WS1_BC

FEED THE DREAM

SAFEWAY OFFICIAL GROCER

SAFEWAY

7.88 /lb

Fresh Boneless Cross Rib Pot Roast or Simmering Steak Family Size or Boneless Beef Stewing Cubes Family Size cut by your meat expert from Canada AA grade beef while supplies last 17.37/kg

3.49 /lb

COMPLIMENTS Fresh AIR-CHILLED Bone-In Chicken Thighs or Drumsticks Family Size 7.69/kg

5.99

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp Bacon 65-85 g, SCHNEIDERS Cooked Bacon 100 g, Juicy Jumbos, Beef Wieners or Smoked Sausages 375–450 g selected

3.99

TAYLOR FARMS Chopped or Leafy Salad Kits product of USA 207-383 g

3.99 /100 g

Wild BC Coho Fillets previously frozen

1.77 /lb

Red Prince Apples product of Canada, Canada extra fancy grade or Bulk Clementines product of USA 3.90/kg

HOT PRICE **3.99**

KRAFT Pure Salad Dressing 355 mL or STRUB'S Pickles 1 L (excludes Premium)

HOT PRICE **3.47**

RED BARON Pizza 584-665 g

HOT PRICE **5.47**

GENERAL MILLS Family Size Cereal 516-778 g

+400 PTS when you buy 2

HOT PRICE **11.99**

ROYALE Bathroom Tissue 24=48 rolls, Paper Towel 6=12 rolls or Facial Tissue 12 pk

HOT PRICE **3.97**

KRAFT Singles 410 g

HOT PRICE **1.66**

CATELLI Garden Select Pasta Sauce 600 mL or BARILLA Pasta 410 g

GET STARTED

Scene+

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

Earn while you shop

LOAD YOUR PERSONALIZED OFFERS TODAY

Scan QR code to download or open the app

+ Global Market

HOT PRICE **12.88**

SHIRAKIKU Seikka Japanese Rice 6.8 kg or YAMAY Jasmine Rice 8 kg

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

Prices and offers in effect January 2026

More deals! Scan here for our full flyer

FOI_SBY_WK37_FRN_WS1_BC

WST_ON,BC

Scene+

PLUS UP POINTS

ALL WEEK LONG!

71,000+ PTS

available in store Jan 8-14

That's like over **$710** toward your groceries

+200 PTS when you spend $15 or more

3.99 /lb

Fresh Boneless Pork Loin Centre and Ribs Combo Chops Family Size 8.80/kg

That's like $5 toward your groceries

+500 PTS when you buy 2

Cookies 10 pk or Gourmet 6 pk 310–475 g

+400 PTS when you buy 4

2.99

OLD DUTCH Potato Chips 235 g

That's like $5 toward your groceries

+500 PTS when you buy 3

4.99

KRAFT Peanut Butter 500 g or Cheez Whiz 450 g

See pages 2 & 3 for more offers!

Your family could

WIN*

1 million Scene+ Points towards **free groceries**

*see page 4 for details

5.99

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

2/4.50 POWERADE 710 mL

60 PTS when you buy 1

13.99

CORONA Cero Non-Alcoholic Beer 6x330 mL

2/$9 MCCAIN Superfries 454-650 g

TIDE Liquid Detergent 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

400 PTS when you buy 2

19.99

Scan to view full list of participating products

FEED THE DREAM

SAFEWAY

FLDZ_SBY_WK37_FINL_WST_ON_BC

500 PTS when you buy 1

6.99 /lb **Fresh Lean Ground Beef** available only in 5 lb tube 15.41/kg

That's like $5 toward your purchase

8.99 **BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs** 680 g or **SCHNEIDERS** Pepperettes 300-375 g

6.99 **POGO Original** 10 pk or All Beef 8 pk

6.99 **COMPLIMENTS Breaded Chicken or Cheese Sticks or ST-HUBERT or SWISS CHALET Meat Pies** frozen 325-800 g

8.99 **ULTRA NATURAL Fair Trade Hand-Peeled Shrimp** cooked or raw 51-70 ct per lb devein tail-off 300 g or Cooked 31-40 ct per lb hand-peeled tail-on devein 340 g

BUY 1 GET 1 FREE

COMPLIMENTS Loaf Cakes 344-400 g

$7 **CASTELLO Havarti Slices** 145-165 g

6.99 100 PTS when you buy 2 **COMPLIMENTS NATURAL INGREDIENTS Sliced Meats** selected 175 g

$3 **DARE Viva Puffs, Simple Pleasures or Ultimate Cookies** 290-310 g or DARE Veggie Crisps 100 g

6.49 **CRACKER BARREL Cheese** 340-400 g or Shreds 250-320 g

5.99 **COMPLIMENTS Large Eggs** 18 pk or Free Run Eggs 12 pk

5.99 **CHAPMAN'S Markdale Creamery Ice Cream** 2 L, Collection Novelties 8 pk or L/I Lolly 28 pk

5.99 **LACTANTIA Margarine** 850 g or PARKAY Margarine 1.28-1.36 kg

3.49 **EARTH'S OWN Beverages** 1.75-1.89 L selected

3.49 **DEMPSTER'S Whole Grain Bread** 600 g or NATURAL BAKERY Rye 500 g or VACHON Snacks 248-336 g

67¢ PER POD

31.99 **MCCAFE Keurig® Compatible Single Serve Pods** 48 pk

3.99 **DANONE OIKOS Greek Yogurt** 4 pk

$2 **COCA-COLA or PEPSI Soft Drinks** 2 L

2.99 **CLOVER LEAF Albacore White Tuna** 170 g or BEN'S ORIGINAL Bistro Express Rice 240-250 g

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

KELLOGG'S Pop-Tarts 1.152 kg, Rice Krispies Squares 660 g or Special K Bars 500 g, WELCH'S Fruit Snacks 616 g or SUNKIST Fruit Snacks Club Pack 792 g

We have twice as many Canadian-origin products

You read that right! With twice as many Canadian-origin products as competing stores,* we make it easier for you to truly support Canada.

*Based on internal and third-party research conducted by Angus Reid Institute, Q1 2026. Survey of 1,500 Canadians aged 18+ who shop at Sobeys, Safeway, Save-On-Foods, Thrifty Foods, Co-op, Loblaws, Metro, Walmart, Costco, Sam's Club, Superstore, Real Canadian Superstore, Zehrs, Fortinos, Longos, Maxi, Dollarama, Shoppers Drug Mart, Rexall, London Drugs, Walgreens, Canadian Tire, Home Depot, Lowe's, IKEA, Staples, Best Buy, Sephora, Ulta Beauty, Amazon, Temu, Shein, Sportchek, Marshalls, Winners, HomeSense, TJ Maxx, Ross, Sleep Country, Leon's, Big Apple, Kitchen Stuff, Canada Bread, Dollarama, Dollar Tree, Dollar City, Dollar Plus, Dollar Store, Dollar Tree, Dollarama, Dollar Tree, Dollarama, Dollar Tree, Dollarama

Scene+

PLUS UP POINTS

ALL WEEK LONG!

100 PTS when you buy 2

3.99 POM WONDERFUL Pomegranate Juice 473 mL selected

500 PTS when you buy 2

That's like $5 toward your groceries

Real Cream Layer Cakes 510-725 g, Dessert Bars 6 pk 342-354 g or INSPIRED BY HAPPINESS Gluten-Free Cakes 456-468 g

200 PTS when you buy 1

9.99 **SUNRYPE Fruit Source Bars** Variety Pack 12 pk or Fruit To Go 24 pk

200 PTS when you buy 2

7.99 **NANA'S Samosas** 2 pk available chilled

SLICED FRESH

200 PTS when you buy 400 g or more

2.29/100 g **COMPLIMENTS Cooked Ham, Bologna or Mock Chicken**

400 PTS when you buy 2

10.99 **BBQ Chicken Legs** back attached 4 pk available hot or chilled in kitchen department

200 PTS when you buy 2

5.99 **IÖGO Frozen Yogurt** 946 mL or Yogurt Bars 4-8 pk selected

200 PTS when you buy 3

3.99 **YOPLAIT Minigo or Tubes Yogurt** 6-8 pk

150 PTS when you buy 2

4.99 **OASIS Health Break or Smoothie** 1.6 L

100 PTS when you buy 2

5.99 **HEALTHY CHOICE Power Bowls** 262-280 g

100 PTS when you buy 2

5.29 **HERSHEY'S Bagged Chocolate** 160-290 g

50 PTS when you buy 1

15.99 **MONSTER Energy Drinks** 8x355 mL

200 PTS when you buy 3

3.49 **MINUTE MAID 100% Juice or Punch or FIVE ALIVE or FUZE Iced Tea** 8-10x200 mL tetra

100 PTS when you buy 1

4.99 **COMPLIMENTS Exceptional Chocolate Chip Cookies** 280 g

Scene+ JOIN SCENE+ TODAY. sceneplus.ca/register

PSD_SEP_W4-37_FINAL_SEST_CON_BC

71,000+ PTS

available in store January 08-14, 2026

250 PTS when you spend $25 or more

14.99 /lb

Fresh STERLING SILVER Bottom Sirloin Tri Tip Grilling Steaks or Premium Oven Roast cut from Canada AAA grade beef 33.05/kg

STARTING AT **4.99**

100 PTS when you buy 2

COMPLIMENTS Smoked Chicken or Pork Sausages 375 g

7.99

100 PTS when you buy 2

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

400 PTS when you buy 2

HAYTER'S FARM Turkey Burgers, Sausages, Meatballs or Meatloaf 375-800 g

400 PTS when you buy 2

14.99

JANES Ultimates Breaded or Battered Haddock, Sole or Cod or Lightly Dusted Haddock or Sole 430-610 g

300 PTS when you buy 2

5.99

COMPLIMENTS NATURALLY SIMPLE Wild Pink Salmon, Cod or Haddock Loins 227 g

180 PTS when you buy 2

MEZZETTA Pasta Sauce 709 mL

200 PTS when you buy 3

1.99

COMPLIMENTS Baked Beans 398 mL

BUY MORE SAVE MORE

6.49 on when you buy 2 or more

200 PTS when you buy 2

QUAKER Muffin or Cookie Mix 750-900 g or Oat Flour 700 g 6.99 ea

400 PTS when you buy 2

12.99

NATURE VALLEY Granola Bars, BETTY CROCKER Fruit Snacks or MOTT'S Fruitsations 840 g-1.28 kg selected

100 PTS when you buy 2

5.49

PINE-SOL Cleaner 1.41 L or CLOROX Bleach 2.4 L

200 PTS when you buy 2

2.99

BEST BUY Paper Towels 2 pk or Napkins 250 pk

18.99

ARM & HAMMER Cat Litter 12.7 kg

100 PTS when you buy 2

13.49

ZIPLOC Megapack Food Bags 60-270 pk

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

P023_GBY_W4-S1_PRN_WS7_EN_BC

the way TO VALUE

100% fresh GUARANTEE

ORGANIC 6.99

4.99 Romaine Hearts 3 pk or Cauliflower product of Mexico or USA

2.99 Iceberg Lettuce or Broccoli Bunches product of Mexico or USA

200 PTS when you buy 2

4.47 COMPLIMENTS Potatoes product of Western Canada 5 lb

LARGE | X-LARGE | JUMBO 10.5 row | OURS

5.88 /lb Jumbo Cherries product of Chile no 1 grade 12.96/kg

3.99 Blackberries product of USA or Mexico no 1 grade 170 g

100 PTS when you buy 2

2/$6 Red Mangoes product of Peru

3.99 COMPLIMENTS Grape Tomatoes product of Mexico 283 g

2.49 Long English Cucumbers product of British Columbia Canada no 1 grade

ORGANIC

4.99 150 PTS when you buy 2 COMPLIMENTS ORGANIC Sliced White or Brown Mushrooms product of Canada 227 g

3 BUNCH

2.99 /lb Leeks product of British Columbia 6.59/kg

3 LB BAG

100 PTS when you buy 2

6.88 COMPLIMENTS Navel Oranges product of USA 1.36 kg 3 lb

4.99 Bagged Avocados product of Mexico 5 pk

2 LB BAG

5.88 Clementines product of USA 907 g 2 lb bag

100 PTS when you buy 2

2/$4 Large Red Grapefruit product of Israel

2 LB

4.99 100 PTS when you buy 2 MANN'S Sugar Snap Peas 227 g or Gourmet Snow Peas 170 g or COMPLIMENTS Baby-Cut Carrots 907 g product of USA

3.99 GOODLEAF Lettuce Blends 113 g or BC FRESH Kalettes 250 g product of Canada

FOR YOU

BUY 2 GET 3RD FREE Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

FOR YOU

15% off Prepared Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

Global Market

1.88 /lb, ea Bulk Garlic product of Western Canada or Ginger Root product of China 4.14/kg

Global Market

3.88 Dragon Fruit product of Vietnam

ORGANIC

2.49 Organic Green Onions product of Mexico or USA

ORGANIC

2.99 Organic Avocados product of Mexico

6.49 100 PTS when you buy 1 LITEHOUSE Dressing 591 mL selected

3.99 SOYGANIC Pressed Tofu 400 g product of Canada

5.99 HANDFUEL Mixed Nuts, Clusters or Salad Toppers selected 120-150 g

4.99 COMPLIMENTS Raw Pumpkin Seeds 300 g or Roasted Sunflower Seeds salted or unsalted 450 g

floral

Available at most stores

100 PTS when you buy 1

18.99 Farm Fresh Bouquet

14.99 Mixed Pan Bulbs assorted colours 7" pot grown in British Columbia

4.29 Assorted Potted Bulbs 4" pot grown in British Columbia

STARTING AT **21.99** Phalaenopsis Orchids assorted colours in ceramic 3" or 5" pot

FEED THE DREAM

*THE RULES FEED THE DREAM CONTEST 2026 (the "Contest") NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.ca/feed-the-dream/participating-suppliers/rules. Contest runs from January 8, 2026 and ends on March 31, 2026. Open to legal residents across all provinces/territories, including Quebec, who have a valid Canada account, and who have reached the age of majority on the date they enter the Contest. There are 100 (1,000) prizes to be awarded. Approximate Retail Value ("ARV") of prizes is $1,000 ($1,000,000). Prizes are in the form of Sobeys Gift Cards. Odds of winning depend on the number of eligible entries received. Total ARV of all prizes is $1,000,000 (CAD). *This 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.

FEDA_SOBY_WK13_FRM_WEST_CON_BC

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12.99 /lb — **Fresh Boneless Sirloin Tip Oven Roast** or **Family Size Marinating Steak** cut by your meat expert from Canada AA grade beef 28.64/kg

300 PTS when you spend $15 or more

12.99 /lb — **Fresh Boneless Sirloin Tip Roast Royale** Seasoned Prime Rib fat added cut by your meat expert from Canada AA grade beef 28.64/kg

200 PTS when you spend $20 or more

COMPLIMENTS Fresh AIR-CHILLED Bone-in Chicken Breast Halves Family Size back attached

200 PTS when you spend $20 or more

7.49 /lb — **COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings** Family Size 16.51/kg

5.99 /lb — **Fresh Pork Tenderloin** Family Size cryovac 13.21/kg

5.99 /lb — **Fresh Whole Skinless Pork Belly** cryovac 13.21/kg

8.99 /lb — **Fresh Lean Ground Beef Burgers** 4 pk Family Size

$6 buy more save more — **COMPLIMENTS Ground Pork** 454 g starting at **6.99 ea**

17.99 /lb — **Fresh Canadian Lamb Loin Chops** 39.66/kg

300 PTS when you buy 2

5.99 — **MAPLE LODGE Chicken Sausage** 375-500 g

Warm up to a hearty and nutritious stew!

A 100 G SERVING OF COOKED BEEF DELIVERS:

- 19 g of protein and 250 calories
- 7 nutrients many Canadians need more of, such as iron, zinc and vitamin B12

15.99 /kg — 250 PTS when you spend $20 or more

Fresh Bottom Sirloin Tri-Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 35.23/kg

quick & easy

STARTING AT **6.99** — **LOU'S Fully Cooked Entrées or Bacon** 375-400 g or LIL' JUAN'S Entrées 300-400 g selected

5.99 buy more save more — **COMPLIMENTS Fully Cooked Meat Strips** 150-200 g **6.99 ea**

STARTING AT **7.99** — 200 PTS when you buy 2

GRIMM'S Pepperoni or Bites 300-450 g, Bavarian Smokies 450 g or Sausage Rings 300 g selected

8.99 — **HARVEST Sausage Chubs** 375 g or Wieners 450 g selected

9.99 — **JANES Pub Style Wings** 680 g

11.99 — 120 PTS when you buy 1

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

14.99 — **PINTY'S Eatwell Gluten Free Breaded Chicken Burgers Strips or Nuggets** 765-790 g

6.99 — **WHOLLY VEGGIE Cauliflower Wings** 375 g or KIM PHAT Potstickers frozen 454 g

GET TO FREE GROCERIES FASTER when you scan your **Sobeys membership card** and pay with your **Scotiabank Sobeys Sveave™ Visa® Card.** — GET 1% DELIVERY REWARD — EARN UP TO $30 in groceries

Conditions: $10 in groceries. Sobeys points redeemed at any participating Empire location must be redeemed in increments of 100. Use 3 Sobeys points worth 1 $ Sobeys. On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at Scotiabank.com/sobeyspoints/stores. *Visa Int. & Interac.com

PCO_QBF_WK17_PRN_WEB_EN_BC

seafood

13.49 MEMBER PRICE 14.99 without Scene+ Card

ULTRA NATURAL Seasoned Cooked Shrimp Garlic & Parsley or Asian Marinade 454 g or Seasoned Basa Fillets, Garlic & Herb or Tandoori 908 g

Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam

2.99 /100 g

Almond Crusted Sole Fillets or **Potato Crusted Cod** or **Coconut Crusted Tilapia** previously frozen

150 PTS when you spend $10 or more

Stuffed Mushroom Caps with Imitation Crab and Seafood Stuffing

7.49

MUSSEL KING Whole Cooked PEI Mussels frozen 454 g

300 PTS when you buy 2

12.99

COMPLIMENTS Wild Cold Water Shrimp cooked, product of Newfoundland 340 g

11.99

NANUK Smoked Coho Salmon Lox 140 g

18.99

ULTRA NATURAL Raw Shrimp Skewers 8 pk 520 g

bakery

4.49

Sourdough Buns 4 pk 315-345 g

3.99 Reg. 4.29 ea. Save up to $0.30 ea.

Mountain Grain or **Good Haven Bread** 450 g **4.29 ea**

7.99 MEMBER PRICE 9.99 without Scene+ Card

Small Bar Cakes 325-575 g

1.49

Baguettes white or multigrain 234 g

5.99 200 PTS when you buy 2

PORTOFINO Brioche Burger Buns 6 pk or Loaves 870 g

500 PTS when you buy 2

Real Cream Layer Cakes 510-725 g, Dessert Bars 6 pk 342-354 g or INSPIRED BY HAPPINESS Gluten-Free Cakes 456-468 g

4.49 50 PTS when you buy 2

Gourmet Cinnamon Buns plain or with cream cheese icing 2 pk 345-375 g

deli & kitchen

5.49 MEMBER PRICE $6 without Scene+ Card

COMPLIMENTS Dry Cured Salami selected 125 g

$14

COMPLIMENTS Value Size Cooked Ham 1 kg

7.99

PILLER'S Charcuterie Sliced Salami selected 125 g

STARTING AT 3.99 /100 g 200 PTS when you spend $12 or more

L'EXTRA Brie, Double Cream Brie, OKA Original or **L'Artisan Swiss-Style**

2.99 /100 g

BRANDT Kolbassa Coil or **Loaves**

3.99 /100 g

MCLEAN Clean and Lean Roasted Turkey or **Ham**

STARTING AT 7.99

MONSIEUR GUSTAV Cheddar 200-250 g, Aged Gouda 170 g, Raclette 150 g or Le Paulin Smoked or Regular 190 g

STARTING AT 4.99

BABYBEL 6 pk 120 g, THE LAUGHING COW 8 pk 133 g or Dippers 4 pk 140 g

4.99 MEMBER PRICE 5.49 without Scene+ Card

1/4 Assorted Dagwood 285 g

4.49

LANTANA Topped Hummus 283 g

300 PTS when you buy 2

8.99

PANACHE Soups 625 mL

4.49

FONTAINE SANTÉ Topped Hummus 227-255 g

1.99

FONTAINE SANTÉ Snacks 129 g

15.99

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

STARTING AT 5.99

OLIVIERI Regular Pasta or **Skillet Gnocchi** 280-350 g or Sauce 160-300 mL

RECIPES, STORIES, TIPS & TRICKS and more, all at Safeway.ca

meal makers

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

4.49 POST Cereal selected 283-525 g

4.49 CREAM OF WHEAT 336-800 g

6.49 BONNE MAMAN Jam 250-290 mL or Spreads 250-360 g

6.99 ROBIN HOOD Flour selected 2.5 kg or MAGIC Baking Powder 450 g

4.99 WE WISH YOU buy 3 or more COMPLIMENTS Chocolate Chips 225-270 g 5.49 ea

20% off CLUB HOUSE Spices & Seasonings selected 81-165 g

3.49 +100 PTS when you buy 2 COMPLIMENTS Bagels or English Muffins 6 pk

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

49¢ COMPLIMENTS Instant Noodles 85 g

1.99 +100 PTS when you buy 2 COMPLIMENTS Broth 900 mL

3.49 +100 PTS when you buy 2 COMPLIMENTS Hot Dog or Hamburger Buns 12 pk

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

2.99 MRS. CUBBISON'S Salad Strips 99 g, Croutons or Texas Toast 142 g product of USA or COMPLIMENTS Croutons 145 g

2.29 MCCORMICK Gourmet Sauces 30-56 g

3.98 VH Sauces 341-380 mL

3.99 COMPLIMENTS Bacon Bits 75-85 g or Plant-Based Salad Dressing 350 mL

15% off COMPLIMENTS Baking Nuts 400 g

4/$5 +100 PTS when you buy 4 COMPLIMENTS Deluxe Macaroni & Cheese or Macaroni & Cheese 225 g

6.99 COMPLIMENTS Pure Honey 500 g

natural health

+100 PTS when you buy 2

5.49 THIRSTY BUDDHA Organic Coconut Water Classic 1 L

2/$7 COMPLIMENTS ORGANIC Tortilla Chips 240 g

9.99 SMART JUICE 1 L

5.49 CALIFIA FARMS Almond or Oat Beverage 1.4 L

2/10 EARTH'S OWN Barista 946 mL

7.99 LITTLE CREEK Organic Dressings 295 mL

STARTING AT **6.49** CARBONAUT Assorted Tortillas, Bread, Buns, Bagels or Pizza Crusts 164-550 g

+300 PTS when you buy 1 **39.99** PERFECT SPORTS Diesel Whey Protein Powders 908 g selected

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

+100 PTS when you buy 2 **1.99** KIND Core Bars 40 g selected

14.99 WAKEWATER Electrolytes 8 pk or SIMPLYPROTEIN Shake 4 pk selected

Give them more with the Grocery Essentials Card

Visit safeway.ca/giftcards for details

S02_SBY_WK37_DIG_WST_ON_BC

drinks & snacks

5.99 FRITO-LAY Value Size Snacks 325-535 g

2/$9 MISS VICKIE'S Kettle Chips 190-200 g

6.99 +100 PTS when you buy 3
GATORADE Powder 10 pk

MORE LESS MORE
$4 Buy 2 or more, Buy 3 or more
RED BULL Energy Drink 473 mL. 4.99 ea

2/$7 CHRISTIE Mini Cookies 144-200 g, Crispers or Bits & Bites 145 g

2.99 MAYNARDS Candy 135-154 g

4.99 LINDT Lindor Bags 60 g while supplies last

4.49 TIC TAC Mints 3 pk or KINDER Chocolate Bars 126 g

$4 +150 PTS when you buy 3
KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g

2/$5 SUNRYPE Juice 900 mL tetra

14.99 CHASING TIDES Ground Coffee 272 g

3.99 DUNKAROOS selected 168-175 g or QUAKER Yogurt Bars 175 g

dairy & frozen

5.99 NATREL Lactose Free Milk 2 L

5.99 CRACKER BARREL Cheese Slices 200-240 g

7.99 SAVI GOURMET Gnocchi, Risotto or Penne Pasta Meals 500 g

8.49 MARIE CALLENDER'S Frozen Meals 680-879 g

2/$7 PHILADELPHIA Dips 227 g

4.49 NATURAL ONE Juice 900 mL or DEL MONTE Juice 1.6 L

5.99 SNOWCREST Frozen Fruit 500-600 g

4.99 TASTIEZ Frozen Snacks 311 g

4.49 SIGGI'S Icelandic Style Skyr Yogurt 4 pk

6.49 +100 PTS when you buy 2
GAY LEA Premium Butter 250 g selected varieties

20.99 PILLSBURY Pizza Pops 30 pk

3.99 GREEN GIANT Riced Veggies or Restaurant Sides 283-340 g

Here for your budget and lifestyle

Compliments Panache

+100 PTS when you buy 2
COMPLIMENTS Potato Chips Extraaal Flavour 200 g or Flavoured Tortilla Chips 255 g

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

+1,000 PTS when you buy 2 — That's the $10 toward your groceries
18.99 COMPLIMENTS Coffee Pods 30 pk

+100 PTS when you buy 2
COMPLIMENTS Spring or Distilled Water 4 L

+50 PTS when you buy 1
4.49 COMPLIMENTS Aerosol Whip Cream 225 g

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

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

3.49 COMPLIMENTS Hash Browns or Home Fries 650 g

Give them more with the Grocery Essentials Card
Visit safeway.ca/giftcards for details

SCS_SBY_WK37_DIG_WEST_ON_BC

home & pet care

+100 PTS when you buy 2

11.99 GLAD Waste Bags 20-40 pk or Compostable 44 pk

+100 PTS when you buy 1

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

1.99 SCOTTIES Facial Tissue Singles 81-126 sheets

22.99 CHARMIN Bathroom Tissue 16+64 rolls or BOUNTY Paper Towel 6+18 or 8+16 rolls

2.49 PALMOLIVE Dish Detergent 591 mL

19.99 DOWNY or GAIN Fabric Enhancers or Softener 598-694 g or 1.8-4.16 L

2/$9 LYSOL Bathroom or Toilet Bowl Cleaner 650-950 mL, All-Purpose or Power Cleaner 650 mL-1.2 L, Mildew Remover 950 mL, Shower Foam Cleaner 538-680 g, Dual Action Wipes 35 pk or Toilet Bowl Pucks 100 g selected

7.99 COMPLIMENTS Liquid Laundry Detergent 1.37-1.47 L

+150 PTS when you buy 3

PURINA Friskies Wet Cat Food 156 g

BUY MORE SAVE MORE

1.59 Buy 2 or more Buy 3 or more CESAR Gourmet Wet Dog Food 100 g 1.79 ea

15.99 IAMS Proactive Health Dry Cat Food 1.36-1.59 kg

BUY MORE SAVE MORE

1.25 Buy 2 or more Buy 3 or more PURINA Fancy Feast Broths or Lil' Soups 34-40 g 1.59 ea

health, beauty & baby

9.99 +300 PTS when you buy 2

CREST Pro-Health Mouthwash or ORAL-B Toothbrushes 946 mL-1 L or 1-2 pk selected

3.99 +100 PTS when you buy 2

LADY or MEN SPEED STICK 45-85 g selected

STARTING AT

6.99 IVORY or OLD SPICE Body Wash 473 mL-1.031 L or OLAY Soap Bar 4 pk selected

5.49 U BY KOTEX Pads, Liners or Tampons 14-64 pk selected

15% off DIAL Body Wash 473-709 mL or GOT2B Styling Gel 170-175 mL or 340 g selected

5.49 GARNIER Whole Blends Shampoo or Conditioner 346-370 mL selected

1.99 COLGATE Toothpaste 70-120 mL selected

+200 PTS when you buy 2

10% off CERAVE Moisturizers and Cleansers selected

26.99 HUGGIES Giga Diapers 36-128 pk or SIMILAC Go & Grow Powders 850 g

9.99 PEDIASURE Complete 4 pk

53.99 SIMILAC Pro-Advance Powders Step 1 and Step 2 837-859 g

BUY MORE SAVE MORE

2.19 Buy 2 or more Buy 3 or more BABY GOURMET Purée Pouches or Jars 92-128 mL selected 2.49 ea

pharmacy

Only available at Pharmacy Locations

*Select products are only available when in pharmacy on duty.

15% off

TYLENOL or BENYLIN Cold, Cough & Flu selected†, TYLENOL Pain Relief 80-150 pk*, MOTRIN 400 mg Liquid Gel 60 pk*, TYLENOL Easy Dissolve 32 pk or Precise 113 g, BAND-AID Premium Bandages, POLYSPORIN Ointment 15 g, NICORETTE Gum or Lozenges 80-105 pk or QuickMist or NICODERM 7 pk selected† or IMODIUM 20-24 pk selected

MIX & MATCH

Get **600 PTS** when you buy 2

+250 PTS when you buy 2

10% off VOLTAREN Emulgel 100-150 g

13.99 ENSURE or GLUCERNA Meal Replacement 6 pk

Scene+ **Get 1,000 PTS** with a OneTouch meter**

That's like **$10** toward your groceries

OneTouch meter FREE with purchase of 100 test strips

See your pharmacist for details. (Limit of 1 Free Meter)

76.99 ONE TOUCH Verio 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 LOHRI

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

3.49
Husked Coconuts
product of Vietnam

4.99
COMPLIMENTS or **PANACHE Naan** 340 g

20.99
AASHIRVAAD Flour Whole Wheat
9.07 kg

15.99
BRAR'S Desi Ghee 800 g

13.99
INDIA GATE Pure Basmati Rice 4.54 kg

3.79
GAGAN Roasted Peanuts
In Shell 750 g

STARTING AT
1.49
DEEP IQF Okra selected varieties 340 g

2.99
DEEP Naan or **Paratha**
selected varieties 333–426 g

1.29
PARLE-G Biscuits
300 g

4.99
SHERBON Juice Drink
2 L selected varieties

3.99
DEEP Mango Pulp 850 g

2.79
SURATI Snacks 341 g selected varieties

100 PTS when you buy 2

9.99
NANAK Rasmalai Dessert 850 g

50 PTS when you buy 1

7.79
NANAK Gulabjamun 908 g

Find everything you need for your festivities.

PREPARED to impress

We make it easy!

Let's start with apps!

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

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

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

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

Global Market

Your destination for variety and value

6.88 /lb
Fresh Skinless Pork Belly Portion 15.17/kg

10.88 **Pomelo Gift Box** 4 ct

value size

8.88
COMPLIMENTS **Crab-Flavoured Seafood flake style** 907 g bulk
88¢/100 g

7.88
AQUA STAR Squid Tubes & Tentacles 340 g

7.88 **MAZOLA Oil** 1.18 L

18.88
Brown Singo Pear Gift Box 5 kg
product of China

10.88
Green Muscat Grapes
product of Korea 450 g

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

8.98
SAMYANG Buldak Spicy Noodles
5 pk selected varieties

2.28
AROY-D Canned Coconut Milk
400 mL

2.98 **CHINA LILY Soya Sauce**
483 mL

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

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

5.48
SIWIN Potstickers or Dumplings
454-500 g selected varieties

9.88
FRITO-LAY Prosperity Pack Snacks 392 g

everyday VALUE

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

9.88
WANT-WANT Mixed Rice Crackers Gift Pack 566 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Global Market

Your destination for variety and value

9.88
EIGHT TREASURES Whole Tilapia
1.36/kg

4.88
EIGHT TREASURES
Basa Steaks 500 g

7.88
EIGHT TREASURES
Whole Raw Shrimp
400 g

1.18
EIGHT TREASURES
Coconut Milk 400 mL

3.48
EIGHT TREASURES Sweetened
Condensed Milk 300 mL

3.98
EIGHT TREASURES
Sesame Oil 185 mL

2.18
EIGHT TREASURES
Rice Stick Noodles
454 g

2.18
EIGHT TREASURES
Rice Vermicelli Noodles 400 g

4.98
EIGHT TREASURES
Thai Jasmine Rice 2 kg

5.48
KIM PHAT Roasted
Sesame Oil 163 mL

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

1.68
KIM PHAT Water Chestnuts
whole or sliced 227 g

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

2.78
KIM PHAT Chow Mein Noodles
3 Min 454 g

3.98
KIM PHAT Udon
Noodles 800 g

everyday VALUE

2.78 120 g
KIM PHAT Instant Noodles
120 g selected varieties

18 KG
35.98
KIM PHAT Jasmine Rice
18 kg

400 G
2.78
KIM PHAT Vermicelli or
Pad Thai Noodles 400 g

2.8 KG
9.88
KIM PHAT
Spring Rolls 2.8 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Scene+

TRUE NORTH SEAFOOD COMPANY

REEL IN THE POINTS

$35

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

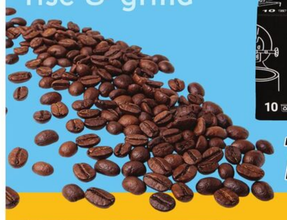
CHANCE TO WIN* $10,000 WORTH OF SCENE+™ POINTS

Scan your Scene+ card between January 1 - February 11, 2026 to be entered for a chance to win 1 million Scene+™ points with every $15 purchased of **Atlantic Salmon**

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.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 Québec who have a valid Scene+ account, and who have reached the age of majority on the date they enter the Contest. There are four (4) prizes to be won, one (1) prize will be allocated to each of the following regions: Sobeys Ontario, Sobeys Atlantic, Sobeys West and Safeway West. Each prize consists of 1,000,000 Scene+ points (ARV $10,000.00 (CAD) each). The prizes have no equivalent cash value, are non-transferrable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

COFFEE
around the clock

MORNING WAKE UP
rise & grind



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

27.99 MELITTA Whole Bean Coffee 907 g

AFTERNOON PICK ME UP
midday brew to power through

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

100 PTS when you buy 2

7.99 STÖK Cold Brew Coffee 1.42 L

EVENING WIND DOWN
decaf for dessert

100 PTS when you buy 2

5.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

7.99 LAVAZZA or TIM HORTONS Nespresso Compatible Pods 10 pk

CHEERS
to great taste

10.99
SAPPORO Non-Alcoholic Beer 6x355 mL

100 PTS when you buy 4

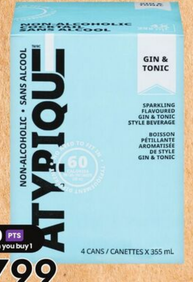
2.79
SOBER CARPENTER Non-Alcoholic Beer 473 mL

9.99
ST. REGIS De-Alcoholized Wine 750 mL

11.99
GUINNESS Non-Alcoholic Beer 4x440 mL or NOZECO Non-Alcoholic Spritzers 750 mL

200 PTS when you buy 2

8.99
PERRIER Non-Alcoholic Spritzer 4x250 mL



80 PTS when you buy 1

7.99
ATYPIQUE Non-Alcoholic Drinks 4x355 mL

10.99
ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL

200 PTS when you buy 2

COORS Edge Non-Alcoholic Beer 12x355 mL

200 PTS when you buy 2

9.99
COMPLIMENTS De-Alcoholized Beer 12x355 mL

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3. Shop and scan your Scene+ card

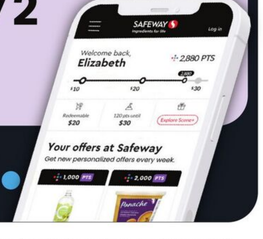
Activate your offers in the Safeway app or at MyGroceryOffers.ca

SAVE $2.50

LOAD THIS OFFER AND SAVE $2.50 ON ANY 2
COMPLIMENTS Foil Wrap 25 ft
or Plastic Wrap 30 m

Get 200 PTS when you buy 2

COMPLIMENTS Goat Cheese 113 g



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Offer valid January 8th to January 14th, 2026 at all 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.

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Sensitivity? Weakened Enamel? Stained? Our toothpastes have it covered.
PRESSURE CONTROLLED BRUSHING
GUM CARE
REPAIR SENSITIVITY
EVERYDAY CARE
SENSODYNE
SENSITIVITY & GUM
REPAIR & PROTECT
COMPLETE PROTECTION
new look
15% off
100 PTS when you buy 2
SENSODYNE or Pronamel Toothpaste or Toothbrushes 75 mL or 2 pk selected
#1 DENTIST RECOMMENDED BRAND*
*Data on file. Trademarks owned or licensed by Haleon ©2025 Haleon or licensor.

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GET WINTER READY SKIN
Spend $15* on selected NIVEA products and get 500 Scene+ points
$5 VALUE!
NIVEA Crème
Q10
NIVEA Lip Care 4.8 g or 2 pk, Body Wash 500-887 mL, Deodorant 51-52 g or 50-150 mL, Shave Care 198 g or 75-200 mL or Skincare Products 15 mL-1 L selected
* $15 before taxes on selected NIVEA Products.

OGX
YOUR HAIR REPAIR EXPERT
300 PTS when you buy 2
7.99
OGX Shampoo, Conditioner 250-385 mL or Stylers 50-118 mL or 172 g selected
renewing + argan oil of morocco
thick & full + biotin & collagen
biotine et collagène
385 mL
© Kenvue Canada Inc. 2025

Add to Brushing for 5X MORE Cleaning Power
400 PTS when you buy 2
9.99
LISTERINE Total Care or Clinical Solutions Mouthwash 500 mL-1 L selected
DENTIST RECOMMENDED #1 MOUTHWASH BRAND
LISTERINE CLINICAL SOLUTIONS
LISTERINE TOTAL CARE
ZERO
LISTERINE
[1]IQVIA PreVoice Survey, May 2024. © Kenvue Canada Inc. 2025

PROMISE GLUTEN FREE

Promise Gluten Free brings decades of baking expertise to enjoy gluten free living without compromise! Perfect for everyday enjoyment, our range makes living gluten free delicious and easy.

- Real taste and soft texture
- Wholesome and high in fibre
- Vegan-friendly options
- Everyday favourites and indulgent treats
- Trusted quality

BUY 2 GET 3RD FREE of equal or lesser value

on these Gluten Free items!

MIX & MATCH

PROMISE Gluten Free Bagels 4 pk 280 g

PROMISE Gluten Free Rolls or Sandwich Thins 160-260 g

PROMISE Gluten Free Sourdough Baguettes 2 pk 180 g

PROMISE Gluten Free Tortillas 4 pk 168 g

PROMISE Gluten Free Loaves 400-480 g

PROMISE Gluten Free Muffins 240 g

PROMISE Gluten Free Brioche Hot Dog or Hamburger Buns 4 pk 260-280 g

PROMISE Gluten Free Pitas or English Muffins 4 pk 240-248 g

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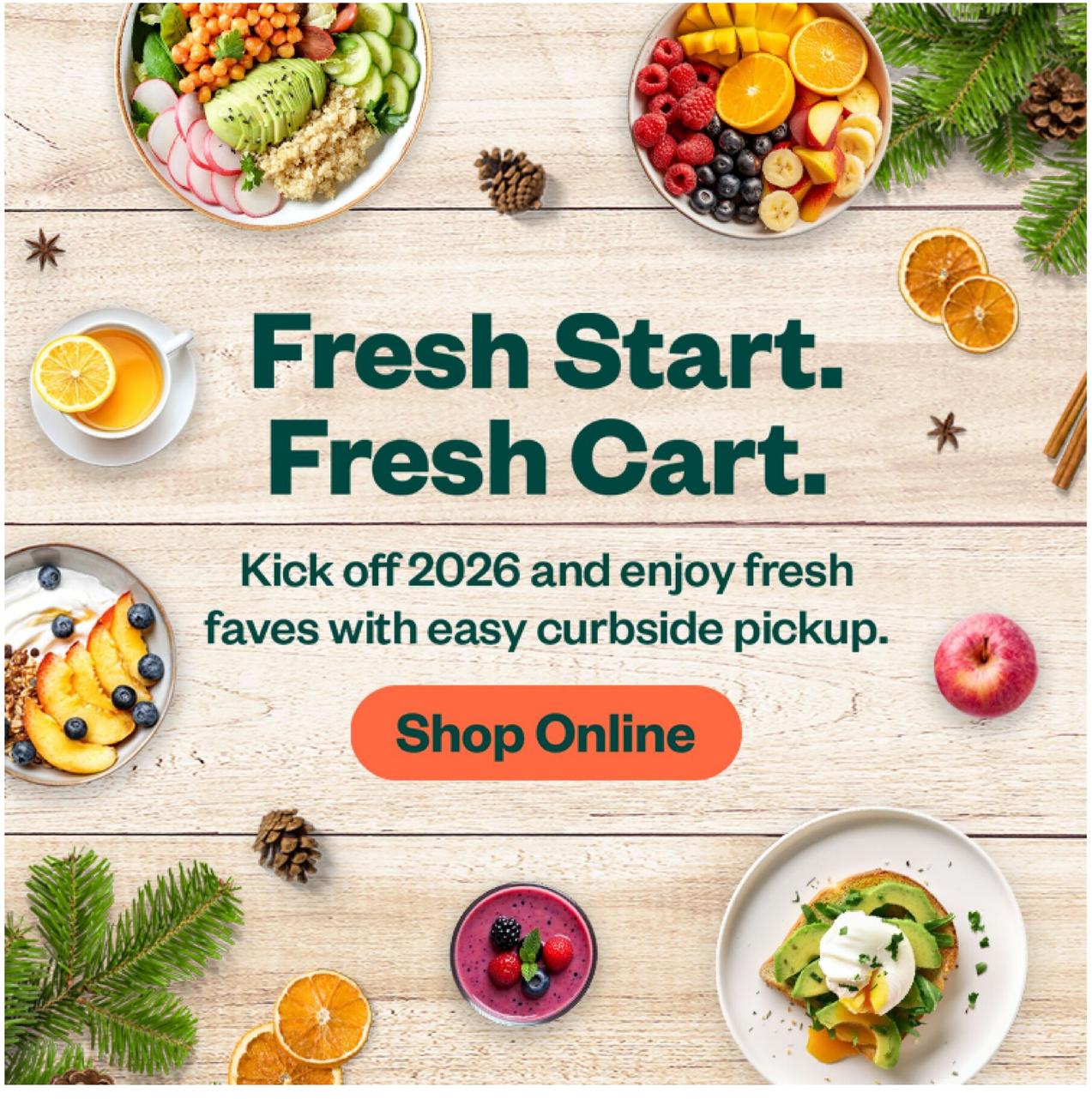
APPLY NOW

◇Conditions Apply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