ATL_FSL_BL

FEED THE DREAM

Sobeys

OFFICIAL GROCER

Sobeys

Verified **7.88** /lb

Fresh Boneless Cross Rib Pot Roast or Simmering Steak Family Size or Boneless Beef Stewing Cubes Family Size cut by your meat expert from Canada AA grade beef while supplies last 17.37/kg
RÔti de côte croisée désossé frais ou bifteck à mijoter format familial ou cubes de bœuf désossés à braiser format familial coupé par votre expert boucher, coupe de bœuf Canada AA, jusqu'à épuisement des stocks

Verified **2.99** /lb

COMPLIMENTS Fresh AIR-CHILLED Bone-in Chicken Thighs or Drumsticks Family Size 6.59/kg
Hauts de cuisse de poulet avec os, refroidis à l'air COMPLIMENTS ou pilons Format familial

Verified **5.99**

LARSEN Wieners 900 g, MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp Bacon 65-85 g, SCHNEIDERS Cooked Bacon 100 g, Juicy Jumbos, Beef Wieners or Smoked Sausages 375-450 g selected **Saucisses fumées LARSEN,** Bacon MAPLE LEAF ou SCHNEIDERS, bacon Ready Crisp MAPLE LEAF, bacon cuit SCHNEIDERS, saucisses Juicy Jumbos, saucisses tout bœuf ou saucisses fumées, certaines variétés

Verified **3.99**

TAYLOR FARMS Chopped or Leafy Salad Kits product of USA 207-383 g
Salades hachées avec garniture TAYLOR FARMS ou légumes-feuilles produit des É.-U.

Verified **9.99** /lb

Coho Salmon Fillets frozen or previously frozen or Bay Scallops 80-120 ct per lb frozen 22.02/kg
Filets de saumon coho surgelés ou décongelés ou pétoncles de baie, surgelés

Verified **3.99**

Clementines 907 g 2 lb bag product of USA or Australia
Clémentines sac, produit des É.-U. ou Australie

Verified **3.99**

KRAFT Pure Salad Dressing 355 mL or STRUB'S Pickles 1 L (excludes Premium)
Vinaigrette Pure KRAFT ou cornichons STRUB'S (à l'exclusion des produits de choix)

Verified **3.47**

RED BARON Pizza 584-665 g
Pizza RED BARON

Verified **5.47**

GENERAL MILLS Family Size Cereal 516-778 g
Céréales GENERAL MILLS format familial

400 PTS when you buy 2

Verified **11.99**

ROYALE Bathroom Tissue 24/48 rolls, Paper Towel 6/12 rolls or Facial Tissue 12 pk
Papier hygiénique ROYALE rouleaux essuie-tout rouleaux ou mouchoirs

Verified **3.97**

KRAFT Singles 410 g
Singles KRAFT

Verified **1.66**

CATELLI Garden Select Pasta Sauce 600 mL or BARILLA Pasta 410 g
Sauce pour pâtes Sélection du jardin CATELLI ou pâtes BARILLA

*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.

Scene+

Global Market

Verified **12.88**

SHIRAKIKU Sekka Japanese Rice 6.8 kg or EIGHT TREASURES Thai Jasmine Rice 8 kg
Riz japonais Sekka SHIRAKIKU ou riz au jasmin thai EIGHT TREASURES

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

Prices and offers in effect January 8 2026 • Nova Scotia
Prix et offres en vigueur des jours janvier 2026 • Nouvelle-Écosse

So many deals

Scan here for our full digital flyer

PDS_SBY_WK37_FRNL_ATL_NS_BL

ATL_NS_NB_BL

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 $75 or more

3.99 /lb

Fresh Pork Tenderloin Family Size
cryovac 8.80/kg
Filet de porc frais format familial
emballage sous vide

That's like **$5** toward your groceries

+500 PTS when you buy 2

Cookies 10 pk or Gourmet 6 pk 310–475 g
Biscuits ou Gourmet

+400 PTS when you buy 4

2.99

OLD DUTCH Potato Chips 235 g
or Ridgies 200 g
Croustilles OLD DUTCH ou Ridgies

That's like **$5** toward your groceries

+500 PTS when you buy 3

4.99

KRAFT Peanut Butter 500 g or
Cheez Whiz 450 g
Beurre d'arachide KRAFT
ou Cheez Whiz

See pages 2 & 3 for more offers!

PLUS_QBY_JAN 27_FRI_ATL_NS_NB_BL

Your family could

WIN*

1 million Scene+ Points towards

free groceries

*see page 4 for details

5.99

ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-450 g or Gourmet Popping Corn 850 g
Maïs à éclater pour four à micro-ondes ORVILLE REDENBACHER ou maïs à éclater gourmet

2/4.50

POWERADE 710 mL
POWERADE

+60 PTS when you buy 1

13.99

CORONA Cero Non-Alcoholic Beer 6×330 mL
Bière sans alcool Cero CORONA

2/$9

MCCAIN Superfries 454-650 g
Superfrites MCCAIN

TIDE Liquid Detergent 1.46-3.9 L, Pods 45-76 pk, Gain Fling! 30-36 pk, DOWNY Unstopables 853 g, IVORY SNOW 3.9L or CASCADE Auto Dish Tabs 51-90 pk
Détergent liquide TIDE, Pods, Flings! GAIN, Unstopables DOWNY, IVORY NEIGE ou capsules de détergent pour lave-vaisselle CASCADE

+400 PTS when you buy 2

19.99

Scan to view full list of participating products

FEED THE DREAM

Sobeys

500 PTS when you buy 1

6.99 /lb

Fresh Lean Ground Beef
available only in 5 lb tube 15.41/kg
Bœuf haché maigre frais
disponible uniquement en tube

That's 10¢ $5 toward your purchase

8.99

BUTCHER'S SELECTION Pork Back Ribs 680 g, LARSEN Boneless Smoked Ham Slices 375g or SCHNEIDER'S Peppersticks 300-375 g
Côtes de dos de porc LA SÉLECTION DU BOUCHER, tranches de jambon fumé sans os LARSEN ou Peppersticks SCHNEIDER'S

6.99

COMPLIMENTS Breaded Chicken or Cheese Sticks, POGO Original 10 pk or All Beef 8 pk or ST-HUBERT or SWISS CHALET Meat Pies frozen 325-800 g
Poulet pané COMPLIMENTS ou **bâtonnets de fromage**, POGO original ou tout bœuf ou pâtés à la viande ST-HUBERT ou SWISS CHALET surgelés

10.99

JANES Lightly Dusted Haddock or Sole Fillets 300-540 g
Filets d'aiglefin légèrement saupoudrés **JANES** ou de sole

10.99 /lb

Haddock Loins or Yellow Fin Tuna Steaks frozen 24.23/kg
Longes d'aiglefin ou **Darnes de thon albacore** surgelées

COMPLIMENTS Loaf Cakes 344-400 g
Mini gâteaux COMPLIMENTS

$7

CASTELLO Havarti Slices 145-165 g
Tranches de havarti CASTELLO

6.99

100 PTS when you buy 2

COMPLIMENTS NATURAL INGREDIENTS Sliced Meats selected 175 g
Viandes tranchées à ingrédients naturels COMPLIMENTS certaines variétés

$3

DARE Viva Puffs, Simple Pleasures or **URinate Cookies** 290-310 g or DARE Veggie Crisps 100 g
Biscuits Viva Puffs DARE, Petits plaisirs ou **Suprême** ou Crisps Légumes DARE

6.49

CRACKER BARREL Cheese 340-400 g or Shreds 255-320 g
Fromage CRACKER BARREL ou fromage râpé

5.99

MARITIME PRIDE Large White Eggs 18 pk
Gros œufs blancs MARITIME PRIDE

4.99

CHAPMAN'S Markdale Creamery Ice Cream 2 L, Collection Novelties 8 pk or L/I Lolly 28 pk
Crème glacée Markdale Creamery CHAPMAN'S, nouveautés Collection ou L/I Lolly

5.99

LACTANTIA Margarine 850 g or PARKAY Margarine 1.28-1.36 kg
Margarine LACTANTIA ou margarine PARKAY

3.49

EARTH'S OWN Beverages 1.75-1.89 L selected
Boissons EARTH'S OWN certaines variétés

3.49

DEMPSTER'S Whole Grain Bread or **Signature Bread** 600 g
Pain de grains entiers DEMPSTER'S ou **pain signature**

67¢ PER POD

31.99

MCCAFÉ Keurig® Compatible Single Serve Pods 48 pk
Dosettes de café à usage unique MCCAFÉ compatibles avec Keurig®

3.99

DANONE OIKOS Greek Yogurt 4 pk
Yogourt grec Oikos DANONE

$2

COCA-COLA or **PEPSI Soft Drinks** 2 L
Boissons gazeuses COCA-COLA ou **PEPSI**

2.99

CLOVER LEAF Albacore White Tuna 170 g or BEN'S ORIGINAL Bistro Express Rice 240-250 g
Thon blanc germon CLOVER LEAF ou Riz Bistro Express BEN'S ORIGINAL

8.99 MEMBER PRICE **9.99** without Scene+ Card

KELLOGG'S Pop-Tarts 1.152 kg, Rice Krispies Squares 660 g or Special K Bars 500 g, WELCH'S Fruit Snacks 616 g or SUNKIST Fruit Snacks Club Pack 792 g
Pop-Tarts KELLOGG'S, carrés aux Rice Krispies ou barres Special K, collation aux fruits WELCH'S ou collations aux fruits SUNKIST, paquet club

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

2X Canadian-origin products

*Based on Sobeys and Walmart grocery stores in Canada according to the latest 12 weeks ending July 2, 2022. Sobeys calculation based in part on data reported by NIQ through its CA KOREA CROSS CHECK database for Non-GMO Canadian-Origin Grocery SKUs in the 12 weeks ending July 2, 2022. Walmart calculation use, commissioned by Empire Company Limited.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll leave you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text prices for product size and type identification. We reserve the right to correct any pricing or typographical errors. Sorry, we can't be responsible for typographical errors in our flyers. Prices are valid in Atlantic Canada only. Scene+ is a loyalty program. The Scene+ Loyalty Program is available at all participating Sobeys locations within Nova Scotia. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and government services. Some of the Scene+ points earned may be taxable benefits. Scene+ points earned on purchases of alcohol, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel 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 10,000 Scene+ points ($100) per day. For full Scene+ Terms & Conditions or to redeem your points, visit https://www.sceneplus.ca/terms-and-conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus LP. Corporation used under license by Sobeys Capital Incorporated
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FSC® C001103

POS_SBY_MAY27_FRN_ATL_REG_BIL

Scene+

PLUS UP POINTS

ALL WEEK LONG!

+100 PTS when you buy 2

4.99

POM WONDERFUL Pomegranate Juice 473 mL selected
Jus de grenade WONDERFUL POM certaines variétés

+500 PTS when you buy 2

That's like $5 toward your groceries

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

+200 PTS when you buy 1

9.99

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

+200 PTS when you buy 2

7.99

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

+200 PTS when you buy 400 g or more

2.29 /100 g

COMPLIMENTS Cooked Ham or Bologna
Jambon cuit COMPLIMENTS ou bologne

+400 PTS when you buy 2

10.99

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

+200 PTS when you buy 2

5.99

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

+200 PTS when you buy 3

3.99

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

+150 PTS when you buy 2

4.99

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

+100 PTS when you buy 2

5.99

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

+100 PTS when you buy 2

5.29

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

+50 PTS when you buy 1

15.99

MONSTER Energy Drinks 8x355 mL
Boissons énergisantes MONSTER

+200 PTS when you buy 3

3.49

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 thé glacé FUZE emballage Tetra Pak

+100 PTS when you buy 1

4.99

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

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PSD_SEP_WK37_PRN_ATL_BS_NB_BIL

71,000+ PTS

available in store January 08-14, 2026

250 PTS when you spend $25 or more

14.99 /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

STARTING AT **4.99**

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

100 PTS when you buy 2

7.99

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

EXCLUSIVE

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 arrivages

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

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.com/true-north-seafood-some-contest. Contest runs from January 1, 2026 and ends on February 11, 2026. Open to legal residents of Canada who are 18 years of age or older. Skill-testing question required. Odds of winning depend on the number of eligible entries received. Contest is open to residents of Canada. Prizes will be awarded to each of the following regions: Sobeys Ontario, Sobeys Atlantic, Sobeys West, and Safeways West. Each prize consists of 1,000,000 Scene+ points (MSV $10,000.00 CAD) each. The prizes have no equivalent cash value, are non-transferrable and no substitutions will be made. Correctly answered skill-testing question required. Odds of winning depend on the number of eligible entries received.

180 PTS when you buy 2

MEZZETTA Pasta Sauce 709 mL
Sauce pour pâtes MEZZETTA

200 PTS when you buy 3

1.99

COMPLIMENTS Baked Beans 398 mL
Fèves COMPLIMENTS

BUY MORE PAY MORE

6.49 for your 1st buy 2 or more

200 PTS when you buy 2

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

12.99

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

5.49

100 PTS when you buy 2

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

200 PTS when you buy 2

2.99

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

18.99

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

100 PTS when you buy 2

13.49

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

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

PCOL_SBY_WK37_PRN_ATL_NO_NB_BIL

So much value

100% fresh GUARANTEE

4.99
Cauliflower product of Mexico or USA
Chou-fleur produit du Mexique ou des É.-U.

3.49 /lb, ea
Iceberg Lettuce or **Broccoli Crowns** product of Mexico or USA 7.69/kg
Laitue iceberg ou **couronnes de brocoli** produit du Mexique ou É.-U.

LARGE | X-LARGE | JUMBO 19.5 FOW | OURS

12.99 /lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AA grade beef 28.6/kg
Rôti de pointe de surlonge frais désossé à cuire au four ou bifteck marné à griller format familial coupés par votre expert boucher, coupe de bœuf Canada AA

300 PTS when you spend $15 or more

12.99 /lb

Fresh Boneless Sirloin Tip Roast Royale
Seasoned Prime Rib 1st added cut by your meat expert from Canada AA grade beef 28.6/kg
Rôti de pointe de surlonge frais et désossé Royal Assaisonné, côte de choix, 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 attached
Demi-poitrines de poulet COMPLIMENTS fraîches, désossées 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 15.4/kg
Ailes de poulet fraîches fendues refroidies à l'air COMPLIMENTS Format familial

200 PTS when you spend $15 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

5.99 /lb

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

8.99 /lb

Fresh Lean Ground Beef Burgers
4 pk, Family Size 19.82/kg
Burgers de bœuf haché maigre frais Format familial

$6 any 3 for when you buy 3 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 proteins and 250 calories
- 7 nutrients many Canadians need more of, such as iron, zinc and vitamin B12

15.99 /lb

250 PTS when you spend $25 or more

Fresh Bottom Sirloin Tri-Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 35.23/kg
Cubes de biftecks de triangle de haut de surlonge frais à griller coupés par votre expert boucher, coupe de bœuf Canada AAA

quick & easy rapide et facile

STARTING AT **6.99**

LOU'S Fully Cooked Entrées or Bacon 375-400 g or LIL' JUAN'S Entrées 300-400 g selected
Repas surgelés entièrement cuits LOU'S ou bacon ou repas surgelés LIL' JUAN'S, certaines variétés

5.99 any when you buy 3 or more

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

6.49 /lb

COMPLIMENTS Honey Ham Half or Quarter or Bone-In Ham Steak 14.31/kg
Jambon au miel COMPLIMENTS demi ou quart ou tranche de jambon avec os

9.99

CHRIS BROTHERS Bologna 1.5 kg
Bologne CHRIS BROTHERS

9.99

JANES Pub Style Wings 660 g
Ailes Pub Style JANES

11.99

120 PTS when you buy 1

COMPLIMENTS Cabbage Rolls or 5 Cheese Cannelloni 907 g/1 kg
Choux farcis 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 frozen 454 g
Ailes de chou-fleur WHOLLY VEGGIE ou ravioli KIM PHAT surgelés

GET TO FREE GROCERIES FASTER when you scan your Sobeys+ membership card and pay with your Sobeys+ Mastercard or Sobeys+ "Flex" Card.

FREE DELIVERY STARTS AT $100

LEARN MORE AT $30 gasoline

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Coupons: $10 or greater. Sums/points redeemed at any participating Sobeys location must be redeemed in increments of 100%. Sep 2 Sobeys: 20% on every $1 Spent - On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants at sobeys.ca/en/sobeys-plus/terms-and-conditions. ©Voiceline, L.A.Licensed.com

seafood fruits de mer

9.99

MARINA DEL REY Wild Argentinian 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 variétés ou crevettes crues géantes d'Equateur

12.99 /lb
CHOOSE CANADIAN SEAFOOD

Fresh Wild Haddock Fillets Family Size subject to availability product of Atlantic Canada 28.64 /kg
Filets d'aiglefin sauvages frais format familial, selon les arrivages, produit du Canada atlantique

9.99

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
Lanières de saumon de l'Atlantique fumé à chaud COMEAU confit ou au poivre **et à l'érable**, portions de saumon de l'Atlantique fumé à froid GOSSELIN, fumé deux fois, érable ou miel ou saumon de l'Atlantique fumé à froid WILLY KRAUCH'S décongelé

5.99

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

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

BEST BUY Breaded Popcorn Shrimp, Squid Rings or Sole Fillets 800-860 g
Crevettes panées VALEUR PLUS, rondelles de calmar ou filets de sole

7.99

SHOAL WATER SEAFOODS Salt Fish Bits 454 g
Morceaux de poisson salés SHOAL WATER SEAFOODS

6.99

Prepared In-Store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g
Crevettes à l'ail à griller cuites ou crues préparées en magasin décongelées

12.99

JANE'S Ultimates Breaded or Battered Haddock or Cod 450-545 g
Aiglefin ou morue pané(e) ou en pâte ultimes JANE'S

bakery boulangerie

4.49

Sourdough Buns 4 pk 315-345 g
Pains au levain

Made with 100% Canadian flour

4.49 **100 PTS** when you buy 1

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

7.99 MEMBER PRICE **9.99** without Scene+ Card

Small Bar Cakes 325-575 g
Petits gâteaux rectangulaires

1.29

Baguettes white or multigrain 234 g
Baguettes blanches ou multigrains

5.49 **200 PTS** when you buy 2

PORTOFINO Brioche Burger Buns 6 pk or Loaves 870 g
Pains à burger brioches PORTOFINO ou pains

500 PTS when you buy 2

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

4.49 **50 PTS** when you buy 2

Gourmet Cinnamon Buns plain or with cream cheese icing 2 pk 345-375 g
Brioches à la cannelle gourmet nature ou avec glaçage au fromage à la crème

deli charcuterie & kitchen cuisine

5.49 MEMBER PRICE **$6** without Scene+ Card

COMPLIMENTS Dry Cured Salami selected 125 g
Salami salé à sec COMPLIMENTS certaines variétés

$14

COMPLIMENTS Value Size Cooked Ham 1 kg
Jambon cuit format valeur COMPLIMENTS

4.99 **100 PTS** when you buy 1

CHRIS BROTHERS Shaved or Sliced Meats selected 150-250 g
Charcuteries émincées CHRIS BROTHERS ou **tranchées** certaines variétés

STARTING AT **3.99** /100 g

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 crème, fromage original OKA ou L'Artisan de style suisse

2.99 /100 g

BRANDT Kolbassa Coil
Saucisson kolbassa BRANDT

1.19 /100 g

CHRIS BROTHERS Salami
Salami CHRIS BROTHERS

STARTING AT **7.99**

MONSIEUR GUSTAV Cheddar 200-250 g, Aged Gouda 170 g or Le Paulin Smoked or Regular 190 g
Cheddar MONSIEUR GUSTAV, gouda vieilli, raclette ou Le Paulin fumé ou régulier

STARTING AT **4.99**

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

4.99 MEMBER PRICE **5.49** without Scene+ Card

1/4 Assorted Dagwood 285 g
1/4 De Sandwich Dagwood Assorti

4.49

LANTANA Topped Hummus 283 g
Hummus garni LANTANA

8.99 **300 PTS** when you buy 2

PANACHE Soups 625 mL
Soupes PANACHE

4.49

FONTAINE SANTÉ Topped Hummus 227-255 g
Hummus garni FONTAINE SANTÉ

1.99

FONTAINE SANTÉ Snacks 129 g
Collations FONTAINE SANTÉ

15.99

Maple Bacon Back Ribs full rack available hot or chilled 710 g
Côtes levées de dos au bacon et à l'érable carré complet, disponibles chaudes ou réfrigérées

STARTING AT **5.99**

OLIVIERI Regular Pasta or Skillet Gnocchi 280-350 g or Sauce 160-300 mL
Pâtes ordinaires OLIVIERI ou gnocchi à poêler ou sauce

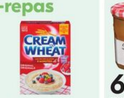
RECIPES, STORIES, TIPS & TRICKS and more, all at Sobeys.com

SOY_SBY_WK37_DIG_ATL_NB_NB_BIL

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 283-525 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 Spreads 250-360 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 Buy 2 or more, pay 3 ea
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 PTS when you buy 2
COMPLIMENTS Bagels or English Muffins 6 pk
Bagels COMPLIMENTS ou muffins anglais

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

49¢ **COMPLIMENTS Instant Noodles** 85 g
Nouilles instantanées COMPLIMENTS

1.79 +100 PTS when you buy 2
COMPLIMENTS Broth 900 mL
Bouillon COMPLIMENTS

$4 **VACHON Snacks** 248-336 g
Petits gâteaux VACHON

4.99 +50 PTS when you buy 1
THE KEG Salad Dressing 475 mL
Vinaigrette THE KEG

2.99 **MRS. CUBBISON'S Salad Strips** 99 g; Croutons or Texas Toast 142 g product of USA or COMPLIMENTS Croutons 145 g
Bandes de tortilla pour salade MRS. CUBBISON'S, croûtons ou Texas Toast, produit des É.-U. ou croûtons 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 PTS when you buy 4
COMPLIMENTS Deluxe Macaroni & Cheese or Macaroni & Cheese 225 g
Macaroni au fromage de luxe COMPLIMENTS ou macaroni au fromage

6.99 **COMPLIMENTS Pure Honey** 500 g
Miel pur COMPLIMENTS

natural health santé naturelle

5.49 +100 PTS 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 **EARTH'S OWN Barista** 946 mL
Barista EARTH'S OWN

7.99 **LITTLE CREEK Organic Dressings** 295 mL
Vinaigrettes biologiques LITTLE CREEK

STARTING AT **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

+300 PTS when you buy 1
39.99 **PERFECT SPORTS Diesel Whey Protein Powders** 908 g selected
Protéine de lactosérum en poudre Diesel PERFECT SPORTS certaines variétés

+200 PTS when you buy 1
19.99 **CENTRUM MultiGummies** 90-130 pk selected
MultiVitamines gélifiées CENTRUM certaines variétés

1.99 +100 PTS when you buy 2
KIND Core Bars 40 g selected
Barres de base KIND 40 g, certaines variétés

14.99 **WAKEWATER Electrolytes** 8 pk or SIMPLYPROTEIN Shake 4 pk selected
Électrolytes WAKEWATER ou boisson frappée SIMPLYPROTEIN, certaines variétés

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drinks & snacks boissons et grignotines

5.99
FRITO-LAY Value Size Snacks 325-535 g
Grignotines format économique FRITO-LAY

2/$9
MISS VICKIE'S Kettle Chips 190-200 g
Croustilles cuites à la marmite MISS VICKIE'S

6.99 +100 PTS when you buy 2
GATORADE Powder 10 pk
Poudre GATORADE

BUY 2 GET 1 FREE
$4 ea. 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 Bits & Bites 145 g
Mini-biscuits CHRISTIE, **Crispers** ou Méli Mélo

2.99
MAYNARDS Candy 135-154 g
Friandises MAYNARDS

4.99
LINDT Lindor Bags 60 g
while supplies last
Sacs Lindor LINDT jusqu'à épuisement des stocks

4.49
TIC TAC Mints 3 pk or KINDER Chocolate Bars 126 g
Menthes TIC TAC ou barre de chocolat KINDER

$4 +150 PTS when you buy 3
KELLOGG'S Town House, Cheez-It or **Snap'd Crackers** 213-399 g
Craquelins Town House, Cheez-It ou **Snap'd KELLOGG'S**

+100 PTS when you buy 2
3.99
ROUGEMONT Apple Juice 2 L
Jus de pomme ROUGEMONT

11.99
CHASING TIDES Ground Coffee 272 g
Café moulu CHASING TIDES

3.99
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

5.99
NATREL Lactose Free Milk 2 L
Lait sans lactose NATREL

5.99
CRACKER BARREL Cheese Slices 200-240 g
Tranches de fromage CRACKER BARREL

7.99
SAVI GOURMET Gnocchi, Risotto or **Penne Pasta Meals** 500 g
Repas de gnocchis SAVI GOURMET, risotto ou pâtes penne

8.49
MARIE CALLENDER'S Frozen Meals 680-879 g
Repas surgelés MARIE CALLENDER'S

2/$7
PHILADELPHIA Dips 227 g
Trempettes PHILADELPHIA

4.49
NATURAL ONE Juice 900 mL or DEL MONTE Juice 1.6 L
Jus NATURAL ONE ou jus DEL MONTE

5.99
SNOWCREST Frozen Fruit 500-600 g
Fruits surgelés SNOWCREST

4.99
TASTIEZ Frozen Snacks 311 g
Collations surgelées TASTIEZ

4.49
SIGGI'S Icelandic Style Skyr Yogurt 4 pk
Yogourt Skyr style islandais SIGGI'S

6.49 +100 PTS when you buy 2
GAY LEA Premium Butter 250 g selected varieties
Beurre de qualité supérieure GAY LEA certaines variétés

20.99
PILLSBURY Pizza Pops 30 pk
Pizza Pops PILLSBURY

3.99
GREEN GIANT Riced Veggies or **Restaurant Sides** 283-340 g
Légumes en riz ou **À côtés** comme au restaurant **GÉANT VERT**

Here for your budget and lifestyle

COMPLIMENTS Panache big8

+100 PTS when you buy 2
COMPLIMENTS Potato Chips Extrême! Flavour 200 g or Flavoured Tortilla Chips 255 g
Croustilles Saveur Extrême! COMPLIMENTS ou croustilles de tortilla aromatisées

2.99 +100 PTS when you buy 2
COMPLIMENTS Snack Crackers 200-225 g
Craquelins COMPLIMENTS

That's the $10 I saved you! groceries
18.99 +1,000 PTS when you buy 2
COMPLIMENTS Coffee Pods 30 pk
Dosettes de café COMPLIMENTS

+100 PTS when you buy 3
BIG 8 Spring Water 4 L
Eau de source BIG 8

+50 PTS when you buy 1
4.49
COMPLIMENTS Aerosol Whip Cream 225 g
Garniture fouettée en aérosol COMPLIMENTS

5.99 +100 PTS when you buy 2
COMPLIMENTS Cheese Shreds 226-320 g selected varieties
Fromage râpé COMPLIMENTS certaines variétés

5.49
PANACHE Premium Ice Cream 1 L or Novelties 4-6 pk selected
Crème glacée de choix PANACHE ou nouveautés, certaines variétés

3.49
COMPLIMENTS Hash Browns or **Home Fries** 650 g
Pommes de terre rissolées COMPLIMENTS ou **frites maison**

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S03_SBY_WK37_DIG_ATL_NS_NB_BL

home & pet care

produits ménagers et pour animaux domestiques

11.99 | 100 PTS when you buy 2

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

9.99 | 100 PTS when you buy 1

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

1.99

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

22.99

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

2.49

PALMOLIVE Dish Detergent 591 mL
Détergent à vaisselle PALMOLIVE

19.99

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, antimoisissure, mousse pour douche, lingettes à double action ou pastilles pour cuvette de toilette certaines variétés

7.99

COMPLIMENTS Liquid Laundry Detergent 1.37-1.67 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

BUY MORE SAVE MORE

1.59 Buy 1 Regular Price Buy 2 Save 20%

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

15.99

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

BUY MORE SAVE MORE

1.25 Buy 1 Regular Price Buy 2 Save 20%

PURINA Fancy Feast Broths or Lil' Soups 34-40 g **1.59 ea**
Bouillons Fancy Feast PURINA ou Lil' Soups

health, beauty & baby

santé, beauté et bébé

300 PTS when you buy 2

9.99

CREST Pro-Health Mouthwash or ORAL-B Toothbrushes 946 mL-1 L or 1-2 pk selected
Rince-bouche Pro-Santé CREST ou brosses à dents ORAL-B ou certaines variétés

3.99 | 100 PTS when you buy 1

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

STARTING AT 6.99

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

5.49

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

5.49

GARNIER Whole Blends Shampoo or Conditioner 346-370 mL selected
Shampooing Whole Blends GARNIER ou revitalisant certaines variétés

1.99

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

26.99

HUGGIES Giga Diapers 96-138 pk or SIMILAC Go & Grow Powders 850 g
Couches format gigo HUGGIES ou préparation en poudre Go & Grow **SIMILAC**

9.99

PEDIASURE Complete 4 pk
Substitut Complete PEDIASURE

53.99

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

BUY MORE SAVE MORE

2.19 Buy 1 Regular Price Buy 2 Save 10%

BABY GOURMET Purée Pouches or Jars 113-128 mL selected **2.49 ea**
Sachets de purée BABY GOURMET ou pots certaines variétés

pharmacy

pharmacie

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Get 600 PTS when you buy 2

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

250 PTS when you buy 2

10% off

VOLTAREN Emulgel 100-150 g
Emulgel VOLTAREN

13.99

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

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

79.99

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

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HAPPY LOHRI

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

2.99
Husked Coconuts
product of Vietnam

4.99
COMPLIMENTS or **PANACHE Naan**
340 g

20.99
AASHIRVAAD Flour Whole Wheat
9.07 kg

15.99
BRAR'S Desi Ghee 800 g

13.99
INDIA GATE Pure Basmati Rice 4.54 kg

1.49
DEEP IQF Okra selected varieties 340 g

2.99
DEEP Naan or Paratha
selected varieties 333-426 g

3.99
DEEP Mango Pulp
850 g

1.29
PARLE-G Biscuits
300 g

4.99
SHERBON Juice Drink 2 L
selected varieties

2.79
SURATI Snacks 341 g
selected varieties

+50 PTS when you buy 1

6.49
BRAR'S Samosas 624 g

7.79
BRAR'S Gulab Jamun 850 g

8.79
BRAR'S Milk Cake 400 g

10.99
BRAR'S Rasmalai Dessert 850-908 g

Find everything you need for your festivities.

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6.88 /lb
Fresh Skinless Pork Belly Portion 15.17/kg

10.88
Pomelo Gift Box 4 pk

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

28.88
BLUE TIDE Wild Caught Canadian Lobster Meat 200 g

7.88
MAZOLA Oil 1.18 L

10.88
Yellow Asian Pear Gift Box

10.48
Green Muscat Grape product of Korea 450 g

3.48
LEE KUM KEE Hoisin Sauce 443 mL or Oyster Sauce 510 g

8.98
SAMYANG Buldak Spicy Noodles 5 pk selected varieties

2.28
AROY-D Canned Coconut Milk 400 mL

2.98
CHINA LILY Soya Sauce 483 mL

6.98
HUY FONG Sriracha Hot Chili Sauce 714 mL or KEWPIE Japanese Mayonnaise 450 g

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

5.48
SiWIN Potstickers or Dumplings 454-500 g selected varieties

3.48
LAY'S Honey Butter Potato Chips 200 g

8.98
DAN-D-PAK Cashew Medley 12 pk or Cashews salted or unsalted 454 g

9.88
WANT-WANT Mixed Rice Crackers Gift Pack 566 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

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14.88
EIGHT TREASURES
Whole Pompano 800 g

4.88
EIGHT TREASURES
Basa Steak 500 g

6.88
EIGHT TREASURES
Whole Raw Shrimp
400 g

1.18
EIGHT TREASURES
Coconut Milk 400 mL

3.48
EIGHT TREASURES Sweetened
Condensed Milk 300 mL

3.98
EIGHT TREASURES
Sesame Oil 185 mL

2.18
EIGHT TREASURES
Rice Stick Noodles
454 g

2.18
EIGHT TREASURES
Rice Vermicelli Noodles 400 g

4.98
EIGHT TREASURES
Thai Jasmine Rice 2 kg

5.48
KIM PHAT Roasted
Sesame Oil 163 mL

4.48
KIM PHAT Pad Thai Sauce 298 g, Sriracha
Chili Sauce 432 mL, Soy Sauce Dark 500 mL

1.68
KIM PHAT Water Chestnuts
whole or sliced 227 g

2.78
KIM PHAT Coconut Milk 6% or 18%
400 mL

2.78
KIM PHAT Chow Mein Noodles
3 Min 454 g

3.98
KIM PHAT Udon
Noodles 800 g

2.78
KIM PHAT Instant Noodles
120 g selected varieties

19.88
KIM PHAT
Jasmine Rice 8 kg

2.78
KIM PHAT Vermicelli or
Pad Thai Noodles 400 g

9.88
KIM PHAT Spring Rolls 2.8 kg

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Scene+

TRUE NORTH SEAFOOD COMPANY

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 (ARV $10,000.00 (CAD) each). The prizes have no equivalent cash value, are non-transferrable 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

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

27.99 MELITTA Whole Bean Coffee 907 g

AFTERNOON PICK ME UP

Midday brew to power through

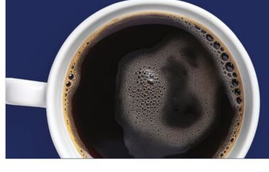
13.49 ZAVIDA Single Serve Coffee Pods 12 pk or Ground Coffee 340 g

100 PTS when you buy 2

7.99 STÖK Cold Brew Coffee 1.42 L

EVENING WIND DOWN

Decaf for dessert



100 PTS when you buy 2

5.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

7.99 LAVAZZA or TIM HORTONS Nespresso Compatible Pods 10 pk

So·cheers-worthy

Full flavour without the alcohol

10.99

SAPPORO Non-Alcoholic Beer 6x355 mL

100 PTS when you buy 4

2.79

SOBER CARPENTER Non-Alcoholic Beer 473 mL

9.99

ST. REGIS De-Alcoholized Wine 750 mL

11.99

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

200 PTS when you buy 2

8.99

PERRIER Non-Alcoholic Spritzer 4x250 mL

80 PTS when you buy 1

7.99

ATYPIQUE Non-Alcoholic Drinks 4x355 mL

10.99

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

9.99

COMPLIMENTS De-Alcoholized Beer 12x355 mL

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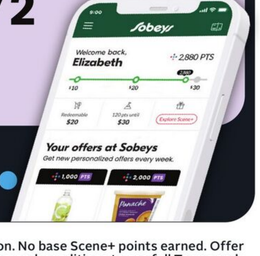
SAVE $2.50

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



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GIVE YOUR TEETH SOMETHING TO SMILE ABOUT.
Sensitivity? Weakened Enamel? Stained? Our toothpastes have it covered.
PRESSURE CONTROLLED BRUSHING
GUM CARE
REPAIR SENSITIVITY
EVERYDAY CARE
SENSODYNE
SENSITIVITY & GUM
REPAIR & PROTECT
COMPLETE PROTECTION
new look
15% off
100 PTS when you buy 2
SENSODYNE or Pronamel Toothpaste or Toothbrushes 75 mL or 2 pk selected
#1 DENTIST RECOMMENDED BRAND*
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$5 VALUE!
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Q10
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.

OGX
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
thick & full + biotin & collagen
biotine et collagène
385 mL
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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
LISTERINE TOTAL CARE
ZERO
LISTERINE
[1]IQVIA PreVoice Survey, May 2024. © Kenvue Canada Inc. 2025

PROMISE GLUTEN FREE

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 FREE of equal or lesser value

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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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