

ATL_NB_BU

FEED THE DREAM

OFFICIAL GROCER

Verified

2⁹⁹

/lb

COMPLIMENTS Fresh AIR-CHILLED Bone-In Chicken Thighs or Drumsticks Family Size 6.59/kg Hauts de cuisse de poulet avec os, refroidis à l'air COMPLIMENTS ou pilons Format familial

Verified

5⁹⁹

/lb

Fresh Lean Ground Beef Family Size 13.21/kg Bœuf haché maigre Frais Format familial

Verified

10⁹⁹

COMPLIMENTS, JAMES, MAPLE LEAF Prime, PINTY'S or YES! Chicken Wings or PINTY'S Filets or Chunks or EatWell Gluten-Free Breaded Chicken Burgers, Strips or Nuggets (550-800) g Ailes de poulet COMPLIMENTS, JAMES, Prime MAPLE LEAF, PINTY'S ou YES! ou filets PINTY'S ou morceaux ou burgers de poulet panés sans gluten EatWell, lunaires ou pépites

Verified

2⁸⁸

Broccoli Bunches or Kale product of Mexico or USA, Bottes de brocoli ou chou frisé produit du Mexique ou des E-U

Verified

9⁹⁹

/lb

Fresh Steelhead Trout Fillets product of Newfoundland subject to availability 22.02/kg Filets de truite steelhead Frais produit de Terre-Neuve selon les arrivages

Verified

1⁴⁸

/lb

Red Prince Apples product of Atlantic Canada, Canada extra fancy grade or Sweet Clementines product of USA 3.26/kg Pommes Red Prince produit du Canada atlantique, catégorie Canada extra de fantasia ou clémentines sucrées, produit des E-U

Verified

4⁹⁴

NESTLE Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or selected Premium Noveltyes 4-10 pk Dessert glacé de qualité supérieure NESTLÉ ou crème glacée La vraie crème, Drumstick ou nouveautés de qualité supérieure certaines variétés

Verified

3⁴⁷

DR. OETKER Ristorante or Casa Di Mama Pizza 320-410 g Pizza Ristorante ou Casa di Mama DR. OETKER

Verified

6⁴⁹

CASHMERE Bathroom Tissue 12-24 or 8-24 rolls, SPONGETOWELS 3-in rolls or SCOTTIES Facial Tissue 6 pk Papier hygiénique CASHMERE rouleaux, essuie-tout SPONGETOWELS rouleaux ou mouchoirs SCOTTIES

Verified

16⁸⁷

FOLGERS Roast & Ground Coffee 544-865 g or NABOB, MAXWELL HOUSE or FOLGERS Single Serve Pods 30 pk Café torréfié et moulu FOLGERS ou dosettes à usage unique NABOB, MAXWELL HOUSE ou FOLGERS

Verified

6⁴⁷

YÖGÖ Creamy Yogurt 16 pk or SIGG'S Icelandic Style Skyr Yogurt 650-750 g Yogourt crémeux YÖGÖ ou yogourt Skyr style islandais SIGG'S

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 SHIRAKIKU Japanese Sekka Rice 6.8 kg Riz au jasmijn thaï EIGHT TREASURES ou riz Sekka japonais SHIRAKIKU

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

Prices and offers in effect January-February 2026 - New Brunswick Prix et offres en vigueur des jours janvier-février 2026 - Nouveau Brunswick

so many deals Scan here for our full digital flyer

P01_S01_NB40_P01L_ATL_NB_BU

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 (cock removed)
Rôti/s ou bifteck de palette d'épaule de porc frais Format Familial ou rôti d'épaule de porc frais Picnic jarret enlevé



MEMBERS SAVE \$1

1⁹⁹
MEMBER PRICING

ORGANIC

2⁹⁹
without Scene+ Card

COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g
Champignons blancs COMPLIMENTS ou bruns entiers biologiques produit du Canada



MEMBERS SAVE \$1

4⁴⁴
MEMBER PRICING

5⁴⁴
without Scene+ Card

COMPLIMENTS Cheese 400 g or Shreds 226-320 g select varieties
Fromage COMPLIMENTS ou fromage râpé certaines variétés



MEMBERS SAVE \$1

2⁹⁹
MEMBER PRICING

3⁹⁹
without Scene+ Card

EARTH'S OWN Almond 1.89 L or Soy 1.75 L
Boisson aux amandes EARTH'S OWN ou au soja

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

FLO1_SPT_WK40_PPR_ATL_INS_LNB_BUL

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



\$3.49 /lb

Fresh Pork Loin Rib and Sirloin Combo Chop Family Size 7.60/kg
Côtelette de longe de porc fraîche, combinaison de coupes de côte et de surloin Format familial



5.99

LARSEN Wieners 900g, MAPLE LEAF or SCHNEIDERS Bacon 375g, MAPLE LEAF Ready-Crisp Bacon 65-80g, SCHNEIDERS Fully Cooked Bacon 100g or Juicy Jumbos, Regular Beef Wieners or Smoked Sausages 375-400g or selected Sausages families LARSEN, bacon MARPLE LEAF or SCHNEIDERS, bacon Ready Crisp MARPLE LEAF, bacon entièrement cuit SCHNEIDERS ou saucisses Juicy Jumbos, saucisses fumées au boeuf ordinaires ou saucisses fumées certaines variétés



7.99 /lb

Fresh Boneless Beef Stewing Cubes Family Size 7.61/kg
Cubes de boeuf à mijoter, sans os, frais Format familial



\$7

BEST Baked Shrimp 65-75 ct per lb or Raw Shrimp 55-65 ct per lb 300g
Crêvettes cuites VALEUR PLUS ou crêvettes crues



5.99

COMPLIMENTS Dry Cured Salami selected 125 g
Salsami salé à sec COMPLIMENTS certaines variétés



5.44 /lb

Jumbo Cherries product of Chile 1 Grade 1.99/kg
Cerises gageo produit du Chili catégorie no 1



3⁹⁹

CLASSICO Pasta Sauce 218-600 mL
Sauce pour pâtes CLASSICO



4⁹⁹

TROPICANA Orange Juice or Juice
Blend selected 1.36 L
Sous Jorange TROPICANA ou
mélange de jus certaines variétés



5⁹⁹

MARTINE PRIDE Large Eggs
18 pc or COMPLIMENTS Large Free
Run Eggs 12 pc
Gros œufs 12 pc
MARTINE PRIDE ou
gros œufs de poules en liberté
COMPLIMENTS



2/\$7

LAY'S Potato Chips 20-235 g
Croustilles LAY'S



20⁹⁹

GATORADE
24 pk
GATORADE



3⁹⁹

OCEAN SPRAY Cranberry Cocktail
1.89 L
Cocktail aux canneberges
OCEAN SPRAY



4⁴⁹

HERSHEY'S Valentine's Novelty
Chocolates 161-180 g
while supplies last
Chocolats nouveautés de la
Saint-Valentin HERSHEY'S
jusqu'à épuisement des stocks



5⁴⁷

KELOLOG'S Family Size Cereal
450-650 g or COMPLIMENTS
Baigéed Cereal 400-794 g
Céréales format FAMILY KELLOLOG'S
ou créolées en sacs COMPLIMENTS



2/\$5

CAMPBELL'S Ready To Serve Soup
310-315 mL or HABITANT Soup
795 mL
Souspe prêt à déguster
CAMPBELL'S ou souppe HABITANT



4/\$7

KNORR Sideskicks 112-167 g
KNORR or LIFTON Soup Mix
2 or 4 pc soup mixes
Sideskicks KNORR, mélange pour
soupe KNORR ou LIFTON certaines
variétés



4⁹⁹

KRAFT Dinner Soup 5200 g
or Dinner Cups 4 pk
Dinner soup KRAFT
MINICUP ou contents Dinner



7⁹⁹

TIDE Simply Laundry Detergent 2.72 L
DOWNY® or GARN LIGuid Fabric Enhancers
1.66-2.63 L or BOUNCE® or GARN Dryer
Sheets 53x29 cm
Détergent à lessive Simply TIDE, lessiveurs
de laine Downy ou Bounce ou GARN ou
feuilles pour sèche-linge BOUNCE ou
COMPLIMENTS

Scene+ MEMBERS

SAVE MORE

749
MEMBER PRICE
199 without Scene+ Card
MICHELINA'S Frozen Entrees 138-254 g Repas surgelés MICHELINA'S

299
MEMBER PRICE
349 without Scene+ Card
Dempsters' White or Whole Wheat, Texas Toast or Sandwich Bread 675 g or English Muffins 6 pk or HOSTESS Pastries 12x-25g Pain blanc HOSTESS Pastries entières, Texas Toast ou sandwich ou muffins anglais certaines variétés ou petits gâteaux HOSTESS

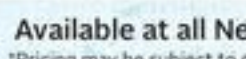
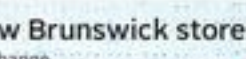
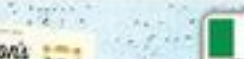
NATIONAL CANADIAN JULY 30
399
MEMBER PRICE
499 without Scene+ Card
All Butter Croissants or Pastries 6 pk 275-400 g Croissants ou pâtisseries tout beurre

699
MEMBER PRICE
799 without Scene+ Card
THE STELLE Feta 200g selected, Crumbled Feta 150 g, Grated Parmesan 150 g, Boccconcini 200 g or Ricotta 400-475 g PETA THE STELLÉ certaines variétés, feta emiettée, parmesan râpé, boccconcini ou ricotta

299
MEMBER PRICE
399 without Scene+ Card
LECLERC Celebration or DARE Whipped Cookies 200-350 g Biscuits Célébration LECLERC ou Whippet DARE

1788
MEMBER PRICE
1288 without Scene+ Card
NATURE VALLEY Granola Bars or BETTY CROCKER Fruit Snacks or MOTTS Frustrations 840 g ± 25 g selected Barres granolas VAL NATURE ou collations aux fruits BETTY CROCKER ou Frustrations MOTTS certaines variétés

Available at all New Brunswick stores
 *Pricing may be subject to change
 †Pricing excludes taxes & refundable container deposits

 209⁹⁹ +200 PTS when you buy 2 MOOSEHEAD Lager beer 330ml cans LAGER MOOSEHEAD canisters	 159⁹⁹ PUMP HOUSE Crafty Lager 330ml cans PUMP HOUSE canisters	 209⁹⁹ DILLON'S Tarragon, Lemon & Herb Pinot Grigio 750ml bottle a selection of DILLON'S canisters	 169⁹⁹ CAVALIERE D'ORO Cabernet Pinot Grigio 750ml bottle CAVALIERE D'ORO	 249⁹⁹ LA MARCA Prosecco 750ml bottle LA MARCA
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floral fleurs

Available at most stores
Disponibles dans la plupart des magasins

200 PTS
Minimum Purchase

16⁹⁹

Spring Blooms Bouquet grown in Canada
Bouquet de fleurs du printemps
cultivées au Canada

13⁸⁸

Chrysanthemum 6"
Bouquet en Canada
Chrysanthèmes
disponibles au Canada

STARTING AT 13⁸⁸

Lunar New Year
Uggsades
selection may
vary by store
Pot de qualité
supérieure pour
le Nouvel An
Bannière selection
variant selon le
magasin

22⁸⁸

Lunar New Year Bouquet
Bouquet pour le Nouvel
An lunaire

1,000 points. \$10 in groceries. Scans+ points redeemed at any participating Empire location must be redeemed in increments of 1000. *Get 2 Scans+ per on every \$1 Spent. On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at scotiabank.com/participatingstores. *Visa Int. Licensed user.

quick & easy rapide et facile

COMPLIMENTS Regular or Jumbo Wieners 4oz or 8oz Sliced Meatls 175 g selected varieties
Saucisses fines ordinaires ou galettes COMPLIMENTS ou jambon tranchées certaines variétés

STARTING AT \$3.49



COMPLIMENTS Honey Ham half or quarter or Bone-In Ham Steak 14.3 Lbs Jamon ou quart ou tranche de jambon avec os

STARTING AT \$6.49



SWISS CHALET® or MONTANA'S Pork Back Ribs 600-650 g Côtes de dos de porc SWISS CHALET® or MONTANA'S

STARTING AT \$14.99



COMPLIMENTS Stuffed Chicken Cutlets or Asian Inspired Entrées 284-500 g Escaloppes de poulet farcies Compliments ou repas surgelés asiatiques

\$4.99 **100 PTS** **Member Only**



JAMES GREENFIELD Bacon, Back Bacon, Wieners or Smoked Sausages 200-375 g Bacon GREENFIELD, bacon des dos ou saucisses fumées

STARTING AT \$7.99



JAMES GREENFIELD Boneless Chicken Bites or Tenderloins or POGO Original 20 pk or Mini 32pk 710 g ± 15 kg Bouchettes de poulet déossé Originales JANIE ou filets ou POGO originales mini

STARTING AT \$14.99



TRISTE TALE LEGUMES



MUZZARELLA



COMPLIMENTS® or PANACHE® Most Appetizers, Meatballs, Egg Rolls or Spring Rolls 252-691 g when you start at \$9.99 ea Hors-d'œuvre à la viande COMPLIMENTS® ou PANACHE®, boulettes de viande, pâtes apprêtées ou rouleaux de printemps

BUY 2 GET 3RD FREE

when you join your Scene membership card and pay \$5.99 for your "Scene" Visa® Card

GET IT NOW! ONLY \$5.99!

1000+ Points instantly

GET TO FREE GROCERIES FASTER

*See store for details. Some points redeemed at any participating Express locations. Excludes groceries at IGA, IGA Extra.

drinks & snacks

boissons et grignotines



100 PTS
when you buy 2

7⁹⁹

SPARKLING ICE
503 mL
SPARKLING ICE



2⁹⁹
when you buy 2 or more

ROCKSTAR Energy Drinks 473 mL
3.79 ea
Boissons énergisantes ROCKSTAR



7⁹⁹

PARTAKE Non-Alcoholic Beer
4x355 mL
Bière sans alcool PARTAKE



2/\$6

RED BULL Energy Drink 250 mL
Boisson énergisante RED BULL



9⁹⁹

LINDT or GHIRARDELLI Bags
117-151 g while supplies last
Sacs LINDT ou GHIRARDELLI jusqu'à épuisement des stocks



7²² **+50 PTS**
when you buy 2

HERSHEY'S Singles 39-68 g
Barres individuelles HERSHEY'S



5²⁹

CADBURY Bagged Chocolate
144-200 g
Chocolat en sachet CADBURY



9⁴⁹

PEPPERIDGE FARM Valentine Goldfish Crackers 40 pk
while supplies last
Craquelins Goldfish de Saint-Valentin PEPPERIDGE FARM jusqu'à épuisement des stocks



300 PTS
when you buy 2

4⁹⁹

SNACK FACTORY Pretzel Bites 240 g or SNYDER'S OF HANOVER Twisted Pretzel Sticks 340 g
Craquelins de bretzels SNACK FACTORY ou torons de bretzels SNYDER'S OF HANOVER



2/\$8

TOSTITOS Tortilla Chips 209-300 g
Croustilles de tortilla TOSTITOS



2/\$9

MISS VICKIE'S Kettle Chips 190-200 g
Croustilles cuites à la marmite MISS VICKIE'S



6⁹⁹

JACK LINK'S or GOLDEN ISLAND 65-81 g
JACK LINK'S ou GOLDEN ISLAND



100 PTS
when you buy 2

2/\$7

COMPLIMENTS Mini Cookies 150-210 g while supplies last
Mini-biscuits COMPLIMENTS jusqu'à épuisement des stocks



200 PTS
when you buy 2

2/7⁵⁰

VOORTMAN No Sugar Added Cookies or Wafers 142-320 g
Biscuits ou gaufrettes sans sucre ajouté VOORTMAN



4⁴⁹

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



3²⁹
when you buy 2 or more

QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea
Crispy Minis QUAKER ou galettes de riz



100 PTS
when you buy 2

3⁴⁹

COMPLIMENTS Soda Crackers 450 g
Craquelins saupoudrés de sel COMPLIMENTS



\$3

DARE Veggie Crisps 100 g
Crisps Légumes DARE



19⁹⁹

TIMOTHY'S Coffee K-Cup® Pods 30 pk
Doisettes de café K-Cup® TIMOTHY'S



200 PTS
when you buy 2

2/\$10

TWININGS Tea 20 pk
The TWININGS



2/\$5

OASIS Juice, ARIZONA Iced Tea or DEL MONTE Nectar 960 mL
Jus OASIS, the glacé ARIZONA ou nectar DEL MONTE emballage Tetra Pak



13⁹⁹

VAN HOUTTE Coffee K-Cup® Pods 10-12 pk or Brew Over Ice Pods 10 pk
Capsules de café K-Cup® VAN HOUTTE ou capsules de café infusé sur glace



4⁹⁹

NUTELLA Hazelnut Spread 375 g or B-ready Bars 6 pk
Pâte à tartiner aux noisettes NUTELLA ou barres B-READY



4⁴⁹

WELCH'S Fruit Snacks 150-220 g
Collations aux fruits WELCH'S

Here for your budget and lifestyle



150 PTS
when you buy 2

2/\$7

COMPLIMENTS Vegetable, Tomato or Tomato Clam Cocktails 189 L
Cocktails de légumes COMPLIMENTS, de tomates ou de tomates et de palourdes



100 PTS
when you buy 2

2/\$6

COMPLIMENTS ZAZ Water Enhancers 48 mL
Aromatisant d'eau liquide ZAZ COMPLIMENTS



100 PTS
when you buy 2

3⁴⁹

COMPLIMENTS Potato Chips 200 g or Tortilla Chips 250-280 g
Croustilles COMPLIMENTS ou croustilles de tortilla



3⁴⁹

COMPLIMENTS Kettle-Cooked Peanuts 275 g
Arachides cuites en marmite COMPLIMENTS



300 PTS
when you buy 2

2/\$4

PANACHE Carbonated Water 750 mL 1 L
Eau gazeifiée PANACHE



300 PTS
when you buy 2

15⁴⁹

COMPLIMENTS Milk Chocolate Almonds or Raisins 900 g
Chocolat au lait COMPLIMENTS



5⁹⁹

COMPLIMENTS Value Size Candy 600-750 g
Bonbons format valeur COMPLIMENTS

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.

PGS_001_PNS-02_PNS_APL_NLS_NLS_NLS

deli charcuterie & kitchen cuisine



8⁹⁹

GREENFIELD Sliced Deli Meats 175 g selected Charcuteries tranchées GREENFIELD certaines variétés



12⁹⁹ 50 PTS when you buy 1

COMPLIMENTS Charcuterie Trio selected 250 g Trio de charcuteries COMPLIMENTS certaines variétés



6⁹⁹ STARTING AT

COMPLIMENTS Shredded Parmesan or Italian Blend 125 g Parmesan râpé ou fromage râpé de type italien COMPLIMENTS



2⁹⁹ 100 g

COMPLIMENTS Black Forest Ham, Honey Ham, Cooked or Smoked Chicken Jambon forêt-noire COMPLIMENTS, jambon avec un saupçon de miel, poulet cuit ou fumé



11⁴⁹

COMPLIMENTS Goat Cheese 300 g Fromage de chèvre COMPLIMENTS



3⁹⁹

COMPLIMENTS Dips or Hummus regular 200-227 g Trempettes ou hummus COMPLIMENTS ordinaires



5⁹⁹ STARTING AT

OLIVERI Pasta or Gnocchi 280-360 g or Sauce 160-300 mL Pâtes ou gnocchi OLIVERI ou sauce



100 PTS when you buy 2

Traditional Poutine 350 g available hot Poutine traditionnelle disponible chaude



9⁹⁹

COMPLIMENTS Quiche 500 g select varieties available chilled COMPLIMENTS Quiche certaines variétés, disponible réfrigérée



2/\$25 100 PTS when you buy 2

Real Cream Carrot Layer Cake 625 g Gâteau étage aux carottes à la crème véritable



6⁹⁹ MEMBER **8⁹⁹** without Scene+ Card

Carrot Cupcakes 6 pk 445 g Petits gâteaux aux carottes



17⁹⁹ NEW

WITHENSHAW Cakes Chocolate or Cinnamon Swirl Frozen 600 g Gâteaux WITHENSHAW chocolat ou tourbillon de cannelle surgelés



3⁹⁹ BUT MORE SAVE MORE

Mini Danish 6 pk 250 g 4.49 ea Mini-danoises



2/\$7

Bagels 4 pk 450 g Bagels



5⁹⁹ BUT MORE SAVE MORE

Mom's Loaf Cakes 450-500 g 6.49 ea Gâteaux quatre-quarts MOM'S



5⁹⁹

Almond or Butter Tarts 6 pk 270-400 g Tartelettes aux amandes ou au beurre



3⁹⁹ Made with 100% Canadian Flour

Kaiser Buns 6 pk 430 g Petits pains kaiser



2⁸⁹ 100 PTS when you buy 2

COMPLIMENTS White or Whole Wheat Bread 570 g Pain blanc COMPLIMENTS ou de blé entier



3⁹⁹

NATURAL BAKERY Canadian Rye Bread 500 g Pain de seigle canadien NATURAL BAKERY

frozen & dairy produits surgelés et laitiers



6⁹⁹

YOPLAIT Source 16 pk or LIBERTÉ Greek Yogurt 900 g 1 kg
Yogourt Source YOPLAIT ou yogurt grec LIBERTÉ



2⁹⁹ **100 PTS** when you buy 2 or more

COMPLIMENTS Cream Cheese or Spread 227-250 g 3,99 ea
Fromage à la crème COMPLIMENTS ou tartinaide



4⁹⁹ **150 PTS** when you buy 2

OASIS Health Break or Smoothie 1.6 L
Pause santé OASIS ou Smoothie



2/\$7

KRAFT Philadelphia Dips 227 g
Tremettes Philadelphia KRAFT



5⁹⁹

LIBERTÉ Probiotic Kefir 1 L
Kéfir aux probiotiques LIBERTÉ



4⁹⁹ **50 PTS** when you buy 1

COMPLIMENTS Cheese Sticks 210 g
Bâtonnets de fromage COMPLIMENTS



3⁹⁹ **100 PTS** when you buy 2

HERSHEY'S Refrigerated Pudding 4 pk or JELL-O Refrigerated Pudding or Gels 4 pk
Pouding réfrigéré HERSHEY'S ou pouding JELL-O ou gélées réfrigérées



5⁹⁹ **100 PTS** when you buy 2

INTERNATIONAL DELIGHT Creamers 946 mL or Cold Foam 369-396 g or SILK Cold Foam 369 g
Creamers 950 mL or Whip Cream 473 mL
Café-laitants à café INTERNATIONAL DELIGHT ou mousse froide ou mousse froide SILK, crémeurs ou crème fouettée



4⁹⁹

BAXTER, NORTHUMBERLAND, SCOTSBURN or FARMERS Chocolate Milk 2 L
assortiment may vary by province
Lait au chocolat BAXTER, NORTHUMBERLAND, SCOTSBURN ou FARMERS peut varier d'une province à l'autre



5⁷⁹

NATREL Lactose Free Butter 250 g
Beurre sans lactose NATREL



12⁹⁹

KRAFT Velveta 900 g
Velveta KRAFT



4⁹⁹

DR. OETKER Giuseppe Garlic Fingers 317 g
Bâtonnets à l'ail Giuseppe DR. OETKER



3⁹⁹ **200 PTS** when you buy 2

MICHELINA'S Pizza Snax 436 g
MICHELINA'S



6⁷⁹ **100 PTS** when you buy 2

COMPLIMENTS Flatbread Pizzas 300-310 g
Pizza pain plat COMPLIMENTS



6⁷⁹ **100 PTS** when you buy 2

COMPLIMENTS Flatbread Pizzas 300-310 g
Pizza pain plat COMPLIMENTS



4⁹⁹

CRAVE or KD Frozen Entrées 200-340 g or SMART ONES Frozen Entrées 241-283 g
Repas surgelés CRAVE ou KD ou repas surgelés SMART ONES



11⁹⁹

SWANSON Oven Easy or Family Skillet Meals 119 kg
Repas faciles au four ou à poêler format familial SWANSON



7⁹⁹ **200 PTS** when you buy 1

BURNBRAE FARMS Egg Bakes! 340 g
Œufs cuits au four FERMES BURNBRAE



11⁹⁹

SNOWCREST Perfectly Imperfect Fruit 1.75 kg
Fruits Perfectly Imperfect SNOWCREST



2/\$5

COMPLIMENTS Perogies 907 g
Perogies COMPLIMENTS



6⁹⁹ **100 PTS** when you buy 2

PILLSBURY Pizza Pops 8 pk
Pizza Pops PILLSBURY



13⁹⁹

ARCTIC GARDENS Frozen Vegetables 1.25-1.75 kg
Légumes surgelés ARCTIC GARDEN

Here for your budget and lifestyle



5⁹⁹ **100 PTS** when you buy 2

COMPLIMENTS Greek Yogurt 650 g
Yogourt grec COMPLIMENTS



5⁴⁹ **100 PTS** when you buy 2

COMPLIMENTS Pure Orange Juice 1.5 L
Jus d'orange pur COMPLIMENTS



5⁴⁹

PANACHE Premium Ice Cream 1 L
or Novelites 4-6 pk selected
Crème glacée de choix PANACHE ou nouveautés, certaines variétés



3⁴⁹

COMPLIMENTS Hash Browns or Diced Hash Browns 650 g
Pommes de terre rissolées COMPLIMENTS ou pommes de terre rissolées en dés



3⁴⁹ **50 PTS** when you buy 1

COMPLIMENTS Sour Cream 500 mL
Crème sure COMPLIMENTS



3⁴⁹ **35 PTS** when you buy 1

COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g
Margarine non hydrogénée Equilibre COMPLIMENTS



100 PTS when you buy 2

COMPLIMENTS Frozen Vegetables 750 g
Légumes surgelés COMPLIMENTS



3⁹⁹

COMPLIMENTS Frozen Pie Shells, Tart Shells or Phyllo Pastry 250-454 g selected
Croûtes à tarte COMPLIMENTS, croûtes à tartelette ou pâtes phyllo surgelées certaines variétés

Give them more with the Grocery Essentials Card



Visit sobeyss.com/giftcards for details

meal makers alliés-repas



4⁹⁹

KELOGG'S Vector Granola 311 g
Granola Vector KELOGG'S



10⁹⁹

JAKEMAN'S Maple Syrup 500 mL
Sirop d'érable JAKEMAN'S



15⁹⁹

DEL MONTE Fruit Cups or
GOGO SQUEEZ 20 pk
Coupes de fruits DEL MONTE ou
GOGO SQUEEZ



6⁹⁹

BONNE MAMAN Apple Sauce 530 mL
Compote de pommes BONNE MAMAN



4⁹⁹

COMPLIMENTS Chocolate Chips
225-270 g & 49 ea
Pépites de chocolat COMPLIMENTS



9⁹⁹

BBQ PIT BOYS Seasonings
240-408 g, 52N Burger Binders,
Seasonings or Spices 230-360 g or
FLEISCHMANN'S Yeast 227 g
Assaisonnements BBQ PIT BOYS, lants
pour burger 52N, assaisonnements ou
épices ou levure FLEISCHMANN'S



30% off

CLUB HOUSE La Grille Seasonings
65-248 g or Spice Blends 111-203 g
selected
Assaisonnements La Grille
CLUB HOUSE ou mélanges d'épices,
certaines variétés



2⁹⁹ **+100 PTS**
when you buy 2

COMPLIMENTS Bagels 6 pk
Bagels COMPLIMENTS



4⁹⁹

JUST SOUP 480 mL CHOLULA
Hot Sauce 150 mL or Salsa 325 mL
JUST SOUP, sauce piquante
CHOLULA ou salsa



2⁹⁹

CLOVER LEAF Yellowfin Chunk Light
Tuna or Flaked Pink Salmon 142 g
Thon albacore en morceaux CLOVER
LEAF ou saumon rose en flocons



3⁴⁹ **+100 PTS**
when you buy 3

MINUTE RICE Cups 250 g
Contenants de riz MINUTE RICE



3⁹⁹

PACO Tortillas 300-340 g selected
Tortillas PACO certaines variétés



2⁹⁹

CATELLI Smart 340-375 g, Bistro or
Healthy Harvest 375 g (excludes lasagne)
or COMPLIMENTS Lasagna 375-500 g
Smart CATELLI, Bistro ou Pâsson
santé (à l'exception des pâtes à
lasagne) ou lasagne COMPLIMENTS



1⁷⁹

CLUB HOUSE Slow Cookers
Seasoning 36-45 g
Assaisonnements pour mijoteuse
CLUB HOUSE



4⁴⁹

STRUB'S Pickles 1 L, (excludes
premium) or COMPLIMENTS
Oh Mama! Hot Sauce 354 mL,
Cornichons STRUB'S (à l'exception
des produits de choix) ou sauce
piquante Oh Mama! COMPLIMENTS



4²⁹

COMPLIMENTS Instant Long Grain
Rice 700 g
Riz instantané à grains longs
COMPLIMENTS



3/\$10 **+100 PTS**
when you buy 2

COMPLIMENTS
Peanut Butter 500 g
Beurre d'arachide
COMPLIMENTS



4⁴⁹ **+100 PTS**
when you buy 2

COMPLIMENTS Graham Crumbs
400 g or Sweetened Condensed
Milk 300 mL
Chapelure graham COMPLIMENTS
ou lait concentré sucré



+300 PTS
when you buy 1

COMPLIMENTS Vegetable Oil 3 L
Huile végétale COMPLIMENTS



2⁹⁹

COMPLIMENTS Taco or Crema
Sauce 245 mL
Sauce à tacos COMPLIMENTS
ou crema

natural health santé naturelle



3⁹⁹ **+100 PTS**
when you buy 2

PLANT UP Puffs 100 g
Soufflés PLANT UP



9⁹⁹

COMPLIMENTS ORGANIC
Cranberry Juice
1.36 L
Jus de
canneberge
biologique
COMPLIMENTS



13⁹⁹ **+100 PTS**
when you buy 1

COMPLIMENTS ORGANIC
Roast & Ground Coffee 275-300 g
Café torréfié et moulu biologique
COMPLIMENTS



15⁹⁹

TERRA Granola
800-850 g
Granola TERRA



3⁹⁹

EARTH'S OWN Oat Beverages or
So Nice Almond Beverages 1.75 L
Boissons à l'avoine EARTH'S OWN
ou boissons aux amandes So Nice



10⁹⁹

AMY'S KITCHEN Pizza 340-397 g
Pizza AMY'S KITCHEN



4⁹⁹ **+100 PTS**
when you buy 2

VIOLIFE Vegan Cheese assorted
variétés 150-227 g
Fromage végétalien VIOLIFE variétés
assorties



5⁴⁹ **+100 PTS**
when you buy 2

IMAGINE Chicken Bone Broth 946 mL
Bouillon d'os de poulet IMAGINE



20% off

OLLY Vitamin Gummies 25-90 pk
selected
Vitamines gélifiées OLLY
certaines variétés



2/\$7

HERSHEY'S One Bar 60 g or
LENNY & LARRY'S Cookie 113 g
Barre One HERSHEY'S ou biscuits
LENNY & LARRY'S



1⁹⁹ **+100 PTS**
when you buy 2

KIND Core Bars 40 g selected
Barres de base KIND certaines
variétés



11⁹⁹ **+100 PTS**
when you buy 1

MUSCLE MILK
4 pk
MUSCLE MILK

Give them more with the Grocery Essentials Card

Visit sobeyss.com/giftcards for details

home & pet care

produits ménagers et pour animaux domestiques



STARTING AT 10⁹⁹

PALMOLIVE Dish Detergent 4.27 L or FLEECY 3.5 L or Sheets 200 pk
Détergent à vaisselle PALMOLIVE ou FLEECY ou feuilles



15⁹⁹

FINISH Dish Tabs 30-55 pk or Jet-Dry 946 mL
Capsules de détergent pour lave-vaisselle FINISH ou Jet-Dry



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
Nettoyant pour salle de bains SCRUBBING BUBBLES ou mousse superpuissante pour la douche ou Easy Peasy ou certaines variétés



400 PTS
when you buy 2

12⁹⁹

WOOLITE Laundry Detergent 1.8 L or RESOLVE Stain Remover 1.36 kg
Détergent à lessive WOOLITE ou détachant RESOLVE



2⁹⁹

SCOTTIES Ultra Soft with Lotion Facial Tissue Cubes 52 sheets
Cubes de mouchoirs ultra-doux avec lotion SCOTTIES feuilles



STARTING AT 9⁹⁹

CHARMIN Bathroom Tissue 8+24 rolls BOUNTY Paper Towels 2-3 pk or Napkins 400 pk
Papier hygiénique CHARMIN 8+24 rouleaux, essuie-tout BOUNTY ou serviettes



7⁹⁹

ALCAN Foil 50-100 ft, REYNOLDS Parchment Paper 75 ft, Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected
Papier d'aluminium ALCAN, papier parchemin REYNOLDS, feuilles de parchemin ou doublures pour friteuse à air certaines variétés



7⁴⁹

GLAD Kitchen Bags, 26-52 pk or Compostable 10 pk
Sacs pour la cuisine GLAD ou compostables



9⁴⁹

PURINA Cat or Kitten Chow 16+2 kg
Cat ou Kitten Chow PURINA



\$2

PEDIGREE Wet Dog Food 375 g
Nourriture humide pour chiens PEDIGREE



18⁹⁹

ARM & HAMMER Slide Cat Litter 9.1 kg
Litière pour chats ARM & HAMMER



STARTING AT 7⁵⁰
250 PTS
when you spend \$8 or more

COMPLIMENTS Cat or Dog Treats or Chews 35-113 g
Gâteries pour chats ou chiens COMPLIMENTS ou Chewies

health, beauty & baby santé, beauté et bébé



6⁹⁹
100 PTS
when you buy 2

SENSODYNE Whitening or Pronamel Toothpaste 110-115 mL selected
Dentifrice blanchissant SENSODYNE ou Pro-émail certaines variétés



7⁴⁹

DEGREE Deodorant 164-107 g selected
Déodorant DEGREE certaines variétés



15% off
100 PTS
when you buy 2

BIC Men's and Women's Razors or Blades 1-12 pk selected
Rasoirs ou lames de rasoir pour hommes et pour femmes BIC certaines variétés



300 PTS
when you buy 2

8⁹⁹

AVEENO Body Wash 532 mL selected
Nettoyant pour le corps AVEENO certaines variétés



9⁹⁹
50 PTS
when you buy 1

LADY, MEN'S SPEED STICK Deodorant 2 pk or PLAYTEX Sport Tampons 32-36 pk selected
Déodorant LADY, MEN'S SPEED STICK ou tampons Sport PLAYTEX certaines variétés



9⁴⁹

HERBAL ESSENCES Shampoo or Conditioner 400 mL selected
Shampooing HERBAL ESSENCES ou revitalisant certaines variétés



3⁹⁹
100 PTS
when you buy 2

COLGATE Total Toothpaste or Brushes 70-150 mL or 1-3 pk selected
Dentifrice Total COLGATE ou brosses à dents ou certaines variétés



400 PTS
when you buy 2

15% off

AVEENO Skin Care selected
Soins pour la peau AVEENO certaines variétés



3⁹⁹

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



400 PTS
when you buy 2

28⁹⁹

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



36⁹⁹

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



69⁹⁹

SIMILAC 360 Total Care Powder 859 g
SIMILAC Poudre 360 Total Care

pharmacy pharmacie

Only available at pharmacy locations. *Select products only available when a pharmacist is on duty.
Seulement disponibles dans les magasins avec pharmacien. *Les produits sélectionnés sont disponibles uniquement quand un pharmacien est de garde.



10% off
300 PTS
when you buy 2

ADVIL Pain Relief 40-150 pk, Children's ADVIL Liquid 230 mL or Chew 40 pk
Analgésique ADVIL, liquide pour enfants ADVIL ou comprimés à croquer¹



15% off
200 PTS
when you buy 2

TYLENOL Pain Relief 80-150 pk, MOTRIN 400mg Liquid Gel 60 pk, TYLENOL Easy Dissolve 32 pk or Precor 113 g
Analgésique TYLENOL, gélules MOTRIN, Dissolution facile TYLENOL ou Précision¹



10% off
200 PTS
when you buy 2

TYLENOL or BENLYN Cough, Cold & Flu selected¹
TYLENOL ou BENLYN pour la toux, rhume et grippe certaines variétés¹



10% off
150 PTS
when you buy 2

BAND-AID Wound Care selected
Soins des plaies BAND-AID certaines variétés



10% off
200 PTS
when you buy 2

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



10% off
400 PTS
when you buy 2

NEXCARE Advanced Healing or Large Wound Care selected
Pansement imperméable évolué favorisant la cicatrisation NEXCARE ou soins des grandes plaies certaines variétés



300 PTS
when you buy 1

39⁹⁹

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

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
14⁸⁸
when you buy 1



NEW BRUNSWICK
WILD LOBSTER CLAWS
... POISSON COMESTIBLE...
POISSON COMESTIBLE...
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 g 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 g 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!

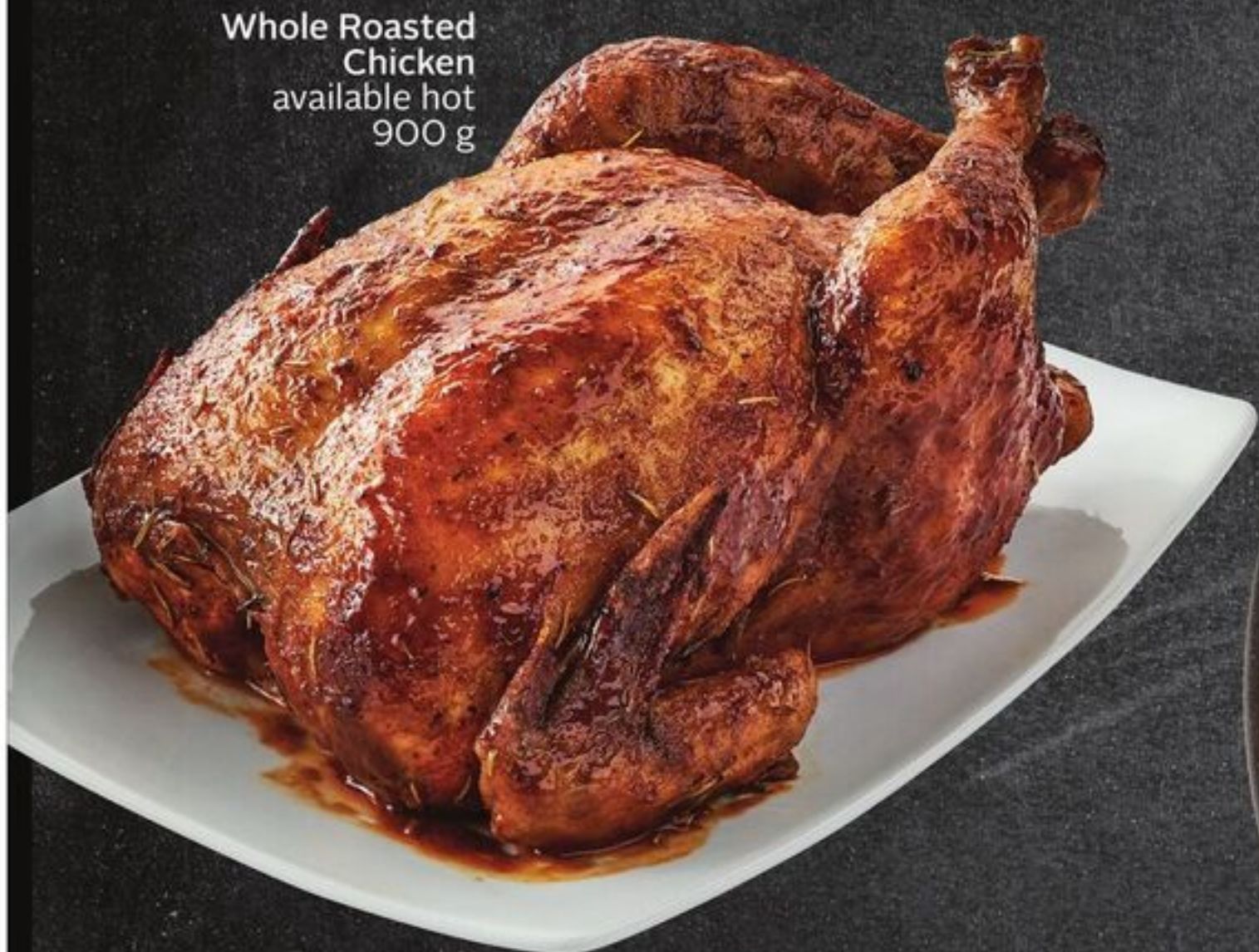
Visit www.sobeys.com/entertaining for tray selections and ordering tips



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



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



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

Pepperoni Take
& Bake Pizza
14"



Assorted Classic
Dagwood 1/2 Sub

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

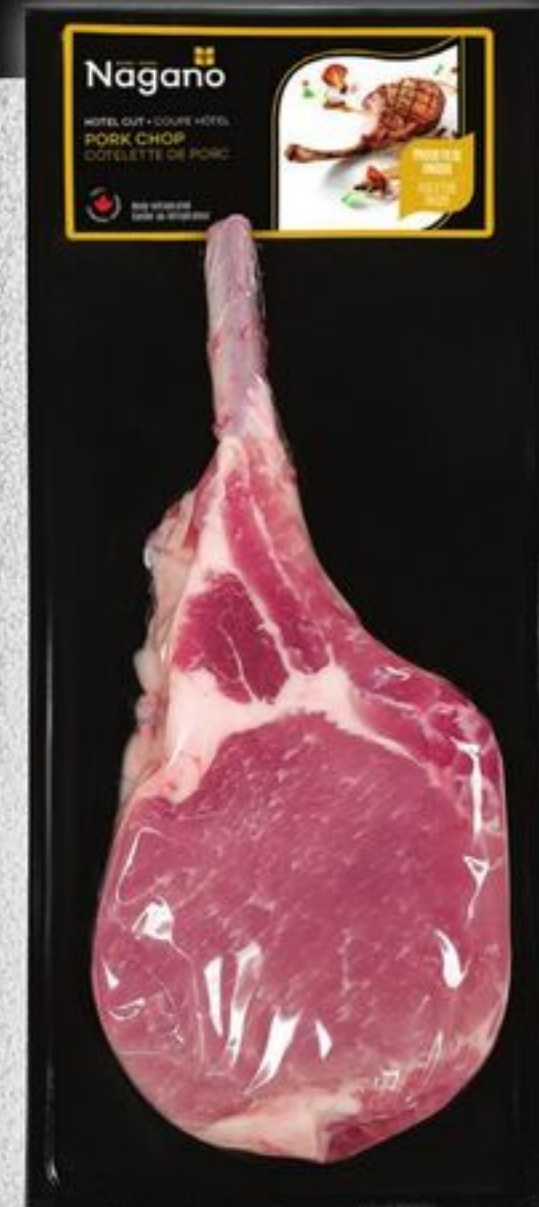
MAKE IT A NAGANO NIGHT.
RICH FLAVOUR. REMARKABLY TENDER. 100% CANADIAN PORK.



Remarkably
tender cuts!

STARTING AT

10⁹⁹
/lb



NAGANO Premium Fresh Pork Loin Back Rib chops, 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



Get **300 PTS** when you buy 2 COMPLIMENTS or COMPLIMENTS BALANCE Salad Dressings 475 mL



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 **\$1.50** 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



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. This promotion is limited to specific locations. Not all products may be available in all locations. Subject to availability while supplies last. Not valid in conjunction with any other offer. Excludes any other offer. All products must be purchased at the same time, single units at regular price. The minimum that applies to the purchase of the respective product is indicated.

Double the Rewards:

FREE ROYALE GIFT + SCENE+ POINTS

Buy 1 ROYALE Original or Select Medium/Tall 24/72 roll or 24/72 4 Super Paper Paper Roll (24/72 roll) and get a free device. Royal Rewards value over 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

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

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 or 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 BLUE Hawaiian **2/ \$6.50** MONSTER ENERGY 444-473 mL

5-230 CALORIES

15⁹⁹ MONSTER ENERGY 8x355 mL

50 PTS when you buy 1

CANADA DRY

Crave a wave of flavour?

Try NEW Peach Mango today! Also available in Zero Sugar

4⁹⁹ CANADA DRY 6x222 mL select varieties

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 AIR FRIED CHICKEN LIPS, CHICKEN WINGS, CHICKEN TENDERS, CHICKEN STRIPS, CHICKEN LEGS, CHICKEN DRUMSTICKS, CHICKEN THIGHS, CHICKEN BREASTS, CHICKEN WINGS, CHICKEN TENDERS, CHICKEN STRIPS, CHICKEN LEGS, CHICKEN DRUMSTICKS, CHICKEN THIGHS, CHICKEN BREASTS

4²⁹ FRANK'S Original or Thick RedHot Sauce 354 mL

3⁴⁹ CATELLI Protein+ Pasta 340 g

CLICK HERE to view full list
of participating products.

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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!

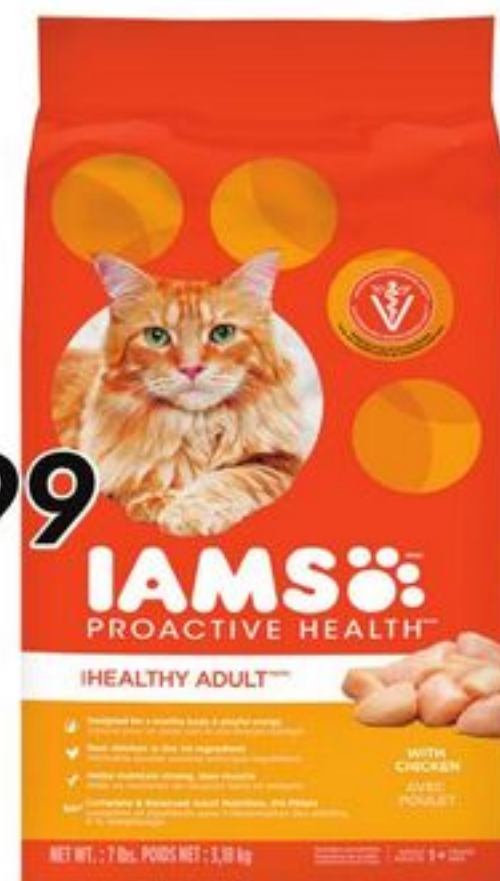
11⁴⁹

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



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