

Sobeys
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE UP TO \$7

Wolf Blass

Yellow Label
Cabernet Sauvignon
or Chardonnay
750 mL

12⁹⁹



SAVE \$2

50 PTS
when you buy 1

Naked Grape

Selected Varietals
750 mL

8⁹⁹



SAVE \$9

Crown Royal

Canadian Whisky
750 mL

27⁹⁹



SAVE \$8

Smirnoff
Vodka, 750 mL

21⁹⁹

**Scene⁺
MEMBER
PRICING**

23⁹⁹
SAVE \$12

27⁹⁹
without
Scene+
Card
SAVE \$8

Sleeman
Clear 2.0 or Original, 15 x 355 mL



SAVE \$11

**Molson Canadian,
Coors Light
or Kokanee**

24 x 355 mL

42⁹⁹



**Scene⁺
DIGITAL
EXCLUSIVE**

GET 500 PTS

**FOR EVERY \$50 SPENT
WHEN YOU LOAD THIS OFFER AT [MyLiquorOffers.ca](https://www.myliquoroffers.ca)**

USE THIS OFFER UP TO 3 TIMES

OFFER VALID JANUARY 22 - FEBRUARY 4

See terms and conditions on page 4.

Flyer prices and offers effective
January 22 - February 4, 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_WK39_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
 Use code **SOBEYS** for \$10 off
 all Edmonton ticket types

25% lower alcohol and calories than the classic version.

Scene+ MEMBER PRICING

12⁹⁹

SAVE \$7

14⁹⁹ without Scene+ Card
SAVE \$5

Stoneleigh
 Lighter Rosé or Sauvignon Blanc, 750 mL

FRUITY AND VIBRANT
 FRUITY AND LIGHT

NEW ZEALAND

SAVE \$8

Jackson-Triggs
 Selected Varietals, 4 L

39⁹⁹

4 L

WORKS OUT TO \$7.50 PER 750 ML

SAVE \$4

Frontera
 Sauvignon Blanc or Cabernet Sauvignon 750 mL

8⁹⁹

FRUITY AND VIBRANT
 AROMATIC AND SUPPLE

CHILE

SAVE \$5

Finca Los Primos
 Malbec, 750 mL

10⁹⁹

FRUITY AND MEDIUM-BODIED

ARGENTINA

SAVE \$4

La Vieille Ferme
 Selected Varietals 750 mL

10⁹⁹

FRUITY AND MEDIUM-BODIED

FRANCE

SAVE \$4

Gabbiano
 Chianti or Pinot Grigio 750 mL

11⁹⁹

FRUITY AND VIBRANT
 FRUITY AND MEDIUM-BODIED

ITALY

SAVE \$6

100 PTS when you buy 1

St Huberts
 The Stag Cabernet Sauvignon 750 mL

17⁹⁹

AROMATIC AND SUPPLE

USA

SAVE \$11

200 PTS when you buy 1

Beringer
 Knights Valley Cabernet Sauvignon 750 mL

31⁹⁹

AROMATIC AND ROBUST

USA

Australia Day
January 26

Perfectly paired
 Luscious flavours in Pirramimma Shiraz are the perfect complement to pork tenderloin.

SAVE \$6

100 PTS when you buy 1

Pirramimma
 Shiraz or Petit Verdot, 750 mL

19⁹⁹

AROMATIC AND ROBUST

SAVE \$5

50 PTS when you buy 1

Yalumba
 The Y Series Selected Varietals, 750 mL

12⁹⁹

FRUITY AND VIBRANT

SAVE \$7

50 PTS when you buy 1

Barossa Valley Estate
 Selected Varietals, 750 mL

13⁹⁹

AROMATIC AND SUPPLE

91 POINTS Wine Enthusiast (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

11⁹⁹

SAVE \$12
when you buy 2 or more

16.99 | Save \$7 when you buy 1



16⁹⁹ without
Scene+ Card
SAVE \$7
Regular Retail
23⁹⁹

On The Rocks
Premium Cocktails
Selected Varieties, 375 mL

*No rainchecks. While quantities last.

SAVE \$5

200 PTS
when you buy 1

Ryan's
Irish Style Cream
Liqueur, 750 mL

15⁹⁹



SAVE UP TO \$7

Bacardi
Rum, Selected Varieties
750 mL

24⁹⁹



SAVE \$8

Bombay Sapphire
London Dry Gin, 750 mL

27⁹⁹



Spirits for happy hour

SAVE \$5

Captain Morgan
Spiced Rum, 750 mL

27⁹⁹



SAVE UP TO \$8

**Alberta Pure
or Alberta
Premium**
Vodka or Canadian
Rye Whisky, 1.14 L

31⁹⁹



SAVE \$9

200 PTS
when you buy 1

Sauza
Tequila Silver
or Gold, 750 mL

29⁹⁹



SAVE UP TO \$6

200 PTS
when you buy 1

Crown Royal
Whisky, Selected Flavours
750 mL

31⁹⁹



**ROBBIE
BURNS**
Day **January 25**

SAVE \$7

200 PTS
when you buy 1

Johnnie Walker
Red Label Blended
Scotch Whisky, 750 mL

27⁹⁹



SAVE \$20

Bowmore
12-Year-Old Islay Single
Malt Scotch Whisky
750 mL

45⁹⁹



SAVE \$25

Aberfeldy
12-Year-Old
Highland Single
Malt Scotch
Whisky, 750 mL

52⁹⁹

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

Tyson Barrie
Founder, NHL Alumni
& Chief Chilly One

Locally Crafted
BEER OF THE WEEK

Chilly Ones low-alcohol beer doesn't compromise on taste. At a crushable 3%, it boasts a refreshingly crisp finish that will keep you coming back for more. Spin some tunes, let your worries fade and allow new memories to come to life.

SAVE \$2

100 PTS
when you buy 1

Calgary

Chilly Ones
Crushable Light Lager
6 x 355 mL

11⁹⁹

SAVE \$7

Blue Moon
Belgian White
Selected Varieties
12 x 355 mL

25⁹⁹

SAVE \$7

Old Milwaukee
Selected Varieties
15 x 355 mL

24⁹⁹

SAVE \$6

Labatt Blue
24 x 355 mL

33⁹⁹

SAVE \$6

Keystone
Light
24 x 355 mL

33⁹⁹

SAVE \$7

Pabst
Blue Ribbon
24 x 355 mL

36⁹⁹

Scene+ MEMBER PRICING

17⁹⁹ **SAVE \$10**

21⁹⁹ without Scene+ Card **SAVE \$6**

Brewhouse
Selected Varieties, 15 x 355 mL

Ready to enjoy

SAVE \$7

Strongbow
Apple Ciders, 8 x 440 mL

24⁹⁹

SAVE \$5

200 PTS
when you buy 1

SVNS
Hard 7UP
Selected Varieties, 12 x 355 mL

26⁹⁹

SAVE UP TO \$8

Vizzy
Selected Varieties, 12 x 355 mL

24⁹⁹

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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.

*Card must be registered. Offer valid and available to be loaded from January 22 to February 4, 2026, at all Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of \$50 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Limit three [3] total allotments on three [3] separate transactions. Qualifying purchases must be made on different days. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. 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.

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