

WST LAB MB SK

FEED THE DREAM

SAFEGWAY

OFFICIAL GROCER

Verified

6.88

/lb

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breast 15.17/kg

Verified

4.99

COMPLIMENTS OF THE CANADIAN BUTCHER Bacon 375 g, COMPLIMENTS Turkey Bacon, Bacon Rounds or Smoked Boneless Ham Slices 375 g or Fully Cooked Bacon 65 g

Verified

3.99

Romaine Hearts product of Mexico or USA 3 pk

Verified

3.99

/lb

8.80/kg

SAVE UP TO 60% WITH MEMBER PRICING

4.99 without Scene+ Card

/lb

11.00/kg

Fresh Pork Tenderloin or Fresh Pork Loin Back Ribs cryovac

Verified

2.99

Strawberries product of USA or Mexico no 1 grade 1 lb 454 g

Verified

4.99

COMPLIMENTS OF THE CANADIAN BUTCHER Bacon 375 g, COMPLIMENTS Turkey Bacon, Bacon Rounds or Smoked Boneless Ham Slices 375 g or Fully Cooked Bacon 65 g

Verified

3.99

Romaine Hearts product of Mexico or USA 3 pk

Verified

2.49

COMPLIMENTS Newfoundland and Labrador Snow Crab Clusters Fully Cooked 454 g

Verified

4.99

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL

Verified

2.49

MCCAIN Superfries 454-800 g

Verified

6.49

PUREX Bathroom Tissue 12x24 or 8x24 rolls, SPONGE TOWELS 3x6 rolls or SCOTTIES Facial Tissue 6 pk

Verified

3.99

KRAFT Philadelphia Dips 340 g or OLYMPIC Greek, Crema or Organic Yogurt 650 g

Verified

4.87

GENERAL MILLS Family Size Cereal 516-778 g

*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 and Safeway stores for the weekly flyer period. Program subject to change without notice. Visit sobeys.com or safeway.ca 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*

Verified

7.98

DAN-D PAK Cashews salted or unsalted 454 g

THAT'S THE WAY

NEW

FOR YOU

BUY 2 GET 3RD
of equal or lesser value
FREE

Handheld Savoury Pastries, Spinach & Feta, Bacon & Egg or Other Select Varieties 75-95 g available hot or chilled from our kitchen department 3.99 ea

Maple Leaf Natural Top Dogs

Schneiders Original Recipe

3.99

MEMBER PRICING

4.99

without Scene+ Card

MAPLE LEAF, SCHNEIDERS or BURNS Wieners 375 g or MINA Chicken Wieners 675 g

Carnation Evaporated Milk

Carnation Evaporated Milk

MEMBERS SAVE 30¢

1.69

MEMBER PRICING

1.99

without Scene+ Card

CARNATION Evaporated Milk 354 mL

Melitta NABOB

NABOB

MEMBERS SAVE \$5

19.99

MEMBER PRICING

24.99

without Scene+ Card

NABOB Roast & Ground Coffee 915-930 g.
MELITTA Ground Coffee 930 g or Whole Bean 907 g

FILED_Sep_09_0900_WEST_JAB_MEL_09

Scene

TURN
POINTS
INTO
GROCERIES



JOHNSONVILLE
Breakfast, Dinner or
Smoked Pork Sausage
250-500 g

CHOOSE
CANADIAN
SEAFOOD



NEWFOUNDLAND
AND LABRADOR
WILD COLD WATER SHRIMP
— COOKED —
— DUMPLING STYLE —
— CERTIFIED RESPONSIBLE HARVEST —
TERRE-NEUVÉ-
ET-LABRADOR



VILLAGGIO Bread 510-540 g
Buns 6-8 pk or DEMPSTERS Bagels
5-6 pk (excludes protein)



PRINGLES Super Stacks 148-156 g



HUGGIES Giga Diapers
36-128 pk

1,000 Points = \$10 of free groceries

FLOOR_S&P_0000_P000_W01_000_000_000

249 **NET WT 1.5 L**
NET WT 1.5 L
349
 without
 crevice card
 DEL MONTE Canned Fruit 398 mL,
 MOTT'S Fruittations 6 pk or
 COMBINATION Fruit Cups 6 pk
2/550
MONSTER Energy Drinks
 440 mL
799
COMPLIMENTS Tomato Paste
 369 mL, Pasta 500 g or Pasta
 Sauce 680 mL
1099
PUREX Laundry Detergent
 4.08-4.43 L, SUNLIGHT 4.0 L,
 PERSOL Liquid 1.86 L or PERSOL
 32-42 oz pk or SNUGGLE Fabric
 Softener 4.08 L

Senior Member Day: Discount with minimum \$50 every Tuesday and **Senior Card Minimum purchase must be made in a single transaction. See in-store for details.** Points with minimum \$50 grocery purchase. **Senior Day Card, Get 20% Senior** every **every 20 to \$200 in eligible grocery purchases. Minimum purchase must be made in a single transaction. See in-store for details.**

6⁹⁹ COMPLIMENTS Prage Tomatoes product of Mexico 680 g 4⁹⁹ Bagged Avocados product of Mexico 5 pk 2⁹⁹ Green, Red or Multi Leaf Living Lettuce product of Canada 1⁸⁸ Asian Yellow Pears product of China 4.14/kg 4⁹⁹ ROYAL NUTS Popcorn Mixes 175 g	3⁹⁷ THE LITTLE POTATO CO. product of Canada no 1 selected 680 g 4⁹⁹ Large Cantaloques product of Brazil or Guatemala no 1 grade 3⁹⁹ COMPLIMENTS Broccolini Tray 170 g or MANN'S Broccoli Wokky 340 g product of USA 1⁹⁹ Eggplant product of Mexico 4.39/kg or Chinese Eggplant 2.46/lb, 5.47/kg product of Mexico 8⁹⁹ WONDERFUL Shelled Pistachios 155-170 g	1⁷⁷ Bulk Red Onions or Sweet Onions product of Canada or USA 3.90/kg 5⁹⁹ Blood Oranges product of USA 907 g 2 lb bag BUY 1 GET 2ND 25% OFF Prepared Daily Fruit and Yogurt Parfait Cups assorted sizes 3⁹⁹ GREENHOUSE Cold Pressed Shots 60 mL selected 7⁹⁹ COMPLIMENTS Cashews or Almonds roasted salted or unsalted 275 g	4⁷⁷ Yellow, Orange or Red Peppers product of Mexico 10.52/kg 2⁹⁹ Large Red Grapefruit product of Israel 15% off Prepared Fresh Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes 3⁹⁹ COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g 4⁹⁹ H&H Dried Fruit selected 180 g
Floral			
Available at most stores. 14⁹⁹ Spring Flower Ceramic with Kalanchoe assorted colours pot grown in British Columbia	21⁹⁹ Phalaenopsis Orchids in Ceramic assorted colours 3" pot	32⁹⁹ Phalaenopsis Orchids in Ceramic assorted colours 3" pot	24⁹⁹ Radiance Bouquet assorted colours
Give them more with the Grocery Essentials Card			

PO2_SBY_WK30_P0IN_WST_A8_M0_Sk

seafood

SAVED FOR YOU



379

/100 g

Fresh Marinated Atlantic Salmon Fillets
subject to availability



789

/100 g

150 PTS when you spend \$25 or more

From British Columbia Fresh Wild Pacific Rockfish Fillets subject to availability

SAVED FOR YOU



299

/100 g

ULTRA NATURAL Black Tiger Shrimp raw
26-30 ct per lb frozen or previously frozen



699

/100 g

Jumbo Atlantic Sea Scallops 10-20 ct per lb
product of Japan frozen or previously frozen or
300 g bag 19.99 ea

SAVED FOR YOU



99¢

/100 g

75 PTS when you spend \$5 or more

COMPLIMENTS Crab-Flavoured Seafood
flake-style bulk

SAVED FOR YOU



999

/100 g

PREMIER SEAFOODS Smoked Pink Salmon
Nuggets maple, honey garlic or tequila lime pepper
previously frozen 150 g



1199

/100 g

400 PTS when you buy 2

BEST BUY Market Plus Breaded Popcorn
Shrimp, Squid Rings or Sole Fillets 800-860 g

SAVED FOR YOU



788

/100 g

COMPLIMENTS Raw Shrimp 71-90 ct per lb
340 g or Cooked 340 g 8.88 ea

SAVED FOR YOU



1599

/100 g

400 PTS when you buy 2

COMPLIMENTS NATURALLY SIMPLE Wild
Pink Salmon Fillets 908 g



1399

/100 g

WATERVIEW MARKET Lemon Garlic
Shrimp & Pasta 907 g or Shrimp Lo Mein
Meal Kits 877 g

SAVED FOR YOU



1299

/100 g

1499 without Scene+ Card

HIGH LINER Signature Cuts, Pan-Sear or
Breaded or Battered Premium Fish 425-540 g

deli & kitchen

SAVED FOR YOU



579

/100 g

679 without Scene+ Card

COMPLIMENTS Feta regular or light 200 g



1079

/100 g

1179 without Scene+ Card

BABYBEL 12 pk 240 g or
THE LAUGHING COW 24 pk 400 g

SAVED FOR YOU



399

/100 g

McLEAN Clean and Lean
Roasted Turkey or Ham

SAVED FOR YOU



1299

/100 g

200 PTS when you buy 2

COMPLIMENTS Natural
Ingredients Family Size Sliced
Meats selected 375-400 g



629

/100 g

100 PTS when you buy 2

MAIN STREET DELI Sliced
Meats selected 200-300 g

SAVED FOR YOU



399

/100 g

SLICED FRESH

MASTRO Genoa Salami
hot or mild

SAVED FOR YOU



299

/100 g

349 without Scene+ Card

Swirls 225 g available hot or chilled

SAVED FOR YOU



229

/100 g

250 PTS when you buy \$10 or more

Chicken Strips sold by 100 g
available hot or chilled



899

/100 g

250 PTS when you buy 2

YUCATAN Guacamole
tub 454 g or squeeze 340 g

SAVED FOR YOU



129

/100 g

Maple Baked Ham sold by 100 g
available hot or chilled

SAVED FOR YOU



1499

/100 g

100 PTS when you buy 2

Mixed Deli Meat Subs
4 pk 860 g

SAVED FOR YOU



1099

/100 g

200 PTS when you buy 2

COMPLIMENTS Fresh
Pasta Family Size 1 kg or
Sauce 580 mL 8.29

frozen & dairy



5⁹⁹

NATREL Lactose Free Milk 2 L



7⁹⁹ **+100 PTS**
when you buy 2

STARBUCKS Creamers or Non-Dairy Creamers 568 mL



4⁹⁹ **+100 PTS**
when you buy 2

COMPLIMENTS Large Omega-3 Eggs 12 pk



5⁹⁹

ARMSTRONG Cheese Sticks 210 g, Swirls 283-340 g, Nibblers 200 g or Combos 180 g



10⁹⁹

DANONE Oikos Greek Yogurt 12 pk or 1.5 kg



3⁹⁹

YOPLAIT Source Yogurt 630-650 g or Source Protein 4 pk



+100 PTS
when you buy 2

COMPLIMENTS ORGANIC Large Eggs 12 pk



2⁹⁹

FRUITOPIA 1.75 L



5⁹⁹

ASTRO Yogurt 12 pk



4⁴⁹

SIGGI'S Icelandic Style Skyr Yogurt 4 pk



3⁴⁹ **+100 PTS**
when you buy 2

PILLSBURY Biscuits, Rolls or Pizza Crust 318-391 g, Cookies 468 g or Cinnamon Rolls 351 g (excludes Seasonal) 3.99 ea



6⁴⁹

INTERNATIONAL DELIGHT Iced Coffee 1.89 L



5⁹⁹

BREYERS Creamery Style Ice Cream 1.41 L, REVELLO or FUDGSICLE Novelties 12 pk selected



5⁴⁹

RED BARON Pizza 584-740 g



7²⁹

MCCAIN Pizza Pockets 6 pk



6⁴⁹

SCHNEIDERS Breakfast Sandwiches or Bites 224-288 g



5⁴⁹

HUNGRY-MAN Frozen Dinners or XL Bowls 360-455 g



3⁷⁹ **+100 PTS**
when you buy 2

CHEEMO Perogies 745-907 g



2/\$7

GREEN GIANT Frozen Vegetables or Valley Selections 400-750 g



4⁹⁹

NATREL Lactose Free Ice Cream 473 mL or Mochi 210 mL selected



4⁴⁹

KRAFT Cool Whip Frozen Whipped Topping 1 L



4⁹⁹

SMUCKER'S Uncrustables 4 pk



2⁴⁹

COMPLIMENTS Sour Cream 250 mL



5⁹⁹ **+50 PTS**
when you buy 1

COMPLIMENTS BALANCE Non-Hydrogenated or Olive Oil Margarine 850 g



4⁹⁹

COMPLIMENTS Belgian Waffles original or liege 268-390 g



+100 PTS
when you buy 2

COMPLIMENTS BALANCE or Asian-Inspired Frozen Entrées selected 250-280 g



5⁴⁹ **+50 PTS**
when you buy 1

COMPLIMENTS Cream Cheese Spread 340 g



8⁴⁹ **+300 PTS**
when you buy 2

COMPLIMENTS Pure Orange Juice 2.5 L



13⁹⁹

COMPLIMENTS Frozen Fruit 1.5 kg



6⁹⁹

COMPLIMENTS Mini Pizzas PEPPERONI 8 pk

deli & kitchen



STARTING AT
6⁹⁹

CASTELLO Havarti Blocks
170-200 g or Slices 145-165 g



3²⁹ /100 g

COMPLIMENTS Hungarian, German or Peppercorn Salami



8⁴⁹

SCNEIDERS Sliced Deli Meats
selected 150-175 g



7⁴⁹

PANACHE Italian Sliced Meats
selected 100 g



2²⁹ /100 g

COMPLIMENTS Cooked Ham, Bologna or Mock Chicken



4⁷⁹

SUMMER FRESH Dips or Hummus 200-227 g



2⁵⁰ PTS
when you buy 2

Flatbreads selected varieties 230-305 g



9⁹⁹

SOUP'S ON 925 mL



15% off

Asian Style Meals sold by 100 g available chilled, excluding value-sized options minimum 150 g



3⁹⁹

COMPLIMENTS Salads regular potato, creamy coleslaw, macaroni or other selected varieties 426-454 g

bakery



14⁹⁹

6" Cheesecakes 650-975 g



44% off
MEMBER ONLY

9⁹⁹ /17⁹⁹ without Scene+ Card

Single Layer Shortcakes 905-950 g



2⁰⁰ PTS
when you buy 2

5⁹⁹

Danish 4 pk 420 g



1⁰⁰ PTS
when you buy 2

5⁹⁹

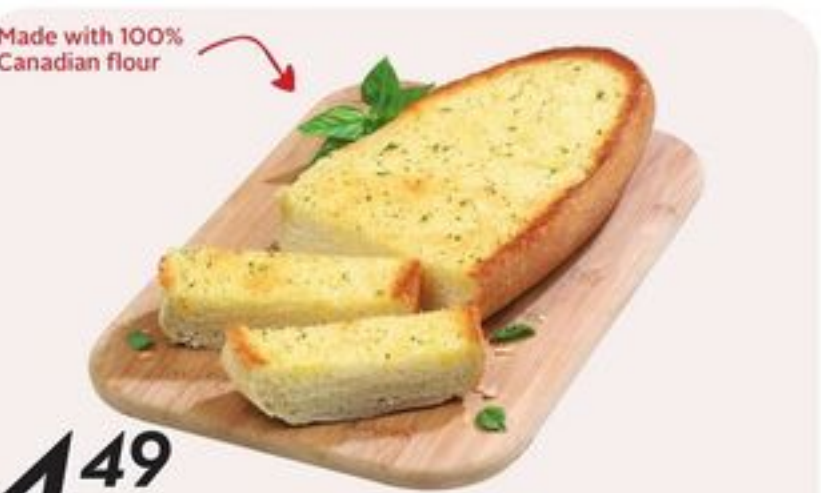
Filled Donut Bites Birthday Cake, Chocolate or French Toast 12 pk 440 g



Made with 100% Canadian flour

4²⁹

Panini Buns 6 pk 375-480 g



Made with 100% Canadian flour

4⁴⁹

Garlic Bread 540 g



\$6

COMPLIMENTS Mini Muffins 336 g



5⁴⁹

WEIGHTWATCHERS Bread 450 g, Tortillas 8 pk or Bagels 6 pk



1⁵⁰ PTS
when you buy 2

3⁴⁹

COMPLIMENTS Grain Bread 600 g

drinks & snacks



9⁹⁹
TETLEY Orange Pekoe Tea 144 pk



2⁹⁹
PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g



\$4 **+150 PTS**
when you buy 2
KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g



\$4
ARNOTT'S Tim Tam Biscuits 175-200 g or KENNY'S Fig Bars 283 g while supplies last



7⁹⁹
TIM HORTONS or LAVAZZA Nespresso Compatible Capsules 10 pk



4⁹⁹
V8 Vegetable Cocktail 189 L or 6x156 mL cans



7⁹⁹
PEACE Tea or FUZE Iced Tea 12x473 mL



2⁷⁹
PEPSI Soft Drinks 591 mL 2.99-3.19 ea



3⁹⁹
OLD DUTCH Restaurant or ARRIBA Tortilla Chips 230-295 g



2/\$8
ROLD GOLD Pretzels 295-370 g or SMARTFOOD Popcorn 150-220 g



5⁹⁹ **+100 PTS**
when you buy 2
MCSWEENEY'S Jerky 70 g



3/\$7
PRIME Hydration Drink 500 mL



3⁴⁹
LIFESAVERS Candy 150-180 g



2⁴⁹
HARIBO Candy 170-175 g



1⁹⁹
HERSHEY'S King Size Bars 62-95 g



7⁹⁹
NATURE VALLEY Mid-Size Granola Bars 340-525 g



9⁹⁹ **+200 PTS**
when you buy 2
COMPLIMENTS De-Alcoholized Beer 12x355 mL



4/\$5 **+100 PTS**
when you buy 4
COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L



1⁹⁹ **+100 PTS**
when you buy 2
COMPLIMENTS Potato Chips Extraaai Flavour 250 g or Flavoured Tortilla Chips 255 g



3⁹⁹ **+150 PTS**
when you buy 2
COMPLIMENTS Cranberry or Ruby Red Cocktail 1.89 L

natural health



2/\$6 **+50 PTS**
when you buy 2
HARVEST SNAPS or Snapea Crunchions 71-93 g or POPPI Soda 355 mL



3⁴⁹
SMARTSWEETS 50 g



3⁹⁹
YUMI Probiotic Morning Oats 250 g or CERES Juice 1 L



3³³ **+100 PTS**
when you buy 3
KETTLE BRAND Chips 156-198 g 3.99 ea



2⁹⁹
CLUB HOUSE Organic Spice Bag 10-57 g



4⁹⁹ **+100 PTS**
when you buy 2
IMAGINE Organic Broth 1 L



7⁹⁹ **+100 PTS**
when you buy 2
AMY'S KITCHEN Bowls or Entrées 234-284 g



3⁴⁹
RISE Organic Kombucha 414 mL



30% off
WEBBER NATURALS Vitamins or Supplements selected varieties and sizes



26⁹⁹
CELLUCOR C4 or Pre-Workout Powder 195-330 g selected



15% off **+100 PTS**
when you buy 1
ORGANIKA Supplements or Collagen selected varieties and sizes



2/\$7 **+100 PTS**
when you buy 2
PERFECT SPORTS Diesel or GRENADE Protein Bars 50-60 g selected

meal makers



3⁹⁹
KELLOGG'S Cereal
selected 250-350 g



8⁹⁹
KELLOGG'S Jumbo
Cereal selected
700 g-1.2 kg



5⁹⁹
COMPLIMENTS Bagged Jumbo
Cereal 400-794 g or POST Family
Size Cereal 368-650 g



4⁴⁹
DEL MONTE Jam
280 mL



4⁴⁹
PEARL MILLING COMPANY
Pancake Mix 905 g or Syrup 710 mL



9⁹⁹ **100 PTS**
when you buy 1
PANACHE Amber
Rich Maple Syrup
500 mL



4⁴⁹ **150 PTS**
when you buy 2
COMPLIMENTS 10" Tortillas
368-610 g



\$4
VACHON Snacks
248-336 g



5⁴⁹
LAURA SECORD Chocolate Chips
250 g



4⁴⁹
ROBIN HOOD Oats 1 kg or
BETTY CROCKER Cake, Cookie or
Brownies or BISQUICK Mix
263 g-1.13 kg selected



4⁹⁹
COMPLIMENTS
Flour 2.5 kg or Pure
Pumpkin 796 mL



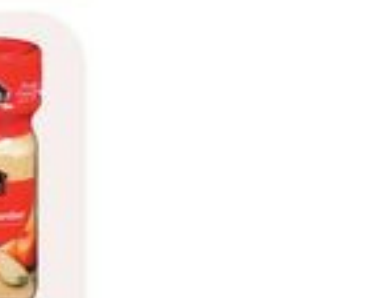
6⁴⁹ **200 PTS**
when you buy 2
QUAKER Muffin or Cookie Mix
750-900 g or Oat Flour 700 g
6.99 ea



1⁹⁹
GREEN GIANT
Canned Vegetables
341-398 mL



2⁹⁹
BETTY CROCKER
Hamburger or Tuna
Helper 158-240 g



1⁹⁹ **100 PTS**
when you buy 2
COMPLIMENTS Broth 900 mL



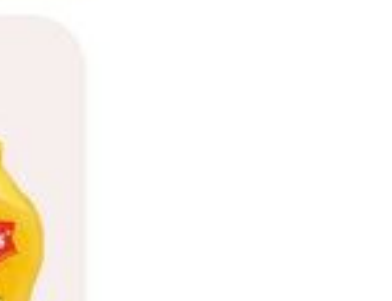
20% off
CLUB HOUSE Spices or Seasonings
Family Size selected 81-165 g



2/\$5
HUNT'S Manwich Sloppy Joe
Sauce 356 mL or BEN'S ORIGINAL
Rice Cups 68 g



4⁴⁹ **100 PTS**
when you buy 2
GRATITUDE Atlantic
Salmon 150 g
selected



5⁷⁹
MATT & STEVE'S
The Extreme Bean
500 mL



2⁴⁹
FRENCH'S Mustard
400 mL or ALLEN'S
White Vinegar 1 L



3⁴⁹
BARILLA Gluten
Free Pasta 340 g



6⁷⁹
COMPLIMENTS
Pickles 2 L



7⁴⁹
STEFANO Pasta
Sauce 405-648 mL



1⁹⁸
BLUE DRAGON Sauces 140 mL
selected varieties



2⁹⁹
COMPLIMENTS Coating Mix
142 g



2⁹⁹
COMPLIMENTS
Croutons 145 g



3⁴⁹ **100 PTS**
when you buy 2
COMPLIMENTS
Coconut selected
200 g



2⁴⁹ **100 PTS**
when you buy 1
COMPLIMENTS
Marshmallows
250 g



1²⁹ **100 PTS**
when you buy 2
COMPLIMENTS Pizza Sauce
213 mL or Pizza Crust Mix 184 g



3⁹⁹ **100 PTS**
when you buy 2
COMPLIMENTS Bannion
Concentrate 250 mL



2/\$4
COMPLIMENTS Pudding Cups
4 pk



3³³ **100 PTS**
when you buy 2
COMPLIMENTS
Instant Oatmeal
325-430 g or
Granola 325 g

home & pet care



7⁴⁹ GLAD Kitchen Bags
26-52 pk or Compost 10 pk



29⁸⁸ STARFRIT 13 Piece Wok Set
while quantities last



19⁹⁹ CHARMIN Bathroom Tissue
12+48 rolls or BOUNTY Paper Towels 6 pk



5⁹⁹ BEST BUY Bathroom Tissue 8 pk or Paper Towels 4-6 pk



6⁹⁹ ARM & HAMMER Laundry Detergent 1.42-1.63 L or OXI-CLEAN Stain Remover Sprays 354-636 mL or Gel 183 mL



2⁹⁹ COMPLIMENTS Multi-Surface Cleaner 1.41 L



6⁹⁹ COMPLIMENTS Dishwasher Tabs 20-25 pk



4⁹⁹ DAWN Dish Soap 532-982 mL or Powerwash Refill 473 mL



18⁹⁹ ARM & HAMMER Hard Clumps Cat Litter 12.7 kg



54⁹⁹ BLUE BUFFALO Dry Dog Food 9.9 kg



2/\$5 PURINA ONE or Beyond Wet Dog Food 368 g



1²⁵ PURINA Fancy Feast Broths or LIF Soups 34-40 g 1.59 ea

health, beauty & baby



7⁹⁹ COLGATE Manual or Kids Toothbrushes 1-12 pk selected



4²⁹ GARNIER Fructis Hair Care 150-370 mL selected



11⁹⁹ OLAY Body Wash 591 mL or Soap Bar 8 pk or OLD SPICE Body Wash 987 mL selected



12⁹⁹ ALWAYS Pads, Liners or TAMPAX Tampons 27-162 pk selected



9⁴⁹ DOVE Deodorant 107-113 g selected



3⁹⁹ DEGREE Deodorant 48-85 g selected



3⁹⁹ SOFTSOAP Liquid Hand Soap 332 mL



15% off AVEENO Lotion 354 mL or Night Cream 208 mL



28⁹⁹ HUGGIES Giga Pack Pull-Ups 27-61, 48-74 pk or GOODNITES 28-44 pk



\$3 ONCE UPON A FARM Purées 85 mL



49⁹⁹ ENFAMIL A+ NeuroPro Powder 553-857 g



5⁴⁹ BELOV Cereal 180 g, NESTLE Cereal 227 g or COMPLIMENTS Baby Toiletries 500 mL

pharmacy



10% off NICORETTE Gum or Lozenges 2-4mg 20-30 pk



10% off ADVIL Tablets 100 pk or ROBAX Extra Strength or Platinum Caplets 18 pk



10% off ROBITUSSIN 100 mL or 20 pk, ADVIL Cold & Sinus 20 pk or BUCKLEY'S Syrup 115-150 mL or 24 pk selected*



10% off NEOCITRAN Cold & Flu Relief 10 pk



10% off TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle & Body 40 pk selected*



10% off TYLENOL Complete 40 pk or BENLYN All-In-One 250-270 mL or 40 pk selected*

Scene⁺ Get 1,000 PTS with a CONTOUR[®]NEXT meter[†]

That's like **\$10** toward your glucose

CONTOUR[®] NEXT meter FREE with purchase of 100 test strips

76⁹⁹ CONTOUR[®]NEXT Test Strips 100 pk

Happy Lunar
NEW YEAR
新春快樂

Celebrate
with savings



\$7

PANACHE Shrimp Spring Roll, Crab Rangoon or Tempura Shrimp with Truffle Flavour 252-300 g selected



98¢

/lb

Bok Choy or Napa Cabbage product of USA no 1 grade 2.16/kg



12⁸⁸

/lb

Fresh Maple Chipotle, Korean BBQ or BBQ Whiskey Marinated Beef Chuck Short Rib Thin Cut cut by your meat expert from Canada A&A grade beef 26.40/kg



10⁸⁸

Pomelo Gift Pack product of China 4 pk



8⁸⁸

1 kg

Stem and Leaf Clementines product of Spain 1 kg 2.2 lb



14⁸⁸

10 LB

Navel Oranges Gift Box product of USA 4.54 kg 10 lb



4⁹⁸

NISSIN Instant Noodles Packet 500 g selected varieties



15⁸⁸

8 kg

YAMAY Jasmine Rice



11⁹⁸

BILLY BEE Natural Honey squeeze bottle 1 kg



5⁴⁸

SIWIN Potstickers or Dumplings 454-500 g selected varieties



10⁹⁸

1 kg

KNORR Chicken Broth Mix 1 kg



12⁸⁸

412 mL

SWANSON Chicken Broth



1⁶⁸

454 g

YY Longlife Egg Noodles or 3-Minute Chow Mein



4⁷⁸

260 mL

THE SPICE TAILOR Sauces or Meal Kits Thai Green Curry, Thai Red Curry or Peanut Satay



4⁹⁸

500-700 g selected varieties



5⁸⁸

4-10 pk

NESTLE Premium Frozen Desserts or Real Dairy Ice Cream 1.5 L, Drumstick or Premium Novelties



10⁹⁸

200 g

FERRERO ROCHER Chocolate Jewel Box 200 g



8⁸⁸

16-18 pk

NESCAFE Sweet & Creamy Instant Coffee



28⁸⁸

BLACK+DECKER 16 Cup Rice Cooker while quantities last



6⁸⁸

950 mL selected

LYSOL Wipes 75-84 pk, Disinfectant Spray 350 g or Multi-Purpose Cleaners

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

PREPARED to impress

Let's start
with apps!

We make it easy!

Beautiful Bites!

Our most popular cheeses cubed for easy nibbling. Mild Cheddar, Provolone, Creamy Havarti, Swiss and Marble Cheddar.

Small serves 8-10
Large serves 15-20

Shop our
selection of

60+

Made-to-order trays!

Take the Wrap!

An appetizing assortment of freshly prepared wraps, including Chicken Caesar, Crispy Chicken, Turkey Club, Buffalo Chicken and Seven Grain Veggie.

Ask in store for full selection.

Small serves 5
Large serves 10

Get **1,000** PTS
When you spend \$75

OR

Get **2,500** PTS
When you spend
\$150 or more

That's like

\$25

toward your
groceries



Nature's Bounty!

A beautifully presented variety of Fresh Berries, Pineapple, Red and Green Seedless Grapes, Kiwi, Cantaloupe, Watermelon and Honeydew.

Small serves 20

Family faves
everyone will
enjoy!



Dessert Bars!

Our Hand-Cut Squares are a welcome addition to any table.

Small serves 15
Large serves 20

Order in-store or online today!

Visit www.sobeys.com/entertaining or www.safeway.com/entertaining for tray selections and ordering tips



Big format Big value



200 PTS
when you buy 1

19⁹⁹

COMPLIMENTS
White Liquid
Honey 2 kg



value size - format valeur

1.8 L

9⁹⁹

COMPLIMENTS Basil Marinara
Sauce 1.8 L



100 PTS
when you buy 1

14⁸⁸

10 LB
CASE

Navel Oranges 10 lb case
product of USA



15⁹⁹

SAPUTO Shredded Cheese
1 kg or ARMSTRONG 900 g



100 PTS
when you buy 1

13⁹⁹

WERTHER'S ORIGINAL
900 g



39¢
PER CUP!

value size
format valeur

1,000 PTS
when you buy 1

38⁹⁹

That's like
\$10
toward your
groceries

BEST BUY Coffee Pods
value size 100 pk



5⁹⁹

FRITO-LAY Value Size
Snacks 325-535 g



10⁹⁹

CHRISTIE Ritz Crackers 900 g or
Oreo Multipack 20 pk



100 PTS
when you buy 1



20 PACKS/SACHETS



16⁹⁹

COMPLIMENTS Value Size
Breaded Chicken 1.47-2 kg



300 PTS
when you buy 1

29⁹⁹

COMPLIMENTS Value Size Traditional
4 oz Beef Burgers 20 pack 2.27 kg



\$13

COMPLIMENTS Value Size Breakfast,
Mild or Hot Italian or Honey Garlic Pork
Sausages 1-1.4 kg

ready for KICKOFF



2/\$9

RUFFLES Potato Chips
180-200 g



3/49

COMPLIMENTS Snacks
265-300 g



4/99

MAYNARDS Large Bag Candy
308-315 g



2/99

MOTT'S Clamato Juice
945 mL



9/99

SLEEMAN Non-Alcoholic Beer
6x355 mL



2/\$6

COCA-COLA Soft Drinks
2 L



2/\$7

CHRISTIE Mini Cookies
144-200 g



2/\$7

CHRISTIE Crispers or
Bits & Bites 145 g



5/29

HERSHEY'S Bagged Chocolate
165-290 g



Love *every* bite

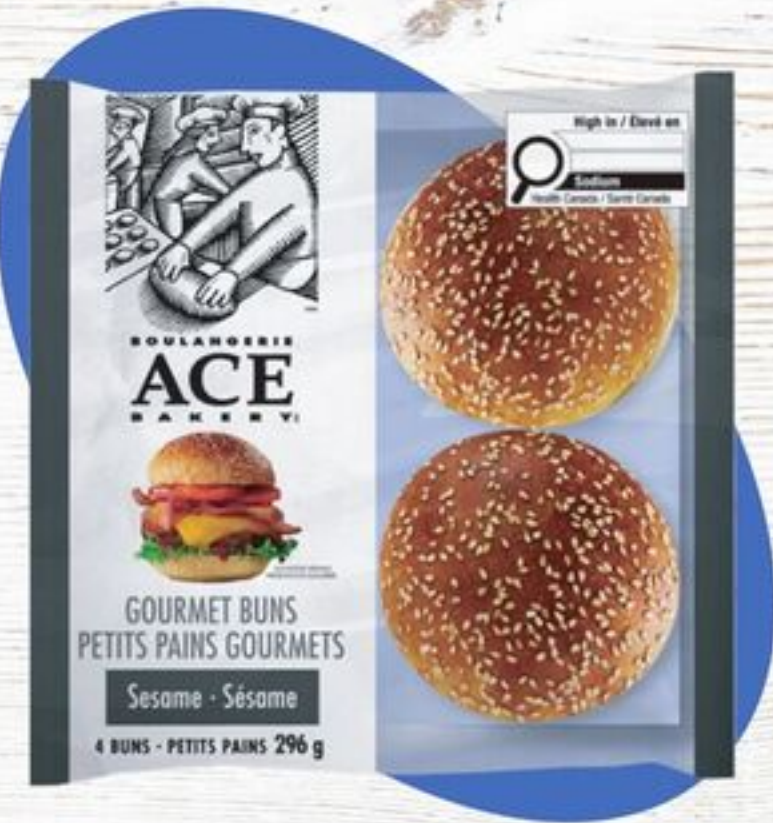
Get **200 PTS**
When you buy 2
or
Get **500 PTS**
When you buy 3



ACE BAKERY
White or Sourdough
Baguettes 350-380 g



ACE BAKERY
Demi-Baguettes
200-280 g



ACE BAKERY
Burger Buns 4 pk 296 g



ACE BAKERY
Bistro Loaves 595 g



ACE BAKERY
Rolls 5 pk 400-530 g



-  Crafted with
Time-Honoured Tradition
-  Made with Carefully
Selected Ingredients
-  Perfect for
Every Occasion

ACE® PRODUCTS ARE BAKED IN CANADA BY A CANADIAN-OWNED BUSINESS.



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.seabays.com/true-north-seafood-scene-contest or www.safeway.ca/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 Quebec 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: Seabays Ontario, Seabays Atlantic, Seabays 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-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.



\$17

OCEAN JEWEL
Raw Shrimp
50-70 ct per lb
908 g



\$20

OCEAN JEWEL Cooked
Shrimp 50-70 ct per lb
908 g

Scene
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

- 1 Download the Sobeys or Safeway app
- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

Activate your offers in the Sobeys or Safeway app or at [MyGroceryOffers.ca](https://www.mygroceryoffers.ca)



Get
200 PTS
when you buy 1

COMPLIMENTS Baby Shampoo
or Body Wash 500 mL



**SAVE
\$1**

LOAD THIS OFFER
AND SAVE \$1 ON
COMPLIMENTS Aerosol
Whipped Cream Topping
400 g



Download on the
App Store

GET IT ON
Google Play

Offer valid January 22nd to January 28th, 2026 at all Sobeys or Safeway locations in Western Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. 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.

Natural one

FRESH FROM BRAZIL

TASTE THE NATURE

NO PRESERVATIVES

100% NATURAL

6⁹⁹

NATURAL ONE
Juice 1.7 L

4⁴⁹

NATURAL ONE
Juice 900 mL

99¢

M&M'S
Singles
30-57 g

4⁹⁹

M&M'S
Pouches
155-230 g

100 PTS

when you buy 2

4⁹⁹

SKITTLES or
STARBURST
Candy
235-320 g

© 2025 Mars or Affiliates.

French's

RedHot

OFFICIAL SPONSORS OF SUPER BOWL LX

NFL

BRING THE HEAT

4²⁹

FRANK'S REDHOT
Assortment 354 mL

4²⁹

FRENCH'S
Ketchup 750 mL-1 L

1⁹⁹

FRENCH'S Classic
Yellow Mustard
225 mL

2⁹⁹

NESTLÉ
Tablet Bars
95-105 g

16⁹⁹

NESTLÉ Singles
16 pk 638 g or XXL
Pouches 700 g-1 kg

2³⁹

NESTLÉ King Size
Bars 63-86 g

5⁷⁹

NESTLÉ Multipacks
16-4-203 g or
Pouches 76-203 g

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Pick your cherry favourite

Also available in 12x355 mL format

Coca-Cola

cherry

Cherry flavoured.

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NATIONAL HOT SAUCE DAY

Jan 22nd

2⁹⁹

TABASCO
Pepper Sauce
57 mL
selected varieties

5⁴⁹

NANDO'S
Peri-Peri Sauce
250 mL
selected varieties

KEURIG®

BREWtiful

Escape Contest

\$25,000

IN DAILY PRIZES

TO BE WON!

+ A TROPICAL GETAWAY

HOW TO ENTER

KEEP

your receipt &

SCAN

to enter with purchase

ONE K-CUP® POD PACK

= ONE ENTRY

KEURIG

VAN HOUTTE

Original House Blend

Métro

456 g

39⁹⁹

VAN HOUTTE® K-Cup® Pods 48 pk

KEURIG

Timothy's

LIGHT

BREAKFAST BLEND

30 pk

19⁹⁹

TIMOTHY'S® K-Cup® Pods 30 pk

KEURIG

McCafé

Caramel

McCafé

10-12 pk

12⁹⁹

MCCAFÉ® K-Cup® Pods 10-12 pk

KEURIG

LAVAZZA

QUALITÀ ORO

345 g

26⁹⁹

LAVAZZA K-Cup® Pods 30 pk

*NO PURCHASE NECESSARY. Open to Canadian residents of age of majority. Ends 3/3/2026. One (1) Grand Prize: \$10,000 CAD cheque. Fifty (50) Daily Prizes: \$500 CAD digital rewards. Max 20 entries/person. Odds depend on entries. Limit (1) Prize/person. Skill-testing question required. Full rules: brewtifulscapecontest.com. Sponsor: Keurig Canada Inc., Montréal, QC. All trademarks are the property of their respective owners, used with permission.

TASTE OF SUPER BOWL

PEPSI

bubly

PEPSI

Official Sponsors of Super Bowl LX

12

7⁴⁹

MEMBER PRICING

without Scene+Card

PEPSI Soft Drinks 12x355 mL

NEW

Dempster's

PROTEIN

WITH WHOLE GRAINS

14g

NO SUGAR, NO FAT ADDED

LOAF | MICHÉ

NEW

Dempster's

PROTEIN

EVERYTHING FLAVOUR

BAGELS

18 g PROTEIN*

NEW

Dempster's

PROTEIN

WHITE

14 g PROTEIN*

600 g

NEW

Little Bites

MINI BARS

CHOCOLATE BANANA

96 g

Get 300 PTS

When you buy 3 of these participating DEMPSTER'S products.*

*before taxes

DEMPSTER'S Protein Grain Bread, Bagels, Tortillas or Loaf 450-600 g or SARA LEE Little Bars Mini 96 g

CELSIUS

LIVE FIT

NEW

CELSIUS

LIVE FIT

PEACH MANGO + GREEN TEA

FIZZ-FREE ESSENTIAL FLAVOURS

355 mL

CELSIUS

LIVE FIT

BLUE RAZZ LEMONADE

FIZZ-FREE ESSENTIAL FLAVOURS

355 mL

NO FIZZ. ALL GO.

FIZZ-FREE

ZERO SUGAR ENERGY

50 PTS

when you buy 2

2/\$6

CELSIUS Energy Drinks 355 mL any flavour

GIVE YOUR SCENE+ POINTS A BOOST

Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.♦

APPLY NOW

♦Conditions Apply





© NHL © NHLPA

BUY ANY 6

participating
products & receive

1,000

Scene+™ Points

= \$10 Value



OFFER VALID JANUARY 1 – FEBRUARY 11, 2026

See in-store for full list of participating products.

Product availability may vary in each participating Sobeys or Safeway store.

All products must be purchased within the same transaction between January 1 and February 11, 2026 using a Scene+™ card in order to qualify.



Fresh Start. Fresh Cart.

Kick off 2026 and enjoy fresh
faves with easy curbside pickup.

[Shop Online](#)



**WATER
VENDING
TRUSTED BY
CANADIANS!**

**PROUDLY SERVING
CUSTOMERS
ACROSS CANADA.**

nimbus
BY IN-STORE WATER SYSTEMS



INSTOREWATERSYSTEMS.COM