

ATLANS

FEED THE DREAM

Official Grocer

Verified

5.99

/lb

COMPLIMENTS Fresh AIR-CHILLED Salt Chicken Wings Family Size 13.21/kg

NEW & EXCLUSIVE

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

3 PACK

Verified

3.44

ROMAINE HEARTS product of Mexico or USA 3 pk

Verified

3.99

/lb

8.80/kg

SAVE UP TO 56% WITH MEMBER PRICING

MEMBER PRICING

COMPLIMENTS Fresh AIR-CHILLED Salt Chicken Wings Family Size 13.21/kg

Verified

2.99

1 LB

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

Verified

7.99

340 g or Wild Argentinian Raw Shrimp selected 300 g or COMPLIMENTS Breaded Cod Nuggets or Fish Burger 454-515 g

Verified

4.99

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL

Verified

2.49

MCCAIN Superfries 454-800 g

Verified

6.49

CASHMERE Bathroom Tissue 12=24 or 8=24 rolls, SPONGETOWELS 3=6 rolls or SCOTTIES Facial Tissue 6 pk

Verified

3.99

KRAFT Philadelphia Dips 340 g or OLYMPIC Krema or Organic Yogurt 650 g

Verified

4.87

GENERAL MILLS Family Size Cereal 516-778 g

Verified

8.98

DAN-D PAK Cashews salted or unsalted 454 g

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+

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Prices and offers in effect January 2026 Nova Scotia

POP_Sob_2026_PNA_ATL_NS



Handheld Savoury Pastries, Spinach & Feta, Bacon & Egg or Other Select Varieties 76-95 g available hot or chilled from our kitchen department 3.99 ea



SUNRISE Sliced Bologna 375 g, LARSEN, MAPLE LEAF or SCHNEIDERS Wieners 375 g or MINA Chicken Wieners 675 g



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

Scene

TURN
POINTS
INTO
GROCERIES



400 PTS
when you buy 3

5.49

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

There's like
\$10
toward your
groceries

Get **1,000 PTS**
When you buy 1
True North Atlantic
Salmon Fillet

NEW



\$35

TRUE NORTH Fresh Atlantic Salmon
Filets skinless subject to availability
product of Canada 908 g



150 PTS
when you buy 3

3.49

VILLAGGIO Bread 570-675 g,
Buns 6-8 pk (excludes Ciabatta) or
DEKFI-STEPS Bagels 5-6 pk (excludes
protein)



150 PTS
when you buy 3

2.47

PRINGLES Super Stacks 148-156 g



750 PTS
when you buy 2

24.99

HUGGIES Giga Diapers
36-128 pk

1,000 Points = \$10 of free groceries

FLOS_SGR_UW35_PPR_MTL_ML_ML_ML_ML

Guaranteed fresh or your money back

fresh 100% GUARANTEE

5⁹⁹ /lb
Fresh Regular Ground Beef
Family Size 13.21 kg

17⁸⁸ /lb
Fresh Boneless Top Sirloin
Premium Oven Roasts or Family Size Grilling Steaks or Chuck Simmering Short Ribs cut by your meat expert from Canada AA grade beef while supplies last 26.19 kg

11⁹⁹ /100 g
COMPLIMENTS Prime Rib
Beef Smoked Ham

11⁹⁹ /100 g
COMPLIMENTS MILD DOUCES
Mild & Creamy

11⁹⁹ /100 g
COMPLIMENTS Frozen Chicken Wings
Traditional 4 oz Beef Burgers, Smashed Burger, Lasagna or Mac & Cheese or BELMONT Homestyle Beef Burgers Angus, prime rib or sirloin 680 g - 1 kg

3⁴⁹ /100 g
COMPLIMENTS Butter Crust Dutch Crunch Soft Bread
Soft Wild Snow Crab Clusters 454 g

3⁶⁹ /100 g
COMPLIMENTS Sliced Fresh Panache Ham
Oven Roasted Chicken

16⁹⁹ /100 g
Spring Bouquet
grown in Canada

3²⁹ /100 g
TIA ROSA Tortillas
Butter Crust, Dutch Crunch, Soft, Italian or Sesame Seed Topped Bread 450 g

9⁹⁷ /100 g
CRACKER BARREL Cheese Bars
Shreds 590 g

3⁹⁹ /100 g
KRAFT Singles
Cheddar 410 g

2/\$10 /100 g
BEN & JERRY'S Ice Cream
473 mL or MAGNUM Novelties 3-4 pk

4⁴⁷ /100 g
CRACKER BARREL Cheese Slices
200-240 g or Snacks 168 g or BLACK DIAMOND Chestings 8 pk

8⁹⁹ /100 g
CADBURY Mini Eggs
400 g while supplies last

2/\$5 /100 g
CHRISTIE Chips Ahoy! Oreos
Fudge-O Cookies selected 224-303 g or COMPLIMENTS Snack Crackers 200-225 g

5⁹⁹ /100 g
BONNIE MAMAN Jam
250-290 mL or Spreads 250-360 g or KRAFT Peanut Butter 750 g - 1 kg

5⁹⁹ /100 g
KRAFT Smoothie Spread
Peanut Butter 750 g - 1 kg

99¢ /100 g
CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup
284 mL

2/\$5 /100 g
QUAKER Dips or Chewy Granola Bars
120-156 g or ULECLERC GO Pure Bars 140-175 g

99¢ /100 g
CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup
284 mL

1⁴⁹ /100 g
CLOVER LEAF Skipped Light Tuna
170 g or Flavoured 85 g

2⁴⁹ /100 g
DEL MONTE Canned Fruit
398 mL

3⁴⁹ /100 g
MOTT'S Frustrations
6 pk or COMPLIMENTS Fruit Cups 4 pk

2/\$50 /100 g
MONSTER Energy Drinks
444-473 mL

10⁹⁹ /100 g
PUREX Laundry Detergent
4.08-4.43 L SUNLIGHT 4.01 L PERSIL Liquid 1.86 L or Discs 32-42 pk or SNUGGLE Fabric Softener 2.7 L

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

2X Canadian origin products

Give
PO2_SBY_WK39_PRN_ATL_N5_NB_PDI

Give
PO2_SBY_WK39_PRN_ATL_N5_NB_PDI

Give
PO2_SBY_WK39_PRN_ATL_N5_NB_PDI



4⁴⁹
/lb

Fresh Boneless Pork Loin Centre and Rib Combo
Chops Family Size 3.90/kg

**BUY 2 GET 3RD
FREE**



Fresh Boneless Pork Loin Centre
516-Fry Strips



\$6
/lb when you buy 2 or more

COMPLIMENTS Ground Pork 454 g 6.99 ea

100 PTS
when you buy 2

STARTING AT \$11.99

NOBLE Premium Bison
226 g



11⁹⁹
/lb

Seasoned Lamb Chops Greek
spices & lemon or Provencal
herbs 26.43/kg

quick & easy

\$9.99

LILYDALE Oven Roasted Chicken or Turkey 300 g

10.99

PILLER'S Turkey Bites, Mini Peppercorn or Salsim Sticks 300-500 g

5.99

CHRIS BROTHERS Smoked Boneless Ham Slices 300 g

4.99

CHEF BOMBAY Indian Inspired Appetizers or POGO Original 2 pk, 240-300 g

7.99

WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings 360-680 g

7.99

MARCANGELO or SCHNEIDERS Sauzages frozen 375-675 g

11.99

COMPLIMENTS Cabbage Rolls or 5 Cheese Cannelloni 907 g - 1 kg

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SCAN+
DELIVERY
TODAY!

JOIN NOW
\$110 CASH BACK

*\$100 bonus = \$100 points redeemed at any participating grocery location must be redeemed in increments of 1000. *Limit 1 per household.

2/\$8

Authentic Maryland Crab Cakes 120 g frozen or previously frozen 4.00 ea

14⁹⁹
MEMBER
14⁹⁹
without
Scene+ Card

Marinated Fresh Atlantic Salmon Fillets subject to availability 33.05/kg

16⁹⁹
MEMBER
16⁹⁹
without
Scene+ Card

Jumbo Scallops Medallions 10-20 ct per lb product of USA frozen or previously frozen 57.46/kg

12⁹⁹
MEMBER
12⁹⁹
without
Scene+ Card

Prepared In-Store Fresh Atlantic Salmon Roasts stuffed with cheddar cheese, spinach, bacon and coldwater shrimp 28.64/kg

4⁹⁹

ANCHOR'S BAY Cooked Mussels, Clam Meat or Seafood Medley 340-360 g or CAPTAIN FRED Breaded Clam Strips 113 g

8⁹⁹
MEMBER
100 PTS
when you buy 1

JAMES Battered or Battered Fish selected 450-510 g

Scene+
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

deli & kitchen

FOA_SBI_WN35_PPR_Atl_NL_HB_FEL_MFLD Visit sobeys.com/giftcards for details

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

COMPLIMENTS Pure Orange Juice 2.5 L



13⁹⁹

COMPLIMENTS Frozen Fruit 1.5 kg



6⁹⁹

COMPLIMENTS Mini Pizzas PEPPERONI 8 pk

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POS_2025_WN_22_FROZEN_DAIRY_20250101

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

SCHNEIDERS Sliced Deli Meats
selected 150-175 g



7⁴⁹

PANACHE Italian Sliced Meats
selected 100 g



2²⁹
/100 g

COMPLIMENTS Cooked Ham
or Bologna



4²⁹

SUMMER FRESH Dips or
Hummus 200-227 g



8⁹⁹

Gourmet Sandwiches 275-340 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



9⁹⁹

Single Layer Shortcakes
905-950 g

17⁹⁹
without
Scene+ Card



3⁹⁹

Danish 4 pk
375 g



5⁹⁹

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



4⁶⁹

Panini or Calabrese Buns
6 pk 375-480 g



4⁴⁹

Garlic Bread 540 g



4⁹⁹

STUYVER'S Ciabatta or
Portuguese Buns
4 pk 340-400 g



\$6

COMPLIMENTS Mini Muffins 336 g



5⁴⁹

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



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 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 Flavour or Unflavoured Water 503 mL-1 L



1⁰⁰ **+100 PTS**
when you buy 2
COMPLIMENTS Potato Chips Extraa! Flavour 250 g or Flavourd 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 Crunchies 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 Sea Salt Sel Marin 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
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



1⁷⁹ **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
GRATTITUDE 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 355 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 4-6 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
OXICLEAN 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
Lil' Soups 34-40 g 1.59 ea

health, beauty & baby



7⁴⁹ 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 INFAMIL A+ NeuroPro Powder
553-857 g



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

pharmacy

Only available at Pharmacy Locations
*Select products and only available when a pharmacist is on duty.



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
BENLYLIN 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 groceries

CONTOUR[®] NEXT meter FREE with purchase of 100 test strips
See your pharmacist for details.
(Limit of 1 Free Meter)

79⁹⁹ CONTOUR[®]NEXT Test Strips 100 pk

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*Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene⁺ points.

Happy Lunar
New Year
新春快樂

Celebrate
with savings



10⁸⁸
COMPLIMENTS Extra
Large Cooked Shrimp
in Ring with Sauce
312 g



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



14⁸⁸
Navel Oranges Gift Box
product of USA
4.34 kg 10 lb
100 PPS
when you buy 1
10 Lb



17⁸⁸
EIGHT
TREASURES
Thai Jasmine
Rice 8 kg



4⁹⁸
NISSIN Instant Noodles
Packet 500 g selected
varieties



11⁹⁸
BILLY BEE Natural
Honey squeeze
bottle 1 kg



10⁹⁸
KNORR Chicken
Broth Mix 1 kg



5⁴⁸
SIWIN Potstickers or
Dumplings 454-500 g
selected varieties



12⁸⁸
SWANSON
Chicken Broth
412 mL



1⁶⁸
YYV Longlife
Egg Noodles or
3-Minute Chow
Mein 454 g



4⁹⁸
MINUTE RICE 500-700 g selected varieties



5⁸⁸
NESTLE Premium Frozen Desserts or
Real Dairy Ice Cream 1.5 L, Drumstick or
Premium Novelties selected 4-10 pk



10⁹⁸
FERRERO ROCHER
Chocolate Jewel
Box 200 g
200 PPS
when you buy 2



8⁸⁸
NESCAFÉ Sweet & Creamy
Instant Coffee 16-18 pk



28⁸⁸
BLACK+DECKER 16 Cup Rice Cooker
while quantities last



6⁸⁸
LYSOL Wipes 75-84 pk, Disinfectant
Spray 350 g or Multi-Purpose Cleaners
950 mL selected

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Big format Big value



200 PTS
when you buy 1

19⁹⁹

COMPLIMENTS
White Liquid
Honey 2 kg



100 PTS
when you buy 1

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



100 PTS
when you buy 1

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!

1,000 PTS
when you buy 1

38⁹⁹

BEST BUY Coffee Pods
value size 100 pk



5⁹⁹

FRITO-LAY Value Size
Snacks 325-535 g



100 PTS
when you buy 1

10⁹⁹

CHRISTIE Ritz Crackers 900 g or
Oreo Multipack 20 pk



100 PTS
when you buy 1

10⁹⁹

CHRISTIE Ritz Crackers 900 g or
Oreo Multipack 20 pk



100 PTS
when you buy 1

10⁹⁹

CHRISTIE Ritz Crackers 900 g or
Oreo Multipack 20 pk



300 PTS
when you buy 1

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



300 PTS
when you buy 1

\$13

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

So game ready

Big bites for the big game



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/\$5

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

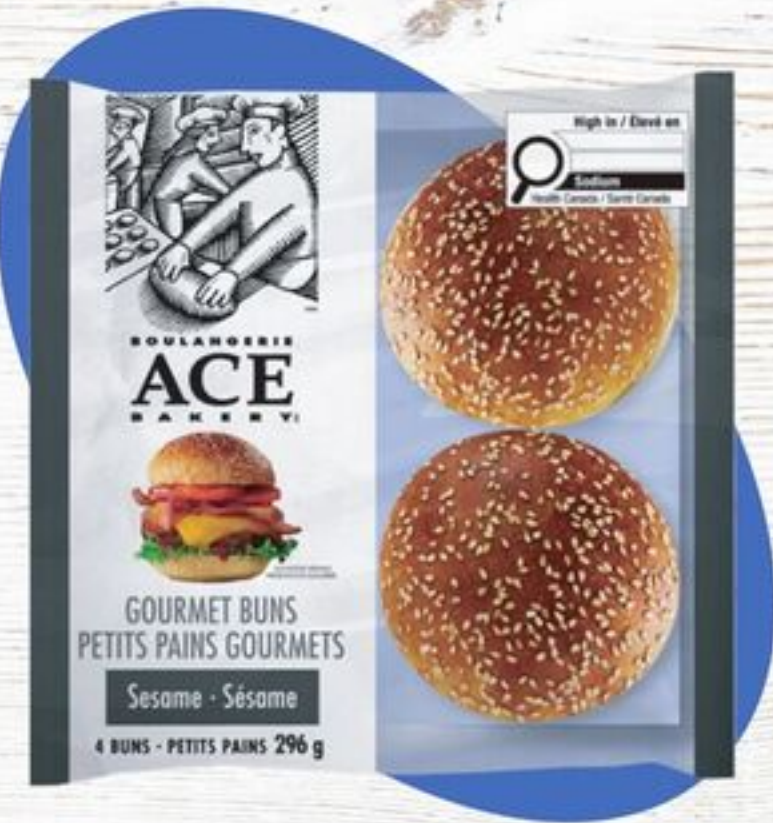
When you buy 3



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

That's like
\$10
toward your
groceries

Get **1,000** PTS

When you buy 1
True North
Atlantic Salmon
Fillet

\$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-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

Scene+
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

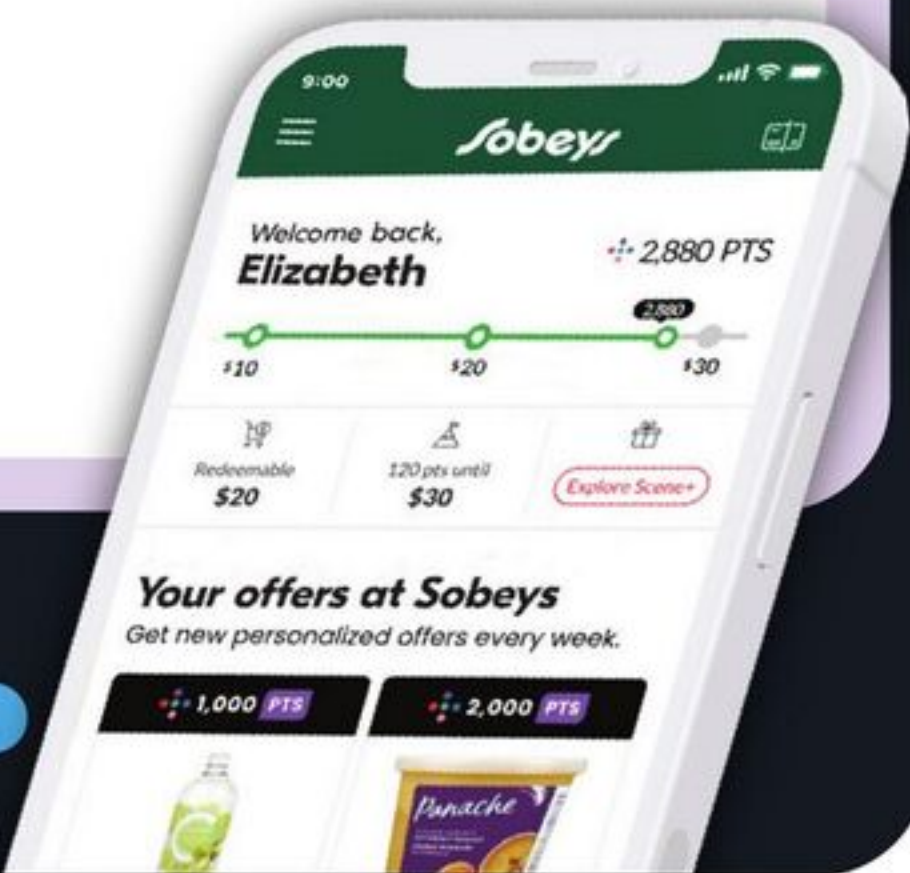
- 1 Download the Sobeys app
- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

Activate your offers in the Sobeys 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



Offer valid January 22nd to January 28th, 2026 at all Sobeys locations in Atlantic 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

French's

RedHot

NFL

OFFICIAL SPONSORS OF SUPER BOWL LX

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

share the prosperity with m

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.

KitKat

Nestlé

NESTLÉ Singles
16-18 g-38 g or XXL
Pouches 700 g-1 kg

16⁹⁹

NESTLÉ King Size
Bars 63-86 g

2³⁹

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

5⁷⁹

NESTLÉ
Tablet Bars
95-105 g

2⁹⁹

NESTLÉ
CHUNKY
KitKat

2³⁹

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Pick your cherry favourite

Also available in 12x355 mL format

Coca-Cola
cherry

Cherry flavoured.
© Coca-Cola Ltd., used under license.

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

456 g

19⁹⁹

TIMOTHY'S® K-Cup® Pods 30 pk

KEURIG

McCafé

Caramel

McCafé

345 g

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: brewtifulscapetest.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

12

12

12

ALL TRADEMARKS AND LOGOS ARE PROPERTY OF THEIR RESPECTIVE OWNERS.

PEPSI

12

12

7⁴⁹

MEMBER PRICING

without Scene+Card

PEPSI Soft Drinks 12x355 mL

NEW

Dempster's

PROTEIN

450 g

NEW

Dempster's

PROTEIN

450 g

Villaggio

RUSTICO

CIABATTA

6 pk

Little Bites

MINI BARS

96 g

Dempster's

PROTEIN

WHITE

14 g PROTEIN*

600 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.
VILLAGGIO Rustico Ciabatta 6 pk or SARA LEE Little Bars Mini 96 g

°C

CELSIUS

LIVE FIT

NEW

CELSIUS

LIVE FIT

PEACH MANGO + GREEN TEA

355 mL

CELSIUS

LIVE FIT

BLUE RAZZ LEMONADE

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.