Selected Varieties,
20 x 355 mL



2\$6

Christie Cookies
Selected Varieties,
212g or 281g



249
ea

Pepperidge Farm
Goldfish Cracker Snacks
Selected Varieties, 200g



2\$5

Mott's Fruitsations
6 x 104 mL



Miss Vickie's
Potato Chips
Selected Varieties,
200g



Post Honeycomb
Cereal
(400g) or
Honey Bunches
of Oats (340g),
Selected Varieties

DAILY DEALS



3\$10

Nature Valley
Sweet & Salty Granola Bars
(210g), Also Fibre 1 (175g),
Selected Varieties



599
ea

Jif Peanut Butter
1 kg



2\$4

SunRype
Juice Blend
Selected Varieties,
900 mL

BREAKFAST SAVES



Kellogg's Rice Krispies
(560g) or Frosted Flakes (545g),
Selected Varieties



5.99
ea

Kellogg's
Mini-Wheats
Selected
Varieties, 650g



5.99
ea

Kellogg's
Corn Flakes
or Raisin Bran,
Selected Varieties,
600g



More REWARDS
BUY 2
EARN
500
POINTS

4.99
ea

Kellogg's Froot Loops
with Marshmallows
(315g) or Frosted Flakes
Milkshake (343g),
Selected Varieties

4.99
ea

Kellogg's
Vector Granola
Vanilla or Chocolate,
311g



western family

COMPARE & SAVE BIG



179
ea

Western Family
Broth
Selected Varieties,
946 mL



229
ea

Campbell's Broth
(900 mL) or Concentrated
(250 mL), Selected Varieties

PANTRY DEALS

4\$7

Knorr Sidekicks
Selected Varieties, 136g



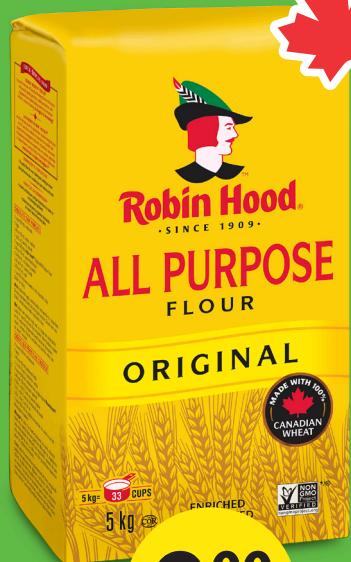
3\$10
for

Ben's Original
Bistro Express Rice
250g



3\$6
for

Campbell's Ready
to Serve Soup
Selected Varieties,
515 mL



999
ea

Robin Hood Flour
Selected Varieties, 5 kg



Hunt's Thick &
Rich Pasta Sauce
or Tomato Sauce,
680 mL



2\$6
for

Club House Organic Spices
Selected Varieties, 44g

A WORLD OF SAVINGS



Sher Everyday Basmati Rice
8 lbs



599
ea

Gia Vegetable Ghee
1 Litre



4\$5
for

Cornitos Nacho Crisps
55g

499
ea

KFI Cooking Sauce
Selected Varieties,
375 mL



DAIRY



western family

COMPARE & SAVE BIG

3⁴⁹
ea

Western Family
Margarine
427g



4²⁹
ea

Becel Margarine
427g



4⁹⁹
ea

Cracker Barrel
Cheese Slices
Selected
Varieties, 240g



5⁴⁹
ea

Simply Orange Juice
or Apple, 1.54 Litres



6⁹⁹
ea

Western Family
Ricotta Cheese
500g



2⁹⁹
ea

Western Family
Greek Yogurt Dip
Selected Varieties,
227g



FROZEN

2⁷⁵
for

Green Giant
Vegetables
Selected Varieties,
Frozen, 750g



2\$
for 6

Cheemo Perogies
Selected Varieties,
Frozen, 907g



3⁴⁹
ea

Western Family
Tater Bites
Fried Potatoes
Frozen, 750g



4⁹⁹
ea

Healthy Choice
Simply Steamers
Entrée
Selected Varieties,
Frozen, 259g



4⁴⁹
ea

Western Family
Thin & Crispy Pizza
Selected Varieties,
Frozen, 390g



4⁹⁹
ea

Dr. Oetker
Ristorante
Thin Crust Pizza
Selected Varieties,
Frozen, 390g



YO-GOURT DEALS!



Liberté Greek Yogourt
(750g) or Méditerranée
(900g), Selected Varieties



Yoplait Drinkable Yogurt
15 x 93 mL



Liberté Méditerranée Yogourt
(500g) or Yoplait Tubes (448g)



Liberté Yogourt
Selected Varieties, 4 x 100g



BULK



Organic Baking Nuts
or Dried Fruit, Selected Varieties



Organic Trail Mix
or Snacking Nuts,
Selected Varieties



.89
100g

Thompson
Dried Raisins
Also Sultana



.89
100g

Cinnamon Hearts



2.29
100g

Toffee Coconut Cashews
Also Selected Varieties

new



6.49
ea

Western Family
Grab N' Go Candy
Selected Varieties, 600g



5.99
ea

SunRype
Fruit to Go Strips
15 x 14g



10.99
ea

Western Family Whole
Natural Raw Almonds
Selected Varieties, 500g

NATURAL

2\$7
for

GoMacro
Macrobar
Selected Varieties,
71g



2\$8
for

Smart Sweets
Selected Varieties,
50g



2\$9
for

PopCorners
Popcorn Snacks
Selected Varieties, 142g



Silk Plant-Based
Yogurt Alternative
Selected Varieties,
500g or 650g

2\$9
for

nuPasta Organic
Konjac Pasta
Selected Varieties,
210g



49th Parallel Coffee
Selected Varieties, 340g



4\$99
ea



Pacific Foods
Organic Broth
Selected Varieties,
946 mL

5\$99
ea

Yogi Tea
Selected Varieties, 16's



4\$29
ea

Natura Rice
Organic Fortified
Rice Beverage
Selected Varieties,
946 mL

6\$99
ea

Just Egg Folded Egg
Plant Based, Frozen, 227g



Only Goodness
Canned Beans
Selected Varieties,
540 mL



11\$99
ea

Only Goodness
Organic Coffee Pods
Fair Trade, 12's



8\$99
ea

Only Goodness Lactose
Free Shredded Cheese
375g

5\$99
ea

Only Goodness
Smoothie Blend
Selected Varieties,
600g

CHEESY SAVINGS!



Daiya Plant Based Cheeze
Selected Varieties, 200g or 220g

6⁹⁹
ea



Daiya Plant-Based Cheezecake Alternative
Frozen, 400g



8⁹⁹
ea



Daiya Pizza
Selected Varieties

4²⁹
ea



Daiya Dairy-Free Mac & Cheese
300g

8⁹⁹
ea



Daiya Flatbread
331g or 346g



Delicious by Nature

Start the new year
on a new path



Nature's Path Organic Cereal
Eco Pac (907g) or Protein Granola
(284g), Selected Varieties

5⁹⁹
ea



Nature's Path
Organic Love Crunch
Premium Granola
or Pumpkin Flax,
Selected Varieties,
700g or 800g

10⁹⁹
ea



Nature's Path
Organic Granola
(325g) or Waffles (210g),
Selected Varieties



6⁹⁹
ea



Nature's Path
Organic Love Crunch
Premium Granola
(325g) or Gluten
Free (312g),
Selected Varieties



6⁴⁹
ea



Nature's Path Organic
Instant Oatmeal
(320g) or Cereal (300g),
Selected Varieties

HEALTH & WELLNESS



NeoCitran Cold Relief
Selected Varieties, 10-Pack



Advil Cold & Sinus
Selected Varieties,
32's or 40's



NeilMed Neti Pot
or Sinus Rinse Refill



Centrum Multivitamin Tablets
Selected Varieties



Listerine Mouthwash
Selected Varieties,
1 Litre



Crest Toothpaste
Also Oral-B Toothbrush,
Selected Varieties



Sperri Plant-Based
Meal Replacement
Selected Varieties, 4 x 330 mL



Playtex Feminine
Products
(36's), Also Carefree
(28's), Selected Varieties



Advil Liqui-Gels
Also Voltaren Emulgel,
Selected Varieties



Pepcid Antacid
Selected Varieties, 25's



Start your year with a visit to your pharmacist

Schedule a twice-yearly check-up with your pharmacist to review your medications, resolve any concerns, create a personalized care plan, and update your vaccination history.

[LEARN MORE](#)

BABY CORNER



Huggies Little Movers
Selected Varieties



Huggies Natural
Care Wipes
Selected Varieties,
3 x 56's or 192's



Nestlé Nido
1+ Nutritional
Supplement
Milk Flavour, 850g



Love Child
Organics
Baby Food
Selected Varieties,
128 mL



Nestlé Cerelac
Baby Cereal
Honey & Wheat
& Apple & Wheat,
400g

Dr. Brown's
Toddler
Dinosaur
2-Pack



Tresemme
Hair Care
Also Old
Spice Deodorant
(58g), Selected
Varieties



Garnier Hair Care
Also Garnier Nutrisse Hair
Colour, Selected
Varieties



Dove Body Wash
(591 mL), Also Head
& Shoulders (613 mL),
Selected Varieties



Neutrogena
Acne Care
Selected Varieties
C1

Increase your chances of quitting by 30%*

NICODERM

For 24-hour support



Nicoderm Patches
Selected Varieties, 7-Pack



Fast nicotine craving
relief to help you quit



37⁹⁹
ea

Nicorette
Selected Varieties

CLEAN SAVINGS



19.99
ea

Tide Laundry
Pods
76's



19.99
ea

Tide Liquid
Laundry Detergent
(3.9 Litres),
Also Ivory Snow
Liquid (3.1 Litres),
Selected Varieties

16.99
ea

Downy Scent
Booster
Selected
Varieties, 680g



7.49
ea

Clorox Liquid
Bleach
Original,
3.57 Litres



PURRFECT DEALS

10.99
for

Purina Friskies
Cat Food
Wet, 156g



24.99
ea

Pedigree
Dry Dog Food
Selected
Varieties, 8 kg



6.99
ea

Western Family
Signature
Dog Treats
Selected
Varieties, 198g



7.99
ea

Glad Kitchen
Garbage Bags
28's



HOUSEHOLD BUYS

2.49
ea

Palmolive
Dish Soap
Ultra (591 mL), or
Regular (828 mL)



4.99
ea

Windex
Glass Cleaner
(765 mL), Also
Fantastik
Household
Cleaners (650 mL),
Selected Varieties



8.99
or
or
ea



Western Family Aluminum Foil
Selected Varieties

2.99
ea

15% off

Royal Chinet
Compostable
Dishware
Selected Varieties



20% off

Vileda Cleaning
Supplies
Selected Varieties



15% off

Brita Water
Filtration
Products
Selected Varieties

**FREE
WITH 1600
POINTS REDEEMED**

2.99
ea

30% off

To Bleed a Crystal Bloom
Regular Retail 28.99 ea

Powerless
Regular Retail 20.99 ea

One Good Thing
Regular Retail 25.99 ea

Georgia Hunter
Regular Retail 25.99 ea

One Good Thing
Regular Retail 25.99 ea

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Georgia Hunter
Regular Retail 25.99 ea

One Good Thing
Regular Retail 25.99 ea

Georgia Hunter
Regular Retail 25.99



western family™

EARN MORE POINTS

More REWARDS

Find great prices and EARN more points on Western Family products.



More REWARDS

BUY 2
EARN
575
POINTS

Western Family
Green Tea
or English
Breakfast, 72's



More REWARDS

BUY 3
EARN
525
POINTS

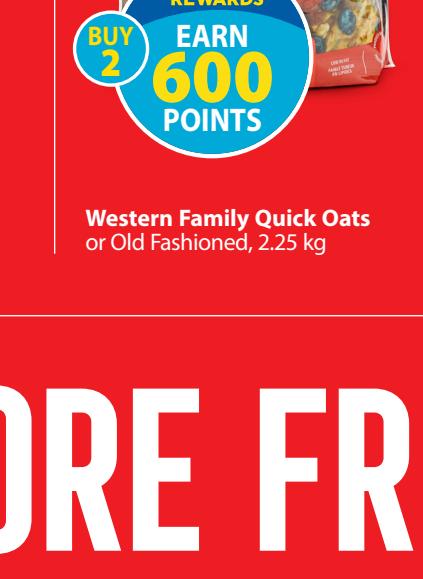
Western Family
Evaporated Milk
354 mL



Western Family Canned Fruit
398 mL



Western Family Salsa
Selected Varieties, 650 mL



Western Family Quick Oats
or Old Fashioned, 2.25 kg



Western Family Pure Jam
500 mL

GET MORE FREE

Redeem points to get your favourite products for FREE.



Western Family Kettle Cooked Peanuts
400g



Western Family Flour
Selected Varieties, 5 kg



Western Family Sparkling Water
2 Litres



Western Family Butter
Salted, 454g



Western Family Fruity Whirls
(580g) or Bite Size Shredded Wheat
(680g)



Western Family Grapeseed Oil
750 mL

SAVE ▶ EARN ▶ FREE ▶ REPEAT

MY **MEGA** DEAL

THE BIGGEST & BEST DEAL TO
EARN POINTS

LOAD YOUR
PERSONALIZED
MY OFFERS
TO EARN
BONUS POINTS
ON YOUR SHOPS*.

LOAD TODAY

*Minimum spend required. Customers who redeem their My Mega Deal offer receive more points in addition to More Rewards base points. One My Mega Deal offer per household per promotional period.

CELEBRATE

Tohri

WITH EXTRA SAVINGS

4\$5
for



Teja Mango Juice
1 Litre

10\$99
ea

818 Premium
Basmati Rice
8 lbs



3\$99
ea

Parliament Traditional
Butter Cookies
454g

2\$3
for



Kurkure Masala
Munch Snacks
or Chilli Chatka, 115g

12\$49
ea

India's Own Punjabi
Jumbo Samosa
Frozen, 1.4 kg



1\$49
ea

Maggi Masala
Noodles Family Pack
280g



2\$99
ea

Sundar Naan
by Western Family,
Selected Varieties,
500g

3\$49
ea



Teja Roasted
Peanuts
in Shell, 800g

3\$49
ea



3\$49
ea



Tre Stelle Paneer
300g

7\$99
ea

BonLife
Sunflower Oil
3 Litres



6\$99
ea

Gia Clarified Butter
400g



4\$99
ea

Brar Corn Flour
4 lbs



8\$99
ea

Nanak Veggie
Burger Patty
640g



5\$49
ea

Vij's Masala
Spring Roll
Frozen, 424g



2\$8
for



The Spice Tailor
Selected Varieties,
285 mL