

sobey's
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE \$3

50 PTS
when you buy 1

**Sawmill
Creek**
Selected Varietals
750 mL

8⁹⁹



SAVE \$6

Babich
Sauvignon Blanc
750 mL

13⁹⁹



SAVE \$6

J.P. Wiser's
Special Blend
Canadian Whisky
750 mL

21⁹⁹



SAVE \$8

Pinnacle
Vodka, 750 mL

19⁹⁹



**Scene
MEMBER
PRICING**

44⁹⁹
SAVE \$15

49⁹⁹ without
Scene+
Card
SAVE \$10

Michelob
Ultra, 24 x 355 mL



SAVE \$12

Bud Light or Budweiser
24 x 355 mL

41⁹⁹



**Scene
DIGITAL
EXCLUSIVE**

**JANUARY 1 TO
JANUARY 28, 2026**

**Load more Digital Exclusive
product offers at
MyLiquorOffers.ca**



\$7*
off

Reg. \$21.99
Limit of 2 redemptions per offer. See page 4 for terms and conditions.

**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

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.

Scene

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.

POI_SWCB_WK37_AB_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

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

13⁹⁹ **SAVE \$7**

15⁹⁹ 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

39⁹⁹



WORKS OUT TO \$7.31 PER 750 ML

SAVE \$4

Gato Negro
 Cabernet Sauvignon
 or Sauvignon Blanc
 750 mL

8⁹⁹



FRUITY AND VIBRANT

SAVE UP TO \$4

Smoky Bay
 Cabernet Sauvignon
 or Pinot Grigio
 750 mL

9⁹⁹



DELICATE AND LIGHT

SAVE \$4

50 PTS
 when you buy 1

XOXO
 Light Pinot Grigio
 750 mL

8⁹⁹



SAVE \$4

50 PTS
 when you buy 1

Bask
 Crisp Rosé, 750 mL

9⁹⁹

0 gram of Sugar
 per 188 mL serving



SAVE \$4

50 PTS
 when you buy 1

Honest Lot
 Selected Varietals
 750 mL

9⁹⁹

0 gram of Sugar
 per 188 mL serving



SAVE \$4

Carelli
 34 Malbec
 750 mL

10⁹⁹



AROMATIC AND SUPPLE



SAVE \$5

Wolf Blass
 Red Label Shiraz Cabernet
 or Unwooded Chardonnay
 750 mL

11⁹⁹



AROMATIC AND ROBUST



SAVE \$6

50 PTS
 when you buy 1

Santa Margherita
 Cabernet Sauvignon
 or Rosé, 750 mL

15⁹⁹



AROMATIC AND SUPPLE



SAVE \$6

100 PTS
 when you buy 1

Sea Sun
 California Pinot Noir or
 Chardonnay, 750 mL

18⁹⁹



AROMATIC AND SUPPLE

91
 POINTS

Natalie Maclean
 (2023)



2 | MIX & MATCH

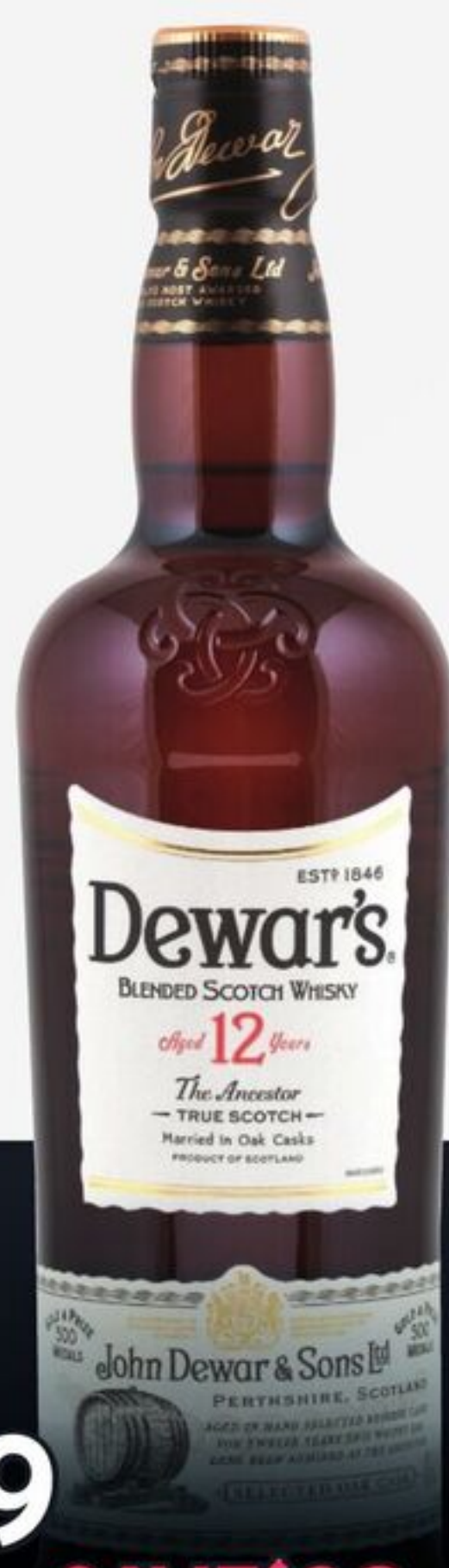
**BUY ANY 6 BOTTLES
 OF WINE AND GET**

250 PTS

OR

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

1,000 PTS



Scene+
MEMBER
PRICING

24⁹⁹

SAVE \$20

34⁹⁹
without
Scene+
Card
SAVE \$10

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

SAVE \$5

Blarney's
Country Cream Liquor
750 mL

17⁹⁹



SAVE \$5

200 PTS
when you buy 1

Brugal
Añejo Superior Rum
750 mL

24⁹⁹



SAVE \$5

200 PTS
when you buy 1

Sheep Dog
Peanut Butter
Whiskey, 750 mL

24⁹⁹



SAVE UP TO \$8

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

29⁹⁹



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

24⁹⁹

SAVE UP TO \$16

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

46⁹⁹



SAVE \$14

Knob Creek
Kentucky Straight
Bourbon Whiskey
750 mL

42⁹⁹



SAVE \$5

Platinum
Vodka, 1.75 L

34⁹⁹



SAVE \$9

300 PTS
when you buy 1

Jose Cuervo
Especial Gold or
Silver Tequila, 750 mL

32⁹⁹



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



PO4_SWCB_WK37_AB_PRN



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 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*

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.