

ATLANTA

FEED THE DREAM

Verified

2⁹⁹

/lb

Verified

5⁹⁹

/lb

Verified

10⁹⁹

Verified

9⁹⁹

/lb

Verified

4⁹⁴

Verified

6⁴⁹

Verified

6⁴⁷

Verified Price Guarantee

LOWEST PRICE

on select flyer items or automatically receive the difference in Scene+ points*

* Conditions apply. See sobeys.com for details.

YOUR 1,000 PTS OFFER IS WAITING

Visit the Sobeys app or MyGroceryOffers.ca

Scene+ card must be registered and offer must be loaded. See page 2 for full terms and conditions.

That's like \$10 toward your groceries

Scene+ DIGITAL EXCLUSIVE

OFFER AVAILABLE JAN 29 - FEB 11, 2026

Global Market

Verified 12⁸⁸

EIGHT TREASURES Thai Jasmine Rice 8 kg or SHIRAKIRU Japanese Sekka Rice 6.8 kg

THU 29 FRI 30 SAT 31 SUN 1 MON 2 TUE 3 WED 4

Prices and offers in effect January-February 2026 Newfoundland

so many deals Scan here for our full digital flyer

POL_SBY_WK4007PRN_ATL_NFLD

2024-05-08 10:00:00

Scene+
MEMBER
PRICING

Swipe your Scene+ Card and Save





2⁹⁹
/lb
6.59/kg

MEMBER PRICING

SAVE UP TO 50%
WITH
MEMBER PRICING

3⁹⁹
/lb
8.80/kg

without Scene+ Card

Fresh Pork Shoulder Blade Roasts or Steak Family Size or Fresh Pork Shoulder Picnic Roast hock removed



From Canada

MEMBERS SAVE \$1

1⁹⁹
MEMBER PRICING

ORGANIC

2⁹⁹
without Scene+ Card

COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g



MEMBERS SAVE \$1

4⁴⁴
MEMBER PRICING

5⁴⁴
without Scene+ Card

COMPLIMENTS Cheese 400 g or Shreds 226-320 g select varieties



MEMBERS SAVE \$1

2⁹⁹
MEMBER PRICING

3⁹⁹
without Scene+ Card

EARTH'S OWN Almond 1.89 L or Soy 1.75 L

Look for more Member Pricing throughout the flyer and in-store.

FLO1_SBY_WK40_P001_A71_05_08_P01_NFLD

Scene™

EARN POINTS ON
STERLING SILVER
OR NAGANO
PRODUCTS

GET UP TO **2,000 PTS**

SPEND \$20, GET **500 PTS**

SPEND \$35, GET **800 PTS**

SPEND \$50 OR MORE, GET **2,000 PTS**

There's like **\$20** toward your groceries

Nagano®
PORK TENDERLOIN
WITH BONE
100% PORK
No Added MSG

Nagano®
PORK TENDERLOIN
WITH BONE
100% PORK
No Added MSG

Nagano®
PORK TENDERLOIN
WITH BONE
100% PORK
No Added MSG

STARTING AT
10⁹⁹ /lb

NAGANO Premium Fresh Pork
Loin Hotel Cut Chop, Tenderloin or
Back Ribs starting at 24.23/kg

Sterling
FRESH CUT
BEEF

17⁹⁹ /lb

CERTIFIED
TENDER
TENDERE
CERTIFIEE

STERLING Silver Fresh Boneless Top Sirloin Grilling Medallions
cut by our meat expert from Canada AAA grade beef 39.66/kg

€
MILD SAUCE
BREADED FILLETS
FILETS & HADDOCK
CRISPED

+150 PTS
when you buy 1

12⁹⁹

COMPLIMENTS Breaded or Battered Haddock or Pan Seared
Haddock, Cod, Sole or Salmon Fillets 460-580 g

Imperial
Soft Margarine or Squares
1.28-1.36 kg, BECEL Margarine
637-850 g

Becel Original

Imperial

+100 PTS
when you buy 1

6⁹⁹

Imperial Soft Margarine or Squares
1.28-1.36 kg, BECEL Margarine
637-850 g

HUMPTY DUMPTY
Party Mix 250 g or
Snacks 200-290 g

+100 PTS
when you buy 2

3⁴⁹

HUMPTY DUMPTY
Party Mix 250 g or
Snacks 200-290 g

Kraft
Cheez Whiz
900 g

+400 PTS
when you buy 2

7⁹⁹

KRAFT Cheez Whiz
900 g

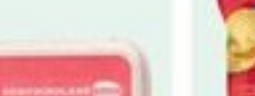
1,000 Points = \$10 of free groceries

100% fresh GUARANTEE **Guaranteed fresh or your money back**

3.49 /lb
Fresh Pork Loin Rib and Sirloin Combo Chop
 Family Size 7.69/kg

7.99 /lb
LARSEN Wieners 900 g, MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp Bacon 65 g or 6. SCHNEIDERS Fully Cooked Bacon 100 g or Juicy Jumbos, Regular Beef Wieners or Smoked Sausages 375-450 g selected

7.99 /lb
Fresh Boneless Beef Stewing Cubes
 Family Size 17.61/kg

 3.99 CLASSICO Pasta Sauce \$18-400 selected 1.3L +	 4.99 TROPICANA Orange Juice or Juice with Orange Select 1.3L +	 6.99 NEWFOUNDLAND EGGS Large White Eggs \$18.99	 2/\$7 LAY'S Potato Chips 220-235 g
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20⁹⁹
 GATORADE 24 pk

3⁹⁹
 OCEAN SPRAY Cranberry Cocktail 1.81 L

4⁴⁹
 HERSEY'S Valentine's Novelty Chocolates 161-180 g while supplies last

5⁴⁷
 KELLOGG'S Family Size Cereal 450-650 g or COMPLIMENTS Bran Cereal 450-734 g

2/\$5
CAMPBELL'S Ready To Serve Soup 210-510 mL or Habitant® Soup 210-510 mL

4/\$7
KNORR Soup 112-167 g, **KNORR** or **LIPITON** Soup 4 x 8 pk, **Cup + Soup** 2 or 4 pk

4/99
KRAFT Dinner 5x200 g or Dinner Cup 4 pk

7/99
TIDE Simply Laundry Detergent 2.7 L **LOWVIO** or **GAIN** Liquid Fabric Enhancers 1.66-2.63 L or **BOUNCE** or **GAIN** Dryer Sheets 1200

Scene[®]

MEMBERS

SAVE MORE

749
MEMBER
each

799 without
Scene+ Card

MICHELINA'S
Frozen Entrees
129-284 g

699
MEMBER
each

799
without
Scene+ Card

THE STELLE Feta 200 g selected, Crumbled
Feta 150 g, Grated Parmesan 125 g,
Bocconcini 200 g or Ricotta 400-475 g

299
MEMBER
each

369 without
Scene+ Card

DEMPSTERS Volum White or Whole
Wheat, Texas Toast or Sandwich Bread
370-475 g or English Muffins 5 pk or
HOSTESS Snacks 121-225 g

299
MEMBER
each

LECLAIR Celebration or DARE Whippet
Cookies 200-300 g

399
without
Scene+ Card

399
MEMBER
each

499 without
Scene+ Card

TELEVISION CROISSANT
BAG 400 g
All Butter Croissants or
Pastries 4 pk
275-400 g

1788
MEMBER
each

NATURE VALLEY Granola Bars or BETTY
CROCKER Fruit Snacks or MOTT'S
Fruittations 840 g 3-28 pk selected

1288
without
Scene+ Card

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

[illegible]

4⁹⁹ /lb Extra Large Green Seedless Grapes product of Peru 11.00/kg	3⁹⁹ /lb Peaches or Nectarines product of Chile no 1 grade 8.80/kg	2⁴⁷ /lb Large Navel Oranges product of USA or Morocco 5.45/kg	6⁹⁹ Mini Watermelons product of Brazil or Large Honeydew Melons product of USA
1⁹⁹ BELLEISLE FARMS Coleslaw product of Atlantic Canada 22g	5⁷⁷ COMPLIMENTS Baby-Cut Carrots 907 g 2 lb or Broccolini Tray 170 g product of USA	15% off Prepared Fresh Daily Cantaloupe, Honeydew, Pineapple or Watermelon Chunks	BUY 2 GET 3RD FREE Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes
10⁸⁸ Pomelo Gift Box 4 pk or Yellow Pear Gift Box product of China	9⁸⁸ Shine Muscat Green Grapes product of Korea 450 g	4⁴⁹ Organic Carrots product of Canada or USA 2 lb	6⁹⁹ Organic Cauliflower product of Mexico or USA
2/\$10 LOOP Cold Pressed Juices 355 mL selected	6⁴⁹ LITEHOUSE Dressings 591 mL selected	5⁹⁹ COMPLIMENTS Peanuts selected 425-500 g	11⁹⁹ NATURSOURCE Almonds or Mixed Nuts selected 450-500 g
floral Available at most stores 16⁹⁹ Spring Blooms Bouquet grown in Canada 15⁸⁸ Chrysanthemum 6" STARTING AT 15⁸⁸ Lunar New Year Upgrades selection may vary by store 25⁸⁸ Lunar New Year Bouquet			

*Residence Location: Some points where you lived or made the sale are determined primarily through your individual shopping history, as well as grocery purchases at participating stores located in Atlantic Canada (a single transaction between applicable sites and changes after deducting any discounts or coupons). Some items will be valid and registered. Offer valid from January 20-February 8, 2020. Offer must be linked to a valid email address prior to transaction. Offer excludes taxes, tobacco products, gift cards, bank deposits, prepaid cards, fuel, alcohol, lottery tickets, and other non-durable goods. Items may vary by location. Some items may be excluded. Void if sold, transferred or altered. Gift Card Offer has no cash value. Some items registered digitally or physically can only be presented if a transaction used. Visit <https://www.sobeys.ca/terms-and-conditions> to see full terms and conditions. We reserve the right to extend the offer, if we determine, in our sole discretion, there is abuse of the offer or unavailability or ineligibility of use and it is subject to change without notice. trademarks of Sobeys Inc./ Corporation used under license by Sobeys Capital Incorporated.

1,000 points = \$20 in groceries. Score points redeemed at any participating Engine location must be redeemed in increments of 1,000. *Get 2 Score+ pts on every \$1 Sprint. On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at scottsbakery.com/participatingstores. *Visa Int. Licensed user.

quick & easy

seafood

Get 100 PTS When you spend \$10-24.99 or more

Get 300 PTS When you spend \$25 or more

4⁹⁹ **MEMBER** without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Bass or Pollock Fillets 400 g

9⁹⁹

PANACHE Hot Smoked Atlantic Salmon Strips previously frozen 150 g or COMPLIMENTS Crab-Flavoured Seafood Flake-style 907 g

Choose Canadian Seafood!

We work hard to bring you quality Canadian Seafood from Coast-to-Coast. Explore our delicious offerings to make tonight a seafood night.

16⁹⁹ **MEMBER** without Scene+ Card

Product of Nova Scotia SUSTAINABLE BLUE Land-Raised Fresh Atlantic Salmon Fillets subject to availability 37.46/kg

13⁹⁹ **MEMBER** without Scene+ Card

COMPLIMENTS Newfoundland and Labrador Cooked Wild Cold Water Shrimp 340 g

9⁹⁹ **MEMBER** without Scene+ Card

Product of Newfoundland Wild North Atlantic Cod Fillets frozen or previously frozen 22.02/kg

2⁴⁹ **MEMBER** without Scene+ Card

Product of Atlantic Canada Fresh Mussels 5.49/kg

15⁹⁹ **MEMBER** without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon Fillets 908 g

10⁹⁹ **MEMBER** without Scene+ Card

WATERVIEW MARKET Lemon Garlic Shrimp & Sauce 454 g

7⁹⁹ **MEMBER** without Scene+ Card

LAND & SEA Salt Fish Bits 454 g

5⁹⁹ **MEMBER** without Scene+ Card

HIGH LINER Breaded or Battered Haddock or Pollock, Butterfly or Popcorn Shrimp, Chips & Fish or Fish Cakes 330-700 g

9⁹⁹ **MEMBER** without Scene+ Card

EARLS KITCHEN Clam Chowder frozen 550 mL

10⁹⁹ **MEMBER** without Scene+ Card

TOPPITS Gluten-Free Premium Breaded Fish Fillets 400 g

deli & kitchen

6⁹⁹ **MEMBER** without Scene+ Card

FANTINO & MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g

5⁹⁹ **MEMBER** without Scene+ Card

SNACK FACTORY Pretzel Crisps selected 155-200 g

5⁴⁹ **MEMBER** without Scene+ Card

ILCHESTER Applewood Smoked Cheddar product of England

2⁴⁹ **MEMBER** without Scene+ Card

MAPLE LEAF Big Stick Wax Bologna

4²⁹ **MEMBER** without Scene+ Card

MAPLE LEAF Natural Selections Ham or Turkey

2⁷⁹ **MEMBER** without Scene+ Card

COMPLIMENTS Double Crème Brie

5⁹⁹ **MEMBER** without Scene+ Card

Wraps 219-300 g

8⁹⁹ **MEMBER** without Scene+ Card

MITCHELL'S Soup Mix 225-400 g

9⁹⁹ **MEMBER** without Scene+ Card

SUMMER FRESH 6-Layer Dip 400 g

200 PTS when you buy \$50 or more

Value-Sized Meals available chilled sold by 100 g

100 PTS when you buy \$25 or more

Value Sized Twice Baked Potatoes sold by 100 g available chilled

200 PTS when you buy \$50 or more

Meatballs sauced or unsauced sold by 100 g available hot or chilled

drinks & snacks



100 PTS

when you buy 2

7⁹⁹

SPARKLING ICE
503 mL



BUY MORE
SAVE MORE

2⁹⁹

ROCKSTAR Energy Drinks 473 mL
3.79 ea



7⁹⁹

PARTAKE
Non-Alcoholic Beer
4x355 mL



2/^{\$6}

RED BULL Energy Drink 250 mL



9⁹⁹

LINDT or GHIRARDELLI Bags
17-151 g while supplies last



50 PTS

when you buy 2

1²²

HERSHEY'S Singles
39-58 g



5²⁹

CADBURY
Bagged Chocolate
144-200 g



9⁴⁹

PEPPERIDGE FARM Valentine
Goldfish Crackers 40 pk
while supplies last



300 PTS

when you buy 2

4⁹⁹

SNACK FACTORY Pretzel Bites
240 g or SNYDER'S OF HANOVER
Twisted Pretzel Sticks 340 g



2/^{\$8}

TOSTITOS
Tortilla Chips
205-300 g



2/^{\$9}

MISS VICKIE'S Kettle Chips
190-200 g



6⁹⁹

JACK LINK'S or GOLDEN ISLAND
65-81 g



100 PTS

when you buy 2

2/^{\$7}

COMPLIMENTS
Mini Cookies
150-210 g
while supplies last



200 PTS

when you buy 2

2/⁷⁵⁰

VOORTMAN No Sugar Added
Cookies or Wafers 142-320 g



4⁴⁹

CHRISTIE Good Thins Crackers
100 g or Ritz Snackwiches 8 pk or
RYVITA Crispbread 200-250 g



MORE
SAVE MORE

3²⁹

QUAKER Crispy Minis 90-100 g
or Rice Cakes 127-199 g 4.29 ea



100 PTS

when you buy 2

3⁴⁹

COMPLIMENTS Soda Crackers
450 g



\$3

DARE Veggie Crisps 100 g



19⁹⁹

TIMOTHY'S Coffee K-Cup® Pods
30 pk



200 PTS

when you buy 2

2/^{\$10}

TWININGS Tea 20 pk



2/^{\$5}

OASIS Juice, ARIZONA
Iced Tea or DEL MONTE Nectar
960 mL tetra



13⁹⁹

VAN HOUTTE Coffee K-Cup®
Pods 10-12 pk or Brew Over
Ice Pods 10 pk



4⁹⁹

NUTELLA Hazelnut Spread 375 g
or B-ready Bars 6 pk



4⁴⁹

WELCH'S Fruit Snacks 150-220 g

Here for your budget and lifestyle

Compliments

Parache



150 PTS

when you buy 2

2/^{\$7}

COMPLIMENTS Vegetable,
Tomato or Tomato Clam
Cocktails 1.89 L



2/^{\$6}

COMPLIMENTS ZAZ Water
Enhancers 48 mL



100 PTS

when you buy 2

COMPLIMENTS Potato Chips
200 g or Tortilla Chips 250-280 g



3⁴⁹

COMPLIMENTS Kettle-Cooked
Peanuts 275 g



100 PTS

when you buy 2

2/^{\$4}

PANACHE
Carbonated
Water
750 mL 1 L



300 PTS

when you buy 2

15⁴⁹

COMPLIMENTS Milk Chocolate
Almonds or Raisins 900 g



5⁹⁹

COMPLIMENTS Value Size Candy
600-750 g

Scene[™]

GET 500 PTS

FOR EVERY \$25 SPENT IN
BOSTON PIZZA GIFT CARDS

Offer valid during January 31 - February 6, 2025.
Sorry no rainchecks or price matching. See gift card
for details, terms, conditions, and if applicable fees.
Subject to availability.

deli & kitchen



8⁹⁹

GREENFIELD Sliced Deli Meats
175 g selected



50 PTS
when you buy 1

12⁹⁹

COMPLIMENTS Charcuterie
Trio selected 250 g



STARTING AT

6⁹⁹

COMPLIMENTS Shredded
Parmesan or Italian Blend 125 g



2⁹⁹

COMPLIMENTS Black Forest Ham,
Honey Ham, Cooked or Smoked Chicken
/100 g

SLICED FRESH



11⁴⁹

COMPLIMENTS
Goat Cheese 300 g



3⁹⁹

COMPLIMENTS Dips or
Hummus regular 200-227 g



STARTING AT

5⁹⁹

OLIVERI Pasta or Gnocchi
280-360 g or Sauce 160-300 mL



100 PTS
when you buy 2

Traditional Poutine
350 g available hot



9⁹⁹

COMPLIMENTS Guiche 500 g select varieties
available chilled



100 PTS
when you buy 2

2/\$25

Real Cream Carrot
Layer Cake 625 g



NATIONAL CARROT CAKE DAY
FEBRUARY 3

6⁹⁹ **8⁹⁹**
MEMBER without Scanner Card

Carrot Cupcakes 6 pk 445 g



NEW

17⁹⁹

WITHENSHAW Cakes Chocolate or Cinnamon
Swirl frozen 600 g



BUT MORE SAVE MORE

3⁹⁹

Mini Danish 6 pk 250 g 4.49 ea

BAKED IN STORE



BAKED IN STORE

2/\$7

Bagels 4 pk 450 g



BUT MORE SAVE MORE

5⁹⁹

Mom's Leaf Cakes 450-500 g 6.49 ea



BAKED IN STORE

5⁹⁹

Almond or Butter Tarts 6 pk
270-400 g



Made with 100% Canadian Flour

BAKED IN STORE

3⁹⁹

Kaiser Buns 6 pk 430 g



100 PTS
when you buy 2

2⁸⁹

COMPLIMENTS White or Whole
Wheat Bread 570 g



BAKED IN STORE

3⁹⁹

NATURAL BAKERY Canadian Rye Bread
500 g

frozen & dairy

6⁹⁹

YOPLAIT Source 16 pk or
LIBERTÉ Greek Yogurt 900 g-1 kg

2⁹⁹

COMPLIMENTS Cream Cheese or
Spread 227-250 g 3.99 ea

4⁹⁹

OASIS Health Break
or Smoothie 1.6 L

2/\$7

KRAFT
Philadelphia Dips
227 g

5⁹⁹

LIBERTÉ Probiotic
Kéfir 1 L

4⁹⁹

COMPLIMENTS
Cheese Sticks 210 g

3⁹⁹

HERSHEY'S Refrigerated Pudding
4 pk or JELL-O Refrigerated
Pudding or Gels 4 pk

5⁹⁹

INTERNATIONAL DELIGHT Creamers
946 mL or Cold Foam 369-396 g or
SILK Cold Foam 369 g Creamers
890 mL or Whip Cream 473 mL

4⁹⁹

SCOTSBURN or CENTRAL
DAIRIES Chocolate Milk 2L

5⁷⁹

NATREL Lactose
Free Butter 250 g

12⁹⁹

KRAFT Velveeta 900 g

4⁹⁹

DR. OETKER
Giuseppe Garlic
Fingers 317 g

3⁹⁹

MICHELINA'S
Pizza Snax 495 g

6⁷⁹

COMPLIMENTS
Flatbread Pizzas
300-310 g

4⁹⁹

CRAVE or KD Frozen Entrées
200-340 g or SMART ONES
Frozen Entrées 241-283 g

11⁹⁹

SWANSON Oven Easy or Family
Skillet Meals 110 kg

7⁹⁹

BURNBRAE FARMS
Egg Bakes 340 g

11⁹⁹

SNOWCREST Perfectly Imperfect
Fruit 1.75 kg

2/\$5

COMPLIMENTS Perogies 907 g

6⁹⁹

PILLSBURY
Pizza Pops 8 pk

13⁹⁹

ARCTIC GARDENS Frozen
Vegetables 1.25-1.75 kg

Here for your budget and lifestyle

5⁹⁹

COMPLIMENTS
Greek Yogurt 650 g

5⁴⁹

COMPLIMENTS
Pure Orange
Juice 1.54 L

5⁴⁹

PANACHE Premium
Ice Cream 1 L or
Novelty 4-6 pk
selected

3⁴⁹

COMPLIMENTS Hash Browns
or Diced Hash Browns 650 g

3⁴⁹

COMPLIMENTS Sour Cream
500 mL

3⁴⁹

COMPLIMENTS BALANCE
Non-Hydrogenated
Margarine 427 g

3⁹⁹

COMPLIMENTS Frozen
Vegetables 750 g

3⁹⁹

COMPLIMENTS Frozen Pie
Shells, Tart Shells or Phyllo
Pastry 255-454 g selected

Give them more with the Grocery Essentials Card

Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) for details

508_SBI_WN40_250_01_1912

meal makers



4⁹⁹
KELLOGG'S Vector
Granola 311 g



10⁹⁹
JAGEMAN'S
Maple Syrup
500 mL



15⁹⁹
DEL MONTE
Fruit Cups or
GOGO SQUEEZ
20 pk



6⁹⁹
BONNE MAMAN
Apple Sauce 530 mL



4⁹⁹
BUY MORE
SAVE MORE
COMPLIMENTS Chocolate Chips
225-270 g 3.49 ea



9⁹⁹
BBQ PIT BOYS Seasonings
240-408 g, S2N Burger Binders,
Seasonings or Spices 230-360 g
or FLEISCHMANN'S Yeast 227 g



30% off
CLUB HOUSE La Grille Seasonings
65-248 g or Spice Blends
111-203 g selected



2⁹⁹ **+100 PTS**
when you buy 2
COMPLIMENTS Bagels 6 pk



4⁹⁹
JUST SOUP 480 mL, CHOLULA
Hot Sauce 150 mL or Salsa 325 mL



2⁹⁹
CLOVER LEAF Yellowfin Chunk
Light Tuna or Flaked Pink Salmon
142 g



3⁴⁹ **+100 PTS**
when you buy 3
MINUTE RICE Cups 250 g



3⁹⁹
PACO Tortillas 300-340 g
selected



2⁹⁹
CATELLI Smart 340-375 g, Bistro
or Healthy Harvest 375 g (excludes
lasagna) or COMPLIMENTS Lasagna
375-500 g



1⁷⁹
CLUB HOUSE
Slow Cookers
Seasoning 36-45 g



4⁴⁹
STUBB'S Pickles 1 L (excludes
premium) or COMPLIMENTS Oh
Mama! Hot Sauce 354 mL



4²⁹
COMPLIMENTS
Instant Long Grain
Rice 700 g



3/\$10 **+100 PTS**
when you buy 2
COMPLIMENTS
Peanut Butter
500 g



4⁴⁹ **+100 PTS**
when you buy 2
COMPLIMENTS Graham Crumbs
400 g or Sweetened Condensed
Milk 300 mL



300 PTS
when you buy 1
COMPLIMENTS Vegetable Oil 3 L



2⁹⁹
COMPLIMENTS
Taco or Crema
Sauce 245 mL

natural health



3⁹⁹ **+100 PTS**
when you buy 2
PLANT UP Puffs 100 g



9⁹⁹
COMPLIMENTS
ORGANIC
Cranberry Juice
1.36 L



13⁹⁹ **+100 PTS**
when you buy 1
COMPLIMENTS ORGANIC
Roast & Ground Coffee 275-300 g



15⁹⁹
TERRA Granola
800-850 g



3⁹⁹
EARTH'S OWN
Oat Beverages or
So Nice Almond
Beverages 1.75 L



10⁹⁹
AMY'S KITCHEN
Pizza 340-397 g



4⁹⁹ **+100 PTS**
when you buy 2
VIO LIFE Vegan
Cheese assorted
varieties 150-227 g



5⁴⁹ **+100 PTS**
when you buy 2
IMAGINE Chicken
Bone Broth 946 mL



20% off
OLLY Vitamin Gummies
25-90 pk selected



2/\$7
HERSHEY'S One Bar 60 g or
LENNY & LARRY'S Cookie 113 g



1⁹⁹ **+100 PTS**
when you buy 2
KIND Core Bars 40 g
selected



11⁹⁹ **+100 PTS**
when you buy 2
MUSCLE MILK
4 pk

Give them more with the Grocery Essentials Card

Visit sobeyss.com/giftcards for details

home & pet care



STARTING AT 10⁹⁹

PALMOLIVE Dish Detergent 4.27 L or FLEECE 3.5 L or Sheets 200 pk



15⁹⁹

FINISH Dish Tabs 10-55 pk or Jet-Dry 946 mL



5⁴⁹

SCRUBBING BUBBLES Bathroom Cleaner 623 g or 946 mL, Shower Foamer 567 g or 946 mL, or Easy Peasy 385 g or 946 mL selected



12⁹⁹

WOOLITE Laundry Detergent 1.8 L or RESOLVE Stain Remover 1.38 kg



2⁹⁹

SCOTTIES Ultra Soft with Lotion Facial Tissue Cubes 52 sheets



STARTING AT 9⁹⁹

CHARMIN Bathroom Tissue 8-24 rolls BOUNTY Paper Towels 2-3 pk or Napkins 400 pk



7⁹⁹

ALCAN Foil 50-100 ft. REYNOLDS Parchment Paper 75 ft. Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected



7⁴⁹

GLAD Kitchen Bags, 26-52 pk or Compostable 10 pk



9⁴⁹

PURINA Cat or Kitten Chow 1.6-2 kg



\$2

PEDIGREE Wet Dog Food 375 g



18⁹⁹

ARM & HAMMER Slide Cat Litter 9.1 kg



STARTING AT 1⁵⁰

COMPLIMENTS Cat or Dog Treats or Chews 35-113 g

health, beauty & baby



6⁹⁹

SENSODYNE Whitening or Pronamel Toothpaste 110-135 mL selected



7⁴⁹

DEGREE Deodorant 74-107 g selected



15% off

BIC Men's and Women's Razors or Blades 1-12 pk selected



300 PTS

when you buy 2

8⁹⁹

AVEENO Body Wash 332 mL selected



50 PTS

when you buy 2

9⁹⁹

LADY, MEN SPEED STICK Deodorant 2 pk or PLAYTEX Sport Tampons 32-36 pk selected



9⁴⁹

HERBAL ESSENCES Shampoo or Conditioner 400 mL selected



3⁹⁹

COLGATE Total Toothpaste or Brushes 70-150 mL or 1-3 pk selected



15% off

AVEENO Skin Care selected



3⁹⁹

Q-TIPS 400 pk or BABY GOURMET Snacks 35-90 g or HUGGIES Wipes 56-64 pk



400 PTS

when you buy 2

28⁹⁹

PAMPERS Easy Ups 40-74 pk or Ninjamas 34-44 pk



50% off

PAMPERS Super Econo Pac 66-174 pk or ENFAGROW A+ 907 g



69⁹⁹

SIMILAC 360 Total Care Powder 859 g

pharmacy

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



10% off

ADVIL Pain Relief 40-150 pk, Children's ADVIL Liquid 230 mL or Chews 40 pk*



15% off

TYLENOL Pain Relief 60-150 pk, MOTRIN 400mg Liquid Gel 60 pk, TYLENOL Easy Dissolve 32 pk or Precise 113 g*



10% off

TYLENOL or BENLYN Cough, Cold & Flu selected*



10% off

BAND-AID Wound Care selected



10% off

PEPTO-BISMOL 24-48 pk or 350-480 mL



10% off

NEXCARE Advanced Healing or Large Wound Care selected



300 PTS

when you buy 1

39⁹⁹

A&D Blood Pressure Monitor UA-660CN 1 pk

Happy Lunar
New Year
新春快樂

Celebrate
with savings



7⁹⁹
/lb
Fresh Skinless Pork Belly
sliced 17.61 kg



2⁸⁸
/lb
Baby Bok Choy or Shanghai Bok Choy
product of USA 6.35/kg



10 lb
CASE
Sunkist
2026
100 97%
when you buy 1
14⁸⁸
Navel Oranges Gift Box
product of USA 4.54 kg 10 lb



NEW BRUNSWICK
WILD LOBSTER CLAWS
POUR COMMERCE - DÉTACHEMENT CLAPNET
POUR LES RESTAURANTS
NOUVEAU-
BRUNSWICK
22⁸⁸
COMPLIMENTS New Brunswick Wild
Lobster Claws product of Canada 454 g



5⁴⁸
SIWIN Potstickers 454 g
or Dumplings 500 g selected



3⁹⁸
KJ FOODS Dumplings 380 g
or Fried Pork Buns 450 g selected



9⁸⁸
KIM PHAT Spring Rolls
2.8 kg



5⁸⁸
HUY FONG Chili Garlic Sauce
481 mL



2⁹⁸
CHINA LILY
Soya Sauce
493 mL



7⁹⁸
CJO O'FOOD
Roasted Seaweed
Snack 15 g
selected varieties



5⁹⁸
MINICRUSH Fruit Jelly
1.4 kg



4⁴⁸
LOTTE Yukimi Mochi
270 mL selected varieties



200 97%
when you buy 2
10⁹⁸
FERRERO ROCHER Chocolate
Jewel Box 200 g



8⁸⁸
NESCAFÉ Sweet & Creamy
Instant Coffee 16-18 pk



28⁸⁸
BLACK+DECKER 16-Cup Rice
Cooker while quantities last



200 97%
when you buy 2
4⁴⁸
COMPLIMENTS Disinfecting
Wipes 75 pk

So ready to entertain

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!

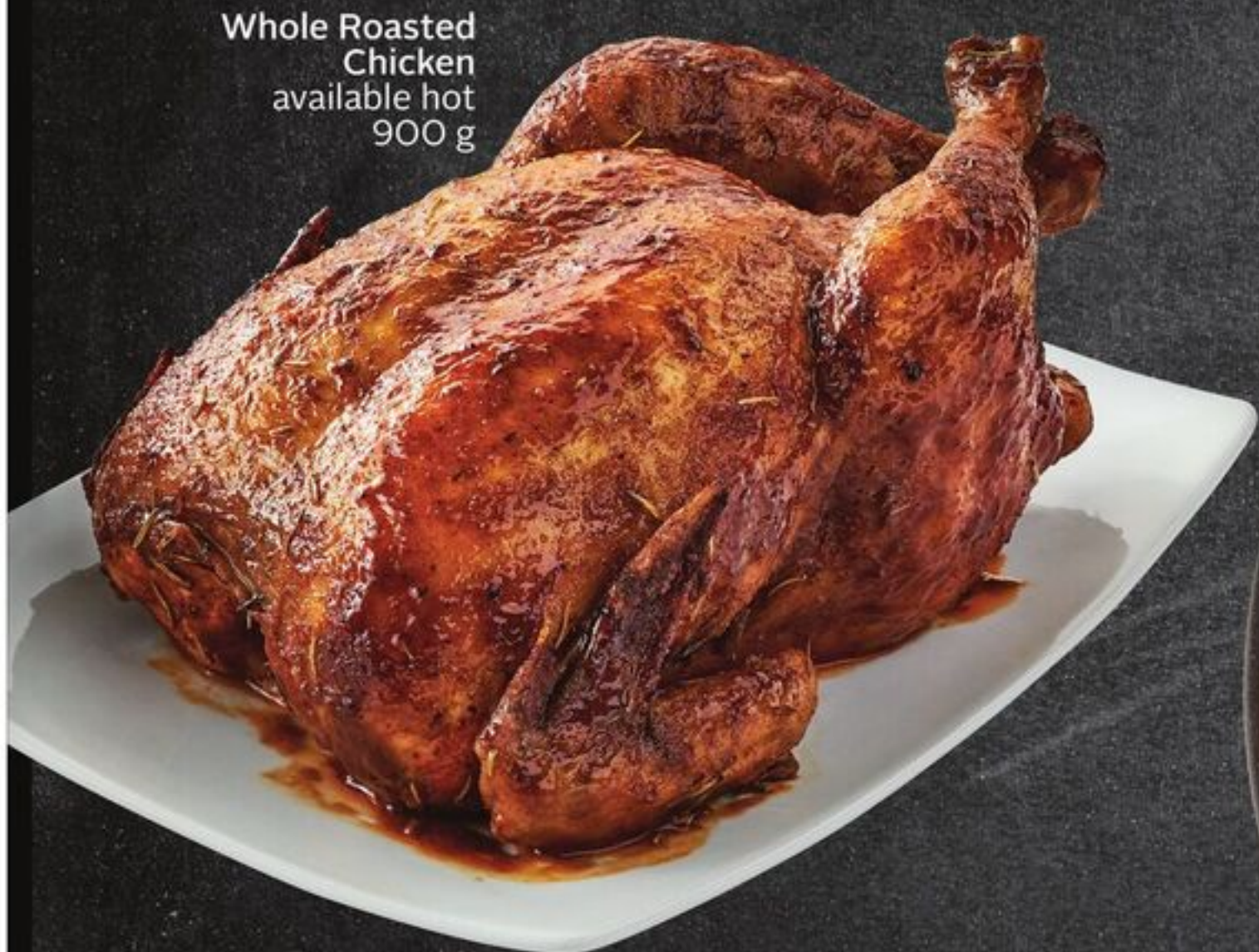
Visit www.sobeys.com/entertaining for tray selections and ordering tips



fresh, Fast, and Ready to Enjoy!

Quick and Convenient - for Families on the Run

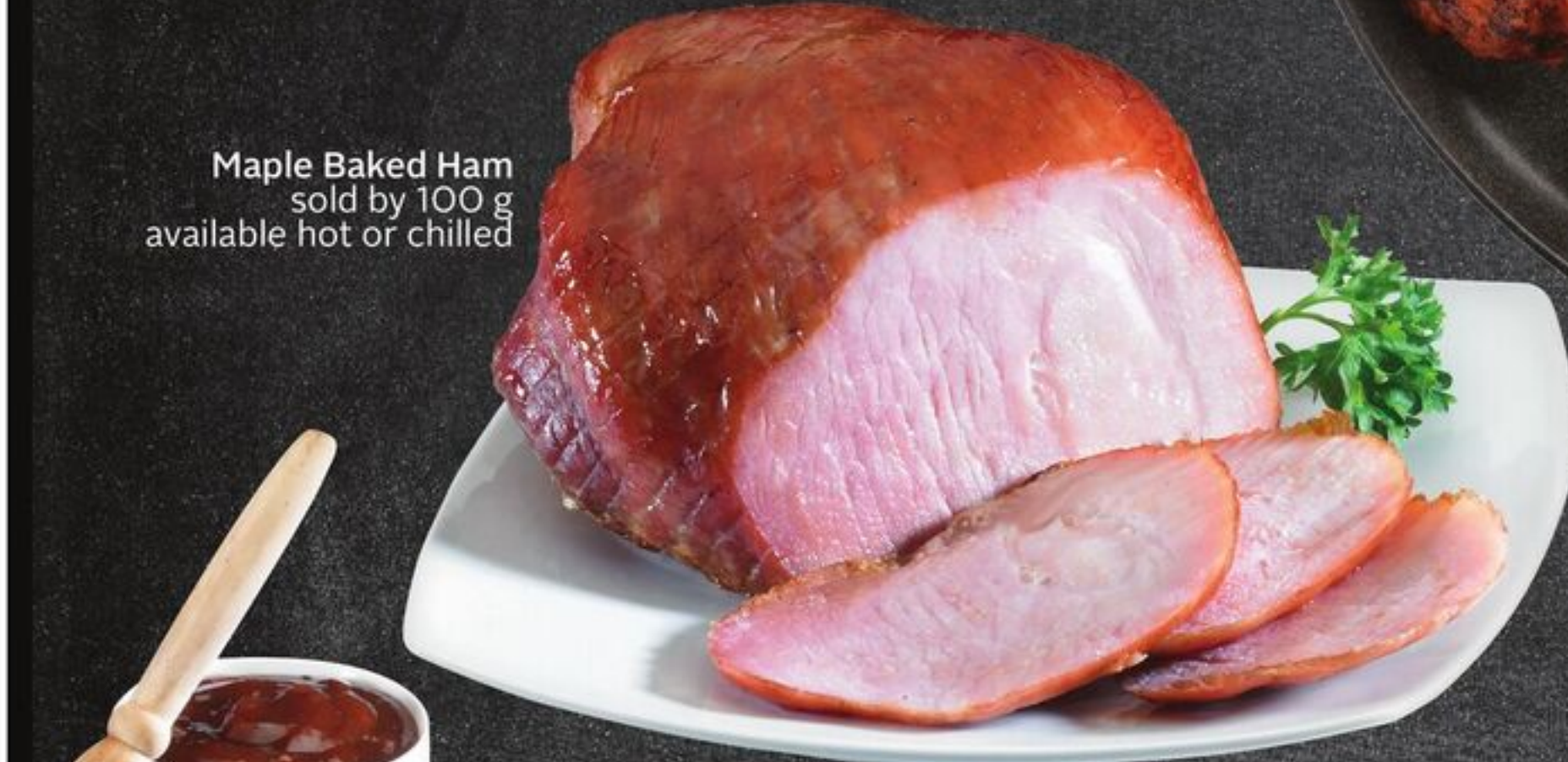
Whole Roasted
Chicken
available hot
900 g



Chilled Meals
sold by 100 g



Maple Baked Ham
sold by 100 g
available hot or chilled



Snack/Classic
Meal Boxes
select varieties
300-320 g



Maple Bacon Back Ribs
full rack 710 g or half rack
355 g available hot or
chilled

**Freshly prepared
and ready
for dinner
tonight!**



Assorted Classic
Dagwood 1/2 Sub

Pepperoni Take
& Bake Pizza
14"



STERLING SILVER Fresh Boneless Top Sirloin Grilling Steaks, Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef



HAND-SELECTED AAA BEEF

Well-marbled • Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys

CERTIFIED
TENDER*
TENDRETÉ
CERTIFIÉE

DID YOU KNOW?

- Known as the Picanha in South America.
- Our Exclusive Premium STERLING SILVER Top Sirloin Coulotte or Cap is cut with ample marbling.
- It can be smoked, grilled, sous vide or roasted, making it perfect for any meal.

15⁹⁹
/lb

STERLING SILVER Fresh Boneless Top Sirloin Cap/ Coulotte Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 35.25/kg

THE CERTIFIED TENDER* ADVANTAGE

When choosing a roast or steaks, look for the Certified Tender* shield. It means the meat has been certified by the Canadian Beef Grading Agency to be tender and aged perfectly, so you can count on delicious results. Exclusive to select STERLING SILVER® premium cuts.

PORC • PORK
Nagano

MAKE IT A NAGANO NIGHT.
RICH FLAVOUR. REMARKABLY TENDER. 100% CANADIAN PORK.



Remarkably
tender cuts!

STARTING AT

10⁹⁹
/lb



NAGANO Premium Fresh Pork Loin Back Rib, Tenderloin or Hotel Cut Loin Chop starting at 24.23/kg

*Certified by the Canadian Beef Grading Agency / Certifié par L'Agence Canadienne de Classement du Bœuf



1st Ingredient is Chocolate Chips!

- Made in Canada
- All butter
- No synthetic colours or artificial flavours
- No hydrogenated oils or MSG

NEW



100 PTS
when you buy 1

4⁹⁹

COMPLIMENTS Exceptional
Chocolate Chip Cookies 280 g



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
700 PTS
when you buy 2**

COMPLIMENTS Aerosol Whip Cream 400 g



COMPLIMENTS
or COMPLIMENTS
BALANCE Salad
Dressings 475 mL

Get
300 PTS
when you buy 2



**Get
250 PTS
when you buy 1**

COMPLIMENTS Margarine 850 g



**Get
200 PTS
when you buy
400 g or more**

COMPLIMENTS Black Forest Ham, Honey Ham, Cooked or Smoked Chicken



**SAVE
\$150**

**LOAD THIS OFFER
AND SAVE \$1.50 ON
COMPLIMENTS
Stringable Cheese
12-16 pk**



**SAVE
\$2**

**LOAD THIS OFFER
AND SAVE \$2 WHEN
YOU BUY 2
COMPLIMENTS
Traditional Pizza
352-446 g**



GET IT ON
Google Play



Offer valid January 29th to February 4th, 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.

FAN TASTIC EATS

5⁹⁹

ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-492 g or Gourmet Popping Corn 850 g

2/\$10

HEALTHY CHOICE Gourmet Steamers selected 299-309 g

Knorr

Don't just watch the game **taste the win!**

2⁹⁹ KNORR Rice or Pasta Cups 73 g

4⁹⁹ HELLMANN'S Mayonnaise 240-445 mL

GET BACK INTO ROUTINE

2/\$5

PAM Cooking Sprays 113-170 g (excludes Avocado and Organic)

5⁹⁹

2/\$5 SNACK PACK Pudding assorted 92 g

4⁴⁹ ANGIE'S Boomchickapop Popcorn 136 g or Sweet & Salty 198 g

TASTE THE DIFFERENCE

ITALY'S #1 BRAND OF TOMATOES

4⁹⁹ MUTTI Strained Tomatoes 680 mL or Peeled or Finely Chopped Tomatoes 796 mL

4²⁹ MUTTI Tomato Paste 156 mL

ONE FAMILY. ONE PASSION. TOMATOES.

Together is Golden

3⁹⁹ MCCAIN Regular Fries 800 g or Diced Hashbrowns 800 g

4⁴⁹ MCCAIN Breakfast Potatoes 650 g

3⁹⁹ MCCAIN Pizza Pockets 3 pk 300 g

BUY ANY 6 products & receive

1,000 Scene+ Points

= \$10 Value

OFFER VALID JANUARY 1 - FEBRUARY 11, 2026

MAKE IT WITH QUAKER

2/\$5 QUAKER Chewy* 120 g or QUAKER* Dippis* 150-156 g

4⁴⁹ QUAKER Crispy Minis* 90-100 g

3²⁹ QUAKER* Rice Cakes 127-199 g 4.29 ea

BUY ANY 6 products & receive

1,000 Scene+ Points

= \$10 Value

OFFER VALID JANUARY 1 - FEBRUARY 11, 2026

START YOUR ACTIVIA GUT HEALTH CHALLENGE

4⁴⁹ ACTIVIA 650 g or ACTIVIA Expert 4x100 g

7⁴⁹ ACTIVIA Expert 750 g or ACTIVIA 12x100 g or 12x95 g

Nestlé Favourites

4⁹⁴ NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L

4⁹⁴ NESTLÉ Drumstick Frozen Dessert 4x100 mL

4⁹⁴ NESTLÉ Kikkat Confectionery Frozen Dessert 4x80 mL

YOU COULD WIN \$5,000 WORTH OF GROCERIES IN SCENE+ POINTS.

BUY \$10 in any products

SCAN your Scene+ card at checkout

Scene+

Starbucks

SPEND \$50

GET \$15*

13⁹⁹ STARBUCKS® by NESPRESSO® for Vertuo 8 pk

GIUSEPPE

\$7 DR. OETKER Giuseppe Rising Crust or Thin Crust Pizza 439-785 g

Eggo

5⁹⁹ KELLOGG'S Eggo Waffles 560 g or Protein Waffles 280 g

Red Bull

16⁹⁹ RED BULL Energy Drinks 8x250 mL

WELCOME TO Mi Tierra

3⁹⁹ BARCEL Mi Tierra Tequila Chops 250 g

Red Bull

16⁹⁹ RED BULL Energy Drinks 8x250 mL

ZAVIDA

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

Refresh like a Champion

GLACÉAU Vitaminwater Beverages 591 mL **2/ \$6**

POWERADE Beverages 710 mL **2/ \$4.50**

BODYARMOR Beverages 473 mL **2/ \$4.50**

GLACÉAU Smartwater Beverages 1 L **2/ \$6**

Offer valid from January 23rd to February 4th, 2025. Price good on new, new, open shelves. Not a percentage discount. For a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Excludes any and all fees. All products must be purchased at the same time, single units at regular price. The discounts that appear are the aggregate of the respective individual discounts.

Double the Rewards:

FREE ROYALE GIFT + SCENE+ POINTS

Buy 1 ROYALE Original or Select Medium/Tall 24/12 oz roll or 24/12 oz 3-ply Paper Towel Paper Towel 24/12 roll and get a free device. Royal Rewards before you go 200 Scene+ points

22⁹⁹

200 PTS when you buy 1

FREE

For more information on Royale's exclusive products, visit royale.ca/scene-rewards.

BRING HOME A WIN WITH 2 OFFERS FROM **OLD EL PASO**

FREE TOQUE with 2 Old El Paso® kits and get \$10 to fill up**

5⁹⁹ GENERAL MILLS Family Size Cheerios or selected varieties 475-778 g

5⁴⁹ OLD EL PASO Taco Kits 250-310 g selected varieties

2⁹⁹ NATURE VALLEY Lunch Box, Crunchy or Trail Mix Granola Bars or BETTY CROCKER Fruit or Gushers or MOTT'S 120-230 g selected varieties

4/\$5 OLD EL PASO Seasoning Mix 24 g selected varieties

**\$10 coupon good on Old El Paso® products only. For participating retailers for details.

TEAM OREO GIVING \$200,000 IN YOUTH HOCKEY EQUIPMENT GRANTS

OREOPLAYFUL.CA

5⁹⁹ OREO Cakesicles 285 g selected varieties

5⁴⁹ CADBURY Multipacks 152-200 g selected varieties

5⁹⁹ CHRISTIE Family Size Cookies 374-530 g selected varieties

5⁹⁹ RITZ Orizated Mints 220 g selected varieties

*\$100,000 in grants to youth hockey organizations. Grants are given to youth hockey organizations that have received a grant from the Oreo Playful Foundation. Grants are given to youth hockey organizations that have received a grant from the Oreo Playful Foundation. Grants are given to youth hockey organizations that have received a grant from the Oreo Playful Foundation.

Dare SNACK SMART THIS SCHOOL SEASON.

150 PTS when you buy 3

\$4

DARE Bear Paws 168-240 g Wagon Wheels 215-260 g or RUFFLES Cookies 250 g

HIGH IN PROTEIN

6⁹⁹ BLACK DIAMOND Cheststrings 12-16 pk of 255-336 g

9⁹⁹ CRACKER BARREL Cheese Slices 500 g

Fluffy. Irresistible. Dippable.

4⁹⁹ Philadelphia Cream Cheese Product 227-250 g selected varieties

9⁹⁹ KRAFT Singles Process Cheese Product 825 g selected varieties

MONSTER ENERGY

2/6⁵⁰ MONSTER ENERGY 444-473 mL

5-230 CALORIES

15⁹⁹ MONSTER ENERGY 8x355 mL

50 PTS when you buy 1

*Subject to availability while supplies last. Price good on new, open shelves. Not valid in conjunction with any other offer. Excludes any and all fees. All products must be purchased at the same time, single units at regular price. The discounts that appear are the aggregate of the respective individual discounts.

CANADA DRY

Crave a wave of flavour?

4⁹⁹ CANADA DRY 6x222 mL select varieties

Also available in 12x355 mL.

THE GOAT OF SNACKS

Goldfish

2⁹⁹ PEPPERIDGE FARM Goldfish Crackers or Crisps selected varieties 136-227 g

3³³ SNYDER'S OF HANOVER Pretzels selected varieties 240 g

3³³ KETTLE BRAND Potato Chips selected varieties 150-200 g 3.99 ea

FRANK'S Original or Thick RedHot Sauce 354 mL

4²⁹

CATELLI Protein+ Pasta 340 g

3⁴⁹

CLICK HERE to view full list
of participating products.

Your
family could

WIN*

1 million Scene+ Points towards
free groceries

Scene+

Earn an instant entry for
every eligible product
purchased when scanning
your Scene+ card



STARTING AT
8.99

MAPLE LEAF Natural Fully Cooked Shredded
Chicken or Pork Breakfast Sausages 250-300 g



2/4.50

BODYARMOR SuperDrink
473 mL



2/4.50

POWERADE Sports Drinks
710 mL



7.99

FUZE Iced Tea or PEACE Tea
12x341 mL



5.99

ORVILLE REDENBACHER Microwave Popcorn 5-8 pk
248-492 g or Gourmet Popping Corn 850 g



4.49

ANGIE'S Boomchickapop Popcorn
136-198 g



4.49

MCCAIN Superfries
454-800 g



5.99

GENERAL MILLS Family Size
Cereal 516-778 g



13.99

CORONA Cero Non-Alcoholic Beer
6x330 mL



19.99

TIDE Liquid Detergent 94-100 Loads 3.46-3.9 L,
Pods 45-76 pk, GAIN Flings! 45-76 pk, DOWNY
Unstopables 853 g, IVORY SNOW 3.1 L or
CASCADE Auto Dish Tabs 51-90 pk

**FEED
THE
DREAM**



Sobeys
OFFICIAL GROCER



*MINI RULES FEED THE DREAM CONTEST 2026 (the "Contest") NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.com/feed-the-dream/participating-suppliers/rules. Contest runs from January 8, 2026 and ends on March 18, 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 three (3) grand prizes to be won. Each grand prize consists of 1,000,000 Scene+ points (ARV \$10,000.00 (CAD) each). There are two hundred(200) secondary prizes to be won. Each secondary prize consists of 25,000 Scene+ points (ARV \$250.00 (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.

Make every day CATurday

Pamper your cat with the treats they love, extra playtime & nose boops

6⁹⁹

HARTZ Delectables
Stew Cat Treats 6 pk



Great as a handheld treat,
in a bowl or as a topper!

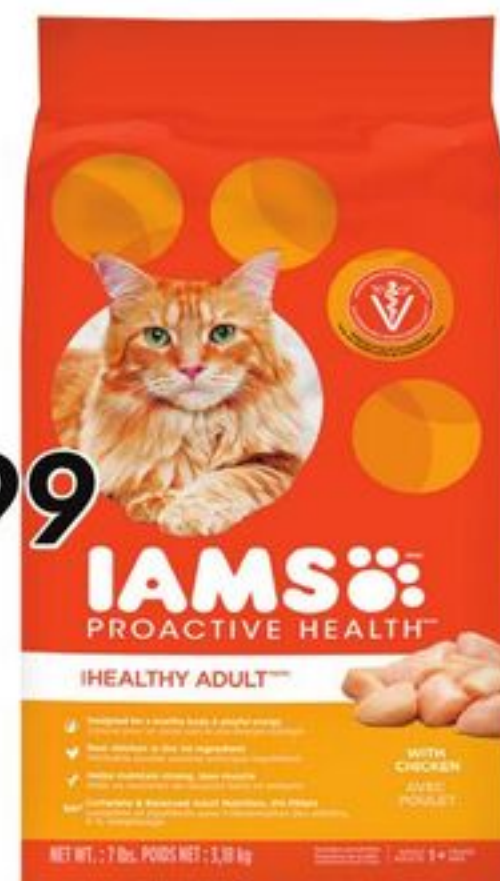
11⁴⁹

HARTZ Squeeze Up
Cat Treats 20 pk



24⁹⁹

IAMS Dry Cat Food
3.18 kg



7⁹⁹

PURINA Friskies
Dry Cat Food
1.5-2 kg



7⁹⁹

COMPLIMENTS
Scoopable Cat
Litter 7 kg



BUY
MORE
SAVE
MORE

1⁴⁹

ea when you
buy 4 or more

SHEBA Bistro
Singles 75 g 1.79 ea



BUY
MORE
SAVE
MORE

1²⁵

ea when you
buy 4 or more

PURINA Friskies
Lil' Soups 34 g or
Fancy Feast Broths
40 g 1.59 ea





HAPPY Lunar NEW YEAR

5⁹⁸

KIKKOMAN Soy Sauce or Teriyaki Marinade selected varieties 591 mL.



3⁴⁸

KIKKOMAN Panko Bread Crumbs selected varieties 227 g



8⁷⁸

KIKKOMAN Less Sodium Soy Sauce selected varieties 591 mL.



Gong Xi Fa Cai

100

BLU DRAGON

200 PPS when you buy 2

348

BLUE DRAGON Noodles 300 g

548

BLUE DRAGON Chili Crisp 150 g

HAPPY LUNAR YEAR

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW

♦Conditions Apply

