

ONT

FEED THE DREAM

OFFICIAL GROCER

HOT PRICE

7⁸⁸

/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

HOT PRICE

3⁴⁹

/lb

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

HOT PRICE

5⁹⁹

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

HOT PRICE

3⁹⁹

TAYLOR FARMS Chopped or Leafy Salad Kits Chopped or Leafy Salad Kits product of USA 2.07-3.83 g

HOT PRICE

9⁹⁹

/lb

Coho Salmon Fillets frozen or previously frozen product of Chile 22.02/kg

HOT PRICE

2⁹⁹

Clementines 907 g 2 lb bag product of USA

HOT PRICE

3⁹⁹

KRAFT Pure Salad Dressing 325 mL or STRUB'S Pickles 1 L (excludes Premium)

HOT PRICE

3⁴⁷

RED BARON Pizza 584-665 g

HOT PRICE

5⁴⁷

GENERAL MILLS Family Size Cereal 516-778 g

HOT PRICE

11⁹⁹

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

HOT PRICE

3⁹⁷

KRAFT Singles 410 g

HOT PRICE

1⁶⁶

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

HOT PRICE

12⁸⁸

SHIRAKINU Sekka Japanese Rice 6.8 kg or EIGHT TREASURES Thai Jasmine Rice 6 kg

GET STARTED

1 Download the app

2 Load your offers to activate them

3 Shop and scan your Scene+ card

Scene+ LOAD YOUR PERSONALIZED OFFERS TODAY

Scan QR code to download or open the app

THU 8

FRI 9

SAT 10

SUN 11

MON 12

TUE 13

WED 14

Prices and offers in effect January 2026

so many deals

Scan here for our full digital flyer

POLIST_WW32_FPR_ONT

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

299 /lb **Fi**
C

/11c

**Fresh Pork Loin Ribs and Sirloin
Combo Chops Family Size 6.59/kg**



That's like
\$5

500 PTS
when you buy 2

Cookies 10 pk or Gourmet 6 pk 310-475 g



400 PTS
when you buy 4

299

OLD DUTCH Potato Chips 235 g
or **Ridgies** 200 g



That's like
\$5

500 PTS
when you buy 3

499

KRAFT Peanut Butter 500 g
or **Cheez Whiz 450 g**

See pages 2 & 3 for more offers!

FLO1_SEY_WK37_PPN_ON

Your family could

WIN*

1 million Scene+ Points towards free groceries

*see page 4 for details

5⁹⁹

ORVILLE

REDENBACHER

Microwave Popcorn

5-9 pk 248-452 g or

Gourmet Popping

Corn 850 g

POWERADE

POWERADE

2/4⁵⁰

POWERADE

710 mL

60 PTS

when you buy 1

13⁹⁹

CORONA Cero

Non-Alcoholic Beer

6x330 mL

McCain

McCain

2/\$⁹

MCCAIN Superfries

454-650 g

TIDE Liquid Detergent

3.4L-3.9 L, Pods 45-76 pk,

GAN Flingz! 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

19⁹⁹

Tide

Cascade

Scan to view full list of participating products

FEED THE DREAM

\$3.49

DEMPSTERS' Whole Grain Bread or Signature Bread 600 g

\$3.99

McCAFÉ Keurig® Compatible Single Serve Pods 48 pk

\$3.99

DANONE OIKOS Greek Yogurt 4 pk

[illegible][illegible]

Scene⁺

PLUS UP

POINTS

ALL WEEK LONG!

++100 Pts when you buy 2

3⁹⁹

POM WONDERFUL Pomegranate Juice 473 mL selected

++500 Pts when you buy 2

5⁹⁹

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

9⁹⁹

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

++200 Pts when you buy 2

7⁹⁹

NANA'S Samosas 2 pk available chilled

++200 Pts when you buy 400 g or more

2²⁹

COMPLIMENTS Cooked Ham /100 g

++400 Pts when you buy 2

10⁹⁹

BBO Chicken Legs back attached 4 pk available hot or chilled in kitchen department

++200 Pts when you buy 2

5⁹⁹

iögo Frozen Yogurt 946 mL or Yogurt Bars 4-8 pk selected

++200 Pts when you buy 2

3⁹⁹

YOPLAIT Minigo or Tubes Yogurt 6-8 pk

++150 Pts when you buy 2

4⁹⁹

OASIS Health Break or Smoothie 1.6 L

++100 Pts when you buy 2

5⁹⁹

HEALTHY CHOICE Power Bowls 262-280 g

++100 Pts when you buy 2

5²⁹

BROOKSIDE or HERSHEY'S Bagged Chocolate 160-290 g

++50 Pts when you buy 1

15⁹⁹

MONSTER Energy Drinks 8x355 mL

++200 Pts when you buy 3

3⁴⁹

MINUTE MAID 100% Juice or Punch or FIVE ALIVE or FUZE Iced Tea 9-10x300 mL tetra

++100 Pts when you buy 1

4⁹⁹

COMPLIMENTS Exceptional Chocolate Chip Cookies 290 g

Scene⁺

JOIN SCENE+ TODAY. sceneplus.ca/register

P02_Scene+2024_001

71,000+ PTS
available in store January 08-14, 2021



Fresh Boneless Bottom Sirloin Tri Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 33.05/kg



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 Fresh Turkey Burgers, Sausages, Meatballs or Meatloaf 375-800 g

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 purchase of
Atlantic Salmon

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.com/trust-north-seafood-scene-contest. Contest runs from January 1, 2026 and ends on February 17, 2026. Open to legal residents aged 19 and over of provinces of Canada excluding Quebec who have a valid Scene+ account, and who have reached the age of majority on the date they enter the Contest. There are four (4) prizes to be won, one (1) prize will be allocated to each of the following regions: Sobeys Central, Sobeys Atlantic, Sobeys West and Sobeys West End. Each prize consists of 1,000,000 Scene+ points, \$10,000 (CAD) retail. 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.



180 PTS when you buy 2
MEZZETTA Pasta Sauce
709 mL



200 PTS
when you buy 3

199

COMPLIMENTS Baked Beans
398 mL



**BUY MORE
SAVE MORE**

200 PTS
when you buy 2

6.49 ea when you buy 2 or more
QUAKER Muffin or Cookie Mix 750-900 g or Oat Flour 700 g 6.99 ea



400 PTS
when you buy 2

12.99

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



100 PTS
when you buy 2

5⁴⁹ 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**



18⁹⁹
ARM & HAMMER Cat Litter 12.7 kg



100 PTS
when you buy 2

13⁴⁹



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

DOI: 10.1002/anie.200525000

12⁹⁹ /lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef \$8.64/kg.

12⁹⁹ /lb

Fresh Boneless Sirloin Tip Roast Royale Seasoned Prime Rib fat added cut by your meat expert from Canada AAA grade beef \$8.64/kg.

200 PTS when you spend \$25 or more

6⁹⁹ /lb

COMPLIMENTS Fresh Air-CHILLED Bone-In Chicken Breast Halves Family Size back attached

200 PTS when you spend \$25 or more

6⁹⁹ /lb

COMPLIMENTS Fresh Air-CHILLED Split Chicken Wings Family Size 15.41/kg

5⁹⁹ /lb

Fresh Pork Tenderloin Family Size cryovac 13.21/kg

5⁹⁹ /lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg

8⁹⁹

Fresh Lean Ground Beef Burgers 4 pk, Family Size 19.82/kg

\$6 or more

COMPLIMENTS Ground Pork 454 g starting at 6.99 ea

17⁹⁹ /lb

Fresh Canadian Lamb Loin Chop 100% Canadian 39.66/kg

300 PTS when you buy 7

5⁹⁹

MAPLE LODGE Chicken Sausage 375-500 g

Warm up to a hearty and nutritious stew!

A 100 G SERVING OF COOKED BEEF DELIVERS:

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

15⁹⁹ /lb

Fresh Bottom Sirloin Tri-Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 35.25/kg

quick & easy

STARTING AT 6⁹⁹

LOU'S Fully Cooked Entrées or Bacon 375-400 g or L.L. JUAN'S Entrées 300-400 g selected

5⁹⁹ Buy 2 or more

COMPLIMENTS Fully Cooked Meat Strips 150-200 g 6.99 ea

6⁴⁹ /lb

COMPLIMENTS Honey Ham Half or Quarter or Bone-In Ham Steak 14.31/kg

9⁹⁹

CHRIS BROTHERS Bologna 1.5 kg

9⁹⁹

JANES Pub Style Wings 660 g

11⁹⁹ **+120 PTS** when you buy 2 or more

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

14⁹⁹

PINTY'S Eatwell Gluten Free Pudding Bars or Nuggets 765-790 g

6⁹⁹

WHOLLY VEGGIE Cauliflower Potstickers frozen 454 g

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GET TO FREE GROCERIES FASTER

seafood

9⁹⁹

MARINA DEL REY Wild Argentinean Raw Shrimp selected 300 g or Ecuadorian Jumbo Raw Shrimp 10-20 ct per lb 340 g

10⁹⁹

Fresh Tilapia Fillets product of Colombia subject to availability 24.23/kg

9⁹⁹

GOSSELIN Hot Smoked Atlantic Salmon Portions, previously frozen 140 g or NANUK Smoked Sockeye Salmon 85 g

8⁹⁹

DOM Reserve Salmon or Tuna Poke 200 g or Escargots with Garlic Butter 85 g

\$12 **120 PTS** when you buy 2

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

15⁹⁹

ULTRA NATURAL Raw Black Tiger Shrimp shell-on or peeled and deveined 26-30 ct 340 g

6⁹⁹

Prepared In-Store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g

12⁹⁹

JANES Ultimate Breaded or Battered Haddock or Cod 450-545 g

bakery

4⁴⁹

Sourdough Buns 4 pk 315-345 g

4⁴⁹ **100 PTS** when you buy 2

Homestyle Oat Bran, Mountain Grain, Good Haven or Low Fat Multigrain Bread 450 g

7⁹⁹ **9⁹⁹** without Scene+ Card

Small Bar Cakes 325-575 g

1⁷⁹

Baguettes white or multigrain 234 g

5⁴⁹ **200 PTS** when you buy 2

PORTOFINO Brioche Burger Buns 6 pk or Loaves 810 g

5 That's Like 500 PTS when you buy 2

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

4⁴⁹ **50 PTS** when you buy 2

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

deli & kitchen

5⁴⁹ **MEMBER** **\$6** without Scene+ Card

COMPLIMENTS Dry Cured Salami selected 125 g

\$14

COMPLIMENTS Value Size Cooked Ham 1 kg

7⁹⁹

PILLER'S Value Size Sliced Salami selected 125 g

3⁹⁹ **200 PTS** when you spend \$10 or more

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

2⁹⁹ /100 g

BRANDT Kolbassa Coil or Loaves

3⁹⁹ /100 g

MCLEAN Clean and Lean Roasted Turkey or Ham

7⁹⁹

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

4⁹⁹

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

4⁹⁹ **MEMBER** **5⁴⁹** without Scene+ Card

1/4 Assorted Dagwood 285 g

4⁴⁹

LANTANA Topped Hummus 285 g

8⁹⁹ **300 PTS** when you buy 2

PANACHE Soups 625 mL

4⁴⁹

FONTAINE SANTÉ Topped Hummus 227-239 g

1⁹⁹

FONTAINE SANTÉ Snacks 129 g

15⁹⁹

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

5⁹⁹

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

meal makers



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



4⁴⁹
POST Cereal
selected 283-525 g



4⁴⁹
CREAM OF WHEAT
336-800 g



6⁴⁹
BONNE MAMAN Jam 250-290 mL
or Spreads 290-360 g



6⁹⁹
ROBIN HOOD or FIVE ROSES
Flour selected 2.5 kg or
MAGIC Baking Powder 450 g



4⁹⁹
COMPLIMENTS Chocolate Chips
225-270 g 5.49 ea



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



2⁴⁹ **+100 PTE**
when you buy 2
COMPLIMENTS Bagels or
English Muffins 6 pk



2⁹⁹ **+150 PTE**
when you buy 2
HABITANT Soup
796 mL



49¢
COMPLIMENTS
Instant Noodles
85 g



1⁹⁹ **+100 PTE**
when you buy 2
COMPLIMENTS Broth 900 mL



\$4
VACHON Snacks
248-336 g



4⁹⁹ **+50 PTE**
when you buy 1
THE KEG Salad Dressing 475 mL



2⁹⁹
MRS. CUBBISON'S Salad Strips
99 g, Croutons or Texas Toast
142 g product of USA or
COMPLIMENTS Croutons 145 g



2²⁹
MCCORMICK Gourmet Sauces
30-56 g



3⁹⁸
VH Sauces
341-390 mL



3⁹⁹
COMPLIMENTS Bacon Bits
75-85 g or Plant-Based Salad
Dressing 350 mL



15% off
COMPLIMENTS
Baking Nuts 400 g



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



6⁹⁹
COMPLIMENTS
Pure Honey
500 g

natural health



5⁴⁹ **+100 PTE**
when you buy 2
THRISTY BUDDHA Organic
Coconut Water Classic 1 L



2/\$7
COMPLIMENTS
ORGANIC Tortilla
Chips 240 g



4⁹⁹
KIND Breakfast Bars 4 pk 50 g or
Healthy Grains Bars 5 pk 175 g



9⁹⁹
SMART JUICE 1 L



5⁴⁹
CALIFIA FARMS
Almond or Oat
Beverage 1.4 L



2/10
EARTH'S OWN
Barista 946 mL



7⁹⁹
LITTLE CREEK
Organic Dressings
295 mL



6⁴⁹
CARBONAUT Assorted Tortillas,
Bread, Buns, Bagels or Pizza
Crusts 164-550 g



300 PTE
when you buy 1
39⁹⁹
PERFECT SPORTS Diesel Whey
Protein Powders 908 g selected



200 PTE
when you buy 1
19⁹⁹
CENTRUM
MultiGummies
90-130 pk
selected



100 PTE
when you buy 2
1⁹⁹
KIND Core Bars 40 g
selected



14⁹⁹
WAKEWATER Electrolytes 8 pk or
SIMPLY PROTEIN Shake 4 pk
selected

drinks & snacks



5⁹⁹
FRITO-LAY Value Size Snacks 325-535 g



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



6⁹⁹ **100 PTS**
when you buy 2
GATORADE Powder 10 pk



\$4 **100 PTS**
when you buy 2
RED BULL Energy Drink 473 mL 4.99 ea



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



2⁹⁹
MAYNARDS Candy 135-154 g



4⁹⁹
LINDT Lindor Baggies 60 g while supplies last



4⁴⁹
KINDER Chocolate Bars 126 g or TIC TAC Mints 3 pk



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



3⁹⁹ **100 PTS**
when you buy 2
ROUGE-MONT Apple Juice 2 L



14⁹⁹
CHASING TIDES Ground Coffee 272 g



3⁹⁹
DUNKAROOS selected 168-175 g or QUAKER Yogurt Bars 175 g

dairy & frozen



5⁹⁹
NATREL Lactose Free Milk 2 L



5⁹⁹
CRACKER BARREL Cheese Slices 200-240 g



7⁹⁹
SAVI GOURMET Gnocchi, Risotto or Penne Pasta Meals 500 g



8⁴⁹
MARIE CALLENDER'S Frozen Meals 680-879 g



2/\$7
PHILADELPHIA Dips 227 g



4⁴⁹
NATURAL ONE Juice 900 mL or DEL MONTE Juice 1.6 L



5⁹⁹
SNOWCREST Frozen Fruit 500-600 g



4⁹⁹
TASTIEZ Frozen Snacks 311 g



4⁴⁹
SIGGI'S Icelandic Style Skyr Yogurt 4 pk



6⁴⁹ **100 PTS**
when you buy 2
GAY LEA Premium Butter 250 g selected varieties



20⁹⁹
PILLSBURY Pizza Pops 30 pk



3⁹⁹
GREEN GIANT Riced Veggies or Restaurant Sides 283-340 g

Here for your budget and lifestyle



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



2⁹⁹ **100 PTS**
when you buy 2
COMPLIMENTS Snack Crackers 200-225 g



1,000 PTS
That's like \$10 toward your groceries
18⁹⁹
COMPLIMENTS Coffee Pods 30 pk



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



50 PTS
when you buy 1
4⁴⁹
COMPLIMENTS Aerosol Whip Cream 225 g



5⁹⁹ **100 PTS**
when you buy 2
COMPLIMENTS Cheese Shreds 226-300 g selected varieties



5⁴⁹
PANACHE Premium Ice Cream 1 L or Novibien 4-d pk selected



3⁴⁹
COMPLIMENTS Hash Browns or Home Fries 450 g

Give them more with the Grocery Essentials Card



Visit sobey.com/giftcards for details



home & pet care



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



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



1⁹⁹ SCOTTIES Facial
Tissue Singles
81-126 sheets



22⁹⁹ CHARMIN Bathroom Tissue
16=64 rolls or BOUNTY Paper
Towel 6=18 or 8=16 rolls



2⁴⁹ PALMOLIVE Dish
Detergent 591 mL



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



2/\$9 LYSOL Bathroom or Toilet Bowl
Cleaner 650-850 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



7⁹⁹ COMPLIMENTS
Liquid Laundry
Detergent 1.37-1.47 L



150 PTS
when you buy 10
PURINA Friskies Wet Cat Food
156 g



1⁵⁹ CESAR Gourmet Wet Dog Food
100 g 1.79 ea



15⁹⁹ IAMS Proactive Health Dry Cat
Food 1.36-1.59 kg



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

health, beauty & baby



9⁹⁹ **300 PTS**
when you buy 2
CREST Pro-Health Mouthwash or
ORAL-B Toothbrushes 946 mL-1 L
or 1-2 pk selected



3⁹⁹ **100 PTS**
when you buy 2
LADY or MEN SPEED STICK
49-85 g selected



6⁹⁹ STARTING AT
IVORY or OLD SPICE Body Wash
473 mL-1.03 L or OLAY Soap Bar
4 pk selected



5⁴⁹ 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



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



1⁹⁹ COLGATE Toothpaste
70-120 mL selected



200 PTS
when you buy 2
10% off CERAVE
Moisturizers and
Cleansers selected



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



9⁹⁹ PEDIASURE Complete 4 pk



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



2¹⁹ BUY 3 or MORE
BABY GOURMET Purée Pouches
or Jars 92-128 mL selected 2.49 ea

pharmacy



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 QuicMist 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



13⁹⁹ ENSURE or GLUCERNA Meal
Replacement 6 pk



Scene+ Get 1,000 PTS with a OneTouch meter**
That's like **\$10** toward your groceries
79⁹⁹ ONE TOUCH
Verio Test
Strips 100 pk



Red or Purple Carrots
product of India
11.00/kg



Long Squash product of USA or Honduras
no 1 grade 3.95/kg



Husked Coconuts
product of Vietnam



COMPLIMENTS or PANACHE Naan 340 g



AASHIRVAAD Flour Whole Wheat



BRAR'S Desi Ghee 800 g



INDIA GATE Pure Basmati Rice 4.54 kg



GAGAN Roasted Peanuts In Shell 750 g



DEEP IQE Okra selected varieties 340 g



DEEP Naan or Paratha
selected varieties 333-426 g



DEEP Mango Pulp
850 g



PARLE-G Biscuit
300 g



SHERBON Juice Drink 2 L
selected varieties



SURATI Snacks 341 g
selected varieties



BBAR'S Samosas 624 g



BRAR'S Gulab Jamun 850



BRAR'S Milk Cake 400 g



BRAR'S Rasmalai Dessert 850-908 g

Find everything you need for your festivities.



Fresh Skinless Pork Belly
Portion 15.17/kg



Atlantic Canada 3-4 oz Lobster Tail
85 g previously frozen



COMPLIMENTS
New Brunswick Wild
Lobster Claws 454 g



Pomelo Gift Box 4 ct



MAZOLA Oil 1.18 L



Brown Singo Pear Gift Box 5 kg
product of China



Muscat Grapes product of Korea 450 g



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



SAMYANG Buldak Spicy Noodles
5 pk selected varieties



**AROY-D Canned
Coconut Milk**
400 mL



2% CHINA LILY
Soya Sauce
483 mL



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



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



SIWIN Potstickers or Dumplings
454-500 g selected varieties



FRITO-LAY Prosperity
Back Snacks 393 g

**EVERYDAY
VALUE**



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



WANT-WANT Mixed Rice Crackers
Gift Pack 566 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Your destination for
variety and value



14⁸⁸

EIGHT TREASURES
Whole Pompano 800 g



4⁸⁸

EIGHT TREASURES
Basa Steak 500 g



6⁸⁸

EIGHT TREASURES
Whole Raw Shrimp
400 g



1¹⁸

EIGHT TREASURES
Coconut Milk 400 mL



3⁴⁸

EIGHT TREASURES Sweetened
Condensed Milk 300 mL



3⁹⁸

EIGHT TREASURES
Sesame Oil 185 mL



2¹⁸

EIGHT TREASURES
Rice Stick Noodles
454 g



2¹⁸

EIGHT TREASURES
Rice Vermicelli Noodles 400 g



4⁹⁸

EIGHT TREASURES
Thai Jasmine Rice 2 kg



5⁴⁸

KIM PHAT Roasted
Sesame Oil 163 mL



4⁴⁸

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



1⁶⁸

KIM PHAT Water Chestnuts
whole or sliced 227 g



2⁷⁸

KIM PHAT Coconut Milk 6% or 18%
400 mL



2⁷⁸

KIM PHAT Chow Mein Noodles
3 Min 454 g



3⁹⁸

KIM PHAT Udon
Noodles 800 g

EVERYDAY
VALUE



2⁷⁸

KIM PHAT Instant Noodles
120 g selected varieties



19⁸⁸

KIM PHAT
Jasmine Rice 8 kg



2⁷⁸

KIM PHAT Vermicelli or
Pad Thai Noodles 400 g



9⁸⁸

KIM PHAT
Spring Rolls 2.8 kg

WHILE SUPPLIES LAST, PRODUCT SELECTION MAY VARY BY STORE.



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.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 (ARY \$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.

So ready for the grind

MORNING WAKE UP

Rise & Grind



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

27⁹⁹ MELITTA Whole Bean Coffee 907 g

AFTERNOON PICK ME UP



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

7⁹⁹ 100 PTS when you buy 2 STOK Cold Brew Coffee 1.42 L

Midday brew to power through

EVENING WIND DOWN

Decaf for dessert



5⁹⁹ 100 PTS when you buy 2 NESTLÉ Coffee-Mate Creamers 828-946 mL

7⁹⁹ LAVAZZA or TIM HORTONS Nespresso Compatible Pods 10 pk

so·cheers-worthy

Full flavour without the alcohol



10⁹⁹

SAPPORO Non-Alcoholic Beer 6x355 mL



100 PTS
when you buy 4

2⁷⁹

SOBER CARPENTER Non-Alcoholic Beer 473 mL



9⁹⁹

ST. REGIS De-Alcoholized Wine 750 mL



11⁹⁹

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



200 PTS
when you buy 2

8⁹⁹

PERRIER Non-Alcoholic Spritzer 4x250 mL



80 PTS
when you buy 1

7⁹⁹

ATYPIQUE Non-Alcoholic Drinks 4x355 mL



10⁹⁹

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

9⁹⁹

COMPLIMENTS De-Alcoholized Beer 12x355 mL

Scene+
**DIGITAL
EXCLUSIVE**

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- 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)



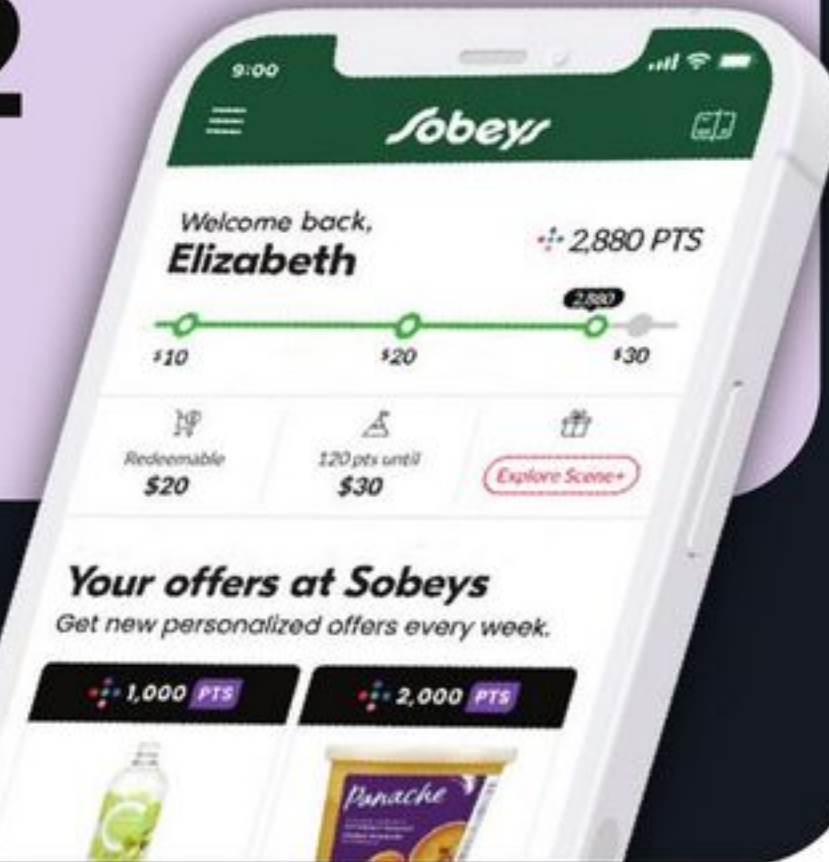
**SAVE
\$2.50**

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



Download on the
App Store

GET IT ON
Google Play

Offer valid January 8th to January 14th, 2026 at all Sobeys locations in Ontario. 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.

Cheers to beer & coolers!



28⁹⁹ COORS LIGHT Lager
12x473 mL tall cans



27⁹⁹ DILLON'S Gin
Cocktails Variety Pack
12x355 mL cans



15⁹⁹ SLEEMAN Clear 2.0 Light
Lager 6x473 mL tall cans



15⁹⁹ CORONA Extra Lager
6x330 mL bottles



2⁵⁹ SANDBAGGER Lemon or Boysenberry
Hard Seltzer 355 mL can



2⁹⁹ MICHELOB ULTRA Light 473 mL or
CZECHVAR Premium Lager 500 mL



HALOON

GIVE YOUR
TEETH SOMETHING
TO SMILE ABOUT.

Sensitivity? Weakened Enamel? Stained?
Our toothpastes have it covered.

GUM CARE

REPAIR
SENSITIVITY

EVERYDAY
CARE

SENSODYNE

SENSITIVITY
& GUM

15 mL

SENSODYNE

REPAIR

15 mL

SENSODYNE

COMPLETE
PROTECTION

15 mL

SENSODYNE

15 mL

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.



NIVEA

GET WINTER READY SKIN

Spend \$15* on selected NIVEA products
and get 500 Scene+ points

\$5
VALUE!

NIVEA
Crème

100 mL

VISIBLE FIRMER

7

100 mL

NIVEA
Q10

50 mL

NIVEA
SHAVE & SHAVE

2x48g

NIVEA
24h

150 mL

NIVEA
Body Wash

500-887 mL

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.



YOUR
HAIR REPAIR
EXPERT

300 PTS

when you buy 2

7.99

OGX Shampoo,
Conditioner
250-385 mL or
Stylers 50-118 mL
selected

renewing +
argan oil
of morocco

100 mL e 3.3 US FL OZ

OGX

thick & full -
biotin &
collagen

SHAMPOO / SHAMPOING

VOLUME & TEXTURE
VOLUME ET TEXTURE

épaisseur et abondance +
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

LISTERINE
CLINICAL
SOLUTIONS

ALCOHOL FREE

8

1 L

LISTERINE
TOTAL CARE

ALCOHOL FREE

8

1 L

LISTERINE
CLINICAL
SOLUTIONS

ENIGNE REPAIR - REPAIR ENIGNE

8

1 L

LISTERINE

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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
of equal or lesser value
FREE

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

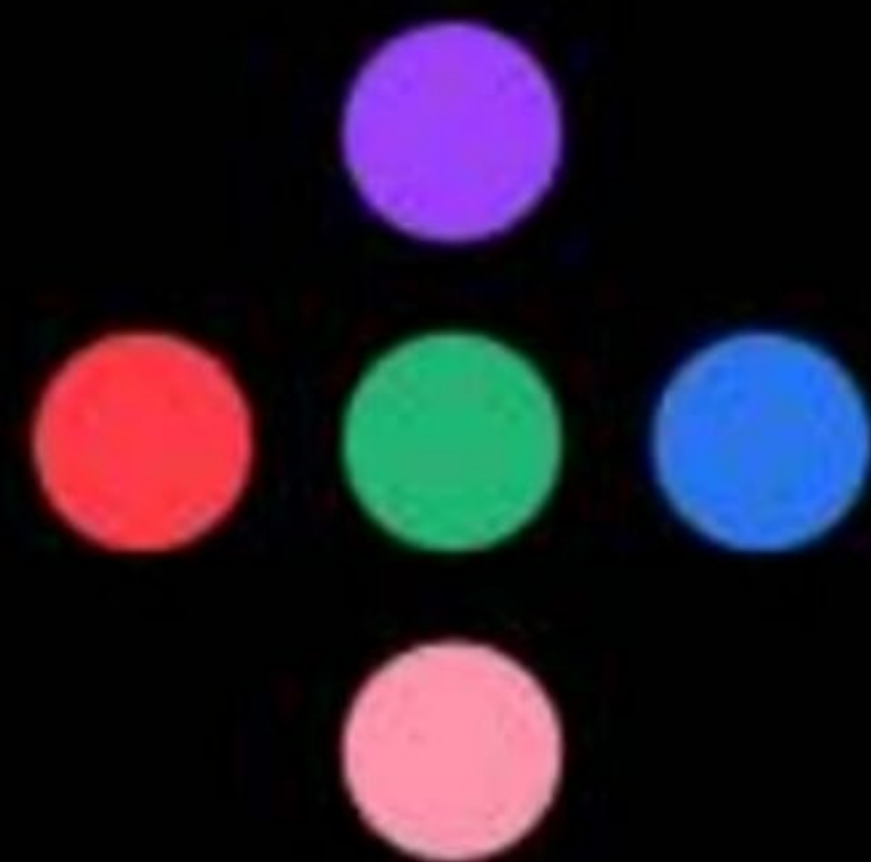


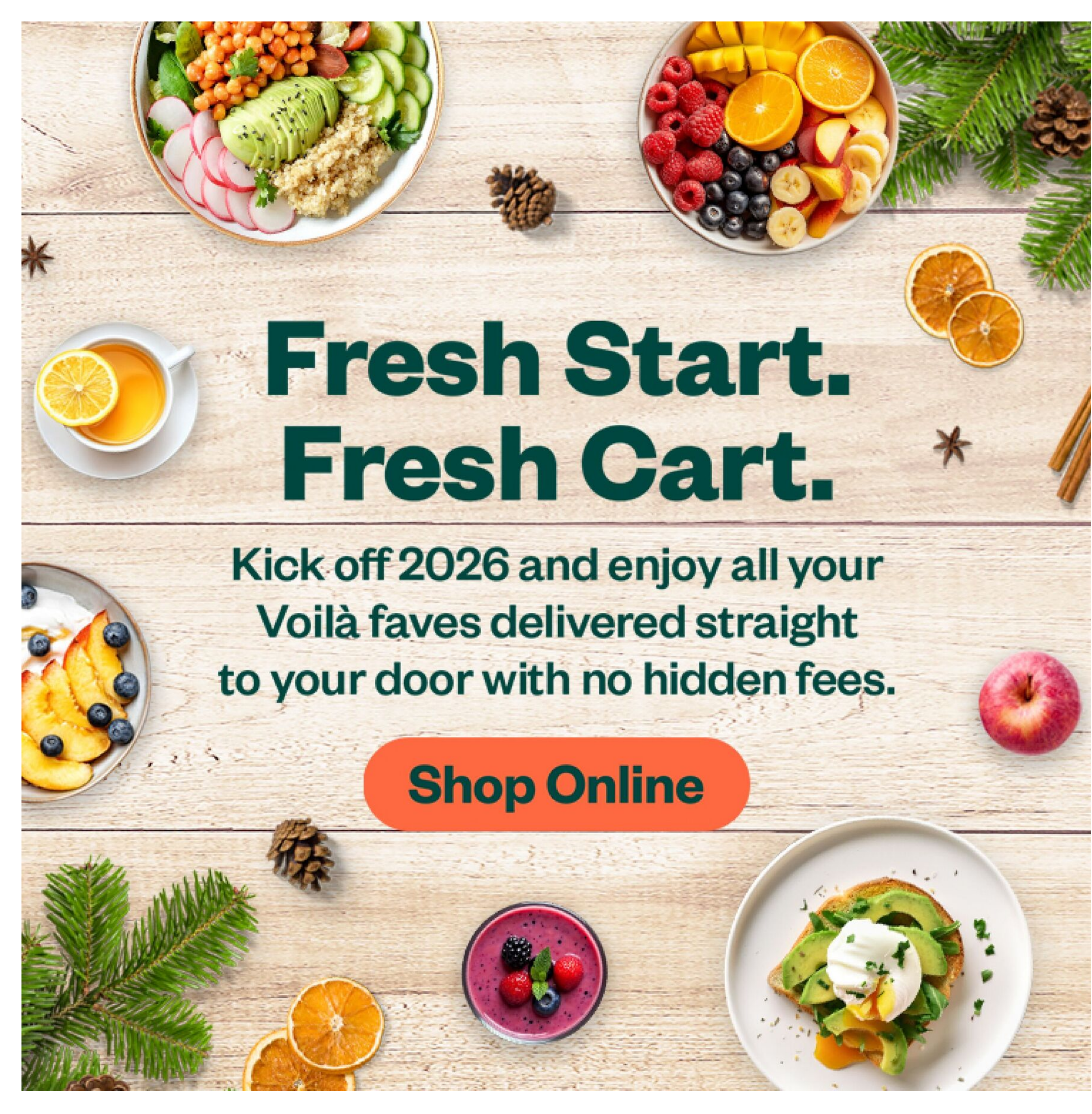
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