

Moredays
Moredays
Moredays



Moredays™

Thursday, January 29 to Wednesday, February 4, 2026



App exclusive offer

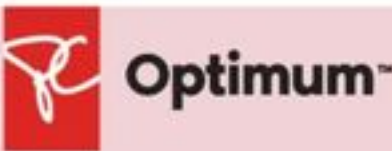


\$4⁹⁹

Earn
1,500
pts
That's \$1⁵⁰ back in points

PKG OF 4

FARMER'S MARKET™ SWEET PEPPERS
product of Mexico
20117550001_EA



App exclusive offer



Member Price
\$2²⁵

Non-Members
\$3
Members Save .75

PC® ENGLISH MUFFINS
selected varieties
6's
20810728_EA



App exclusive offer



\$3⁵⁰

Earn
1,500
pts
That's \$1⁵⁰ back in points

ZIGGY'S® SLICED DELI MEAT
selected varieties
175 g
21592461_EA/21596554_EA



App exclusive offer



Earn
5,000
pts
For every \$10* spent
That's \$5 back in points

CHEERIOS, CHEX OR OATMEAL CRISP
selected varieties
300 g - 1.3 kg
20887566_EA/21103495_EA

NOFRILLS®

PRICE CUT
EVENT

FLYER PRICES EFFECTIVE THURSDAY, JANUARY 29 TO WEDNESDAY, FEBRUARY 4, 2026.



ONLY

\$10

CHICKEN BREAST
boneless, skinless, fresh
4 pack
21452735 EA

WHILE QUANTITIES LAST

HALAL



SAVE 27%

10⁸⁸

LEAN GROUND BEEF
grass fed, 2x450 g
21618200 EA



SAVE 30%

6⁹⁹

SCHNEIDERS
CHICKEN WINGS
selected varieties, frozen, 615 g
21481408 EA/21703461 EA

SAVE 22%

\$7



20 LB BAG

NO NAME®
NATURALLY IMPERFECT™ RED or
RUSSET POTATOES
product of Canada, Canada no. 2 grade
20044637001 EA/20101572001 EA



ONLY

2⁴⁹ LB

GREEN SEEDLESS GRAPES
product of Peru, no. 1 grade or
RED SEEDLESS GRAPES
product of Peru or Chile, no. 1 grade, 5.49/kg
product of Peru or South Africa, no. 1 grade
20425775001 KG/20159199001 KG

SAVE 33%

\$2



CAMPBELL'S
CHUNKY SOUP
selected varieties
515 mL
21480447 EA

PRICE DROP

\$3



CLASSICO PASTA SAUCE
selected varieties
410/600 mL
20225609001 EA/21618217 EA

SAVE UP TO 45%

\$3



CRAVE DINNER ENTRÉES 200-340 g or
KRAFT DELUXE MAC & CHEESE 340 g
selected varieties, frozen
21083515 EA

SAVE 37%

2⁵⁰



MADE GOOD GRANOLA BARS,
COOKIES, MINIS, CRISPY SQUARES
or CRUNCHY BITES
selected varieties, 110-150 g
21107622 EA/21352121 EA

SAVE 20%

\$2



GOLDFISH CRACKERS
selected varieties
156-200 g
20300320 EA/20306994003 EA

ONLY

3⁴⁷



OIKOS or
ACTIVIA EXPERT YOGURT
selected varieties, 4x100 g
20419715001 EA/20425055 EA

SAVE 28%

27⁸⁸



JASMINE
GOLD THAI
JASMINE
RICE
21550401 EA

SAVE 55%

\$4



ROYALE
FACIAL
TISSUE
selected varieties
6x22/100 sheets
20702419 EA

PRICE DROP

6⁹⁹



BECEL MARGARINE
selected varieties
637/850 g
20297818002 EA

Optimum™

\$15⁹⁷

Earn
3,000
pts

That's
\$3
back in points



MAXWELL HOUSE ROAST AND
GROUND COFFEE
selected varieties
631-900 g
21606882 EA

FLYER PRICES EFFECTIVE IN WESTERN CANADA OR NORTHERN ONTARIO STORES ONLY, INCLUDING GERALDTON, DRYDEN, KENORA & THUNDER BAY.

nofrills.ca

01 NFW

FRESH AT LOW PRICES

5⁹⁹

1 LB CLAMSHELL

STRAWBERRIES
product of Mexico or U.S.A., no. 1 grade
20049778001_EA

4⁹⁹
LB

CHERRIES
product of Chile, no. 1 grade
11.00/kg
20159690001_KG

4⁹⁹

FARMER'S MARKET™ ENGLISH CUCUMBERS
product of Canada, Canada no. 1 grade or
ROMAINE HEARTS product of U.S.A.
20828461001_EA/20067389001_EA

PKG OF 3

PINT

4⁹⁹

BLUEBERRIES
product of Mexico, Peru, Chile or Morocco,
no. 1 grade
20080137001_EA

PKG OF 3



If your produce isn't fresh,
we'll replace AND refund it.*

5⁹⁹

3 LB BAG

FARMER'S MARKET™ LEMONS or ORANGES
product of U.S.A.
20162945001_EA/20298811001_EA

3⁹⁹

PKG OF 5 OR 6

AVOCADOS
product of Mexico, Peru or Colombia
21649736001_EA

3⁹⁹

454 G

PC® WHOLE CREMINI or WHITE MUSHROOMS
product of Western Provinces
20761372_EA/20738371_EA

4⁹⁹

CAULIFLOWER
product of Mexico or U.S.A.,
no. 1 grade
each
20135377001_EA

3⁹⁹

6 OZ CLAMSHELL

BLACKBERRIES product of Mexico, or U.S.A.,
RASPBERRIES product of Mexico, or U.S.A. no. 1 grade or
CANTALOUPE product of Guatemala, or Honduras, no. 1 grade
20031015001_EA/20167017001_EA

2⁹⁹
LB

YELLOW PEACHES or NECTARINES
product of Chile, no. 1 grade
6.59/kg
20319426001_KG/20002646001_KG

2⁴⁹
LB

EGGPLANT or GREEN ZUCCHINI
product of U.S.A.
5.49/kg
20155709001_KG/20426594001_KG

5⁹⁹
LB

ASPARAGUS
product of Mexico, or Peru, no. 1 grade
13.21/kg
20174581001_KG

4⁹⁹

PC® BLUE MENU® or WONDERFUL PISTACHIOS
selected varieties, product of U.S.A.
200-225 g
21351596_EA/20339219_EA

6⁹⁹

5 LB BAG

BARTLETT PEARS product of U.S.A., extra fancy grade or
FARMER'S MARKET™ ROYAL GALA or
AMBROSIA APPLES product of Western Provinces, Canada fancy grade
21032823001_EA/20630846001_EA

6⁹⁹

3 LB BAG

PC® MANDARINS
product of U.S.A.
2084961001_EA

4⁹⁹

5 LB BAG

FARMER'S MARKET™ CARROTS
product of Canada, Canada no. 1 grade
20600928001_EA

5⁹⁹

PKG OF 11

907 G

FARMER'S MARKET™ GRAPE TOMATOES
product of Canada or Mexico or
MINI CUCUMBERS product of Canada, Canada no. 1 grade
20840038001_EA/21070967001_EA

*Fresh Guarantee: Applicable to eligible fresh produce items purchased at No Frills store locations or online at nofrills.ca. If you are not completely satisfied with your eligible fresh produce item, we will replace it with an identical item, or in our discretion, a comparable item and provide you with a refund of the purchase price upon presentation of the item and your original receipt within 7 days of purchase at the No Frills store where purchase originated. The guarantee does not apply to produce items with a stated "best before" date (e.g. bagged salad kit, packaged bean sprouts) and may not be combined with any other offer. We reserve the right to cancel or change the terms of this guarantee at any time without notice.

FRESH AT LOW PRICES

\$15

PC® AIR CHILLED WHOLE CHICKEN
up to 1.7 kg or
SUFRA® HALAL WHOLE CHICKEN
up to 1.55 kg
21430673 EA/21666198 EA



\$11 LB

SIRLOIN TIP ROAST
cut from Canada AA beef
24.25/kg
20052637_KG



3.99 LB

PORK COMBO CHOP
fresh, bone-in
8.80/kg
20976983_KG



11.99

MARCANGELO SAUSAGE, BREAKFAST SAUSAGE, PATTIES or MEATBALLS
selected varieties, frozen
1.2/1.4 kg
20799699_EA

\$6



SCHNEIDERS JUICY JUMBOS or SMOKED SAUSAGES
selected varieties
375/450 g
20105611_EA

8.99



JANES BONELESS CHICKEN BITES, FILLETS or RESTAURANT STYLE TENDERS
selected varieties, frozen
710/720 g
21440340_EA/21703608_EA

7.99



ST-HUBERT 715/800 g or SWISS CHALET POT PIES 650/655 g
selected varieties frozen
20719334_EA/21047194_EA

\$5



OLIVIERI FRESH FILLED TWIN PACK PASTA 450-500 g, SKILLET GNOCCHI 280/300 g or FRESH SAUCE 300 mL
selected varieties
20321512_EA

\$7



SEAQUEST® FILLETS
selected varieties, frozen
400 g
21314740_EA

\$7



SEAQUEST® WHITE COLOSSAL SHRIMP raw, 16/20 per lb., 300 g, BAY SCALLOPS 400 g or SHRIMP RING 227 g
frozen
21043887_EA

Optimum™

\$3.50



MASTRO CAPOCOLLO 125 g or SAN DANIELE MORTADELLA 175 g
20576743_EA/20577341_EA

\$6



PC® FREE FROM® SLICED DELI MEAT 175 g, MARGANGELO COOKED CHICKEN BITES 200 g or SLICED DELI MEAT 85 g
selected varieties
20682966_EA/21706099_EA

\$4



THE LAUGHING COW 8's or CHEESE DIPPER 140 g, MINI BABYBEL 6's or ROLLS 102 g
selected varieties
20319107_EA/20574332_EA

\$3



COUNTRY HARVEST BREAD 600 g or BAGELS 6's
selected varieties
21178571_EA/21178642_EA

2.25



NO NAME® BAGELS
selected varieties, 6's
21217967_EA

4.50



FARMER'S MARKET™ BUTTER CROISSANTS 6's or PC® MINI MUFFINS 12's
selected varieties
20973943_EA/21488021_EA

\$4



PC® TOPPED HUMMUS
selected varieties, 280 g
20611328_EA

App exclusive offer



PC® VEGETABLES
selected varieties, frozen
300-750 g
20318915_EA

Member Price

\$3

Non-Members

\$4

Members
Save
\$1

**Moredays
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Moredays**



Optimum™

Moredays™

Thursday, January 29 to
Wednesday, February 4, 2026

App exclusive offer



CHRISTIE COOKIES 303-482 g or **CAKESTERS** 285 g
selected varieties
21014087_EA/21712437_EA

\$4⁵⁰

Earn

2,500

(pts)

That's
\$2⁵⁰
back in points



DR. OETKER SUPREMA 487-520 g or
GIUSEPPE STUFFED CRUST PIZZA 685-771 g
selected varieties, frozen
21649640_EA

\$7

Earn

1,000

(pts)

That's
\$1
back in points



CLARK BEANS
selected varieties
398 mL
21308477_EA

\$1⁵⁰

Earn

500

(pts)

That's
.50
back in points

App exclusive offer



Optimum™



Earn

4,000

(pts)

For every \$10*
spent

That's
\$4
back in points

CHRISTIE PREMIUM PLUS CRACKERS
selected varieties
450/481 g
21109001_EA/21109004_EA

App exclusive offer



Optimum™



Earn

5,000

(pts)

For every \$10*
spent

That's
\$5
back in points

KNORR LIQUID BOULLION 250 mL, **CUBES** 63/69 g,
DRY SAUCE MIX 17-48 g, **ZERO SALT** 72 g, **OXO BOULLION** 72 g or **VELOUTINE GRAVY MIX** 250 g
selected varieties
20297436001_EA/20320060_EA

Optimum™



Earn

3,500

(pts)

For every \$10*
spent

That's
\$3⁵⁰
back in points

GERBER BABY POUCHES, SNACKS or CEREALS
all sizes and varieties
21024943_EA/20574110001_EA/20305738001_EA



Earn

1,000

(pts)

For every \$6*
spent

That's
\$1
back in points

ORVILLE REDENBACHER MICROWAVE POPCORN 385-492 g or **KERNEL JAR** 350 g
selected varieties
20629532002_EA



Earn

1,500

(pts)

For every \$6*
spent

That's
\$1⁵⁰
back in points

BETTY CROCKER SUPER MOIST CAKE MIX 375/404 g, **SNACK SIZE MIX** 184/212 g or **FROSTING** 340/450 g
selected varieties
20562641002_EA/21547838_EA



Earn

4,000

(pts)

For every \$12*
spent

That's
\$4
back in points

CADBURY CHOCOLATE
selected varieties
32-200 g
20690539_EA/21648577_EA

App exclusive offer



Optimum™



Earn

2,000

(pts)

For every \$5*
spent

That's
\$2
back in points

CHRISTIE CRISPERS
selected varieties
145 g
21358333_EA

App exclusive offer



Optimum™



Earn

5,000

(pts)

For every \$10*
spent

That's
\$5
back in points

PILLSBURY REFRIGERATED DOUGH 200-468 g or **PILLSBURY POPS** 380 g, **SCRAMBLES** 204 g or **STRUDEL** 326 g, selected varieties
20318034002_EA/20305424002_EA/21435996_EA



Earn

3,500

(pts)

For every \$9*
spent

That's
\$3⁵⁰
back in points

YOPLAIT or LIBERTÉ YOGURT
selected varieties. Excludes Yop 12's, 15's, Liberté 16's
20317317001_EA/21079491_EA

Quantities and/or selection (flavour, colour, patterns, style) of items may be limited and not be available in all stores. No rainchecks or substitutions on clearance items or when quantities are advertised as limited. We reserve the right to limit purchase quantities per customer to reasonable family requirements. See in-store for details. We are not obligated to sell items based on errors or misprints in typography or photography. All savings claims (i.e. "Save", "Was", "1/2 Price", etc.) are in comparison to our own regular prices. Regular pricing and savings on items shown may vary by store location. Applicable taxes, fees, deposits, recycling or environmental surcharges are extra. Coupons must be presented and redeemed at time of purchase. *PC Optimum™: Scan your PC Optimum™ app or swipe your card to get Members Pricing or points. See instore for details.



Moredays Moredays Moredays



Optimum™

Moredays™

Thursday, January 29 to
Wednesday, February 4, 2026



\$11

Earn
1,000
pts

That's
\$1
back in points

NATIVE HAIR CARE 487 mL or **BODY WASH** 532 mL
selected varieties
21435048_EA/21505267_EA



Earn
10,000
pts

For every \$25*
spent

That's
\$10
back in points



AVEENO BODY LOTION, FACIAL CARE, SUNSCREEN, BODY WASH or BABY TOILETRIES
all sizes and varieties
20102023001_EA/20157402002_EA



Earn
3,000
pts

For every \$15*
spent

That's
\$3
back in points

CETAPHIL FACE or BABY PRODUCTS
selected sizes and varieties
20432313001_EA/21115535_EA



Earn
3,000
pts

For every \$15*
spent

That's
\$3
back in points

AXE, DEGREE or VASELINE PRODUCTS
all sizes and varieties
20303942001_EA/21042562_EA



Earn
5,000
pts

For every \$12*
spent

That's
\$5
back in points

LISTERINE MOUTHWASH
all sizes and varieties
21091222_EA



Earn
7,500
pts

For every \$20*
spent

That's
\$7.50
back in points

BENEFIBER, CENTRUM, EMERGEN-C, ADVIL, NEOCITRAN, TUMS, SENSODYNE or POLIDENT
selected varieties and sizes
20301179003_EA/20324424001_EA



Earn
20,000
pts

For every \$50*
spent

That's
\$20
back in points

JAMIESON PROGRESSIVE VEGESSENTIAL
840 g
20700876001_EA



\$11⁴⁹

Earn
1,500
pts

That's
\$1.50
back in points

ZIPLOC STORAGE BAGS
selected varieties
60-270's
21196100_EA



\$7⁹⁹

Earn
3,000
pts

That's
\$3
back in points

EASY-OFF OVEN CLEANER
selected varieties
400 g/475 mL
20318168001_EA



Earn
5,000
pts

For every \$12*
spent

That's
\$5
back in points

LYSOL CLEANING or LAUNDRY
all sizes and varieties
20310677001_EA/21449826_EA



Earn
8,000
pts

For every \$20*
spent

That's
\$8
back in points

TYLENOL, BENLYN or ZARBEE'S COUGH COLD PRODUCTS
selected varieties and sizes
20315180001_EA/20322277001_EA



\$22

Earn
1,000
pts

That's
\$1
back in points

TIDY CATS CAT LITTER
selected varieties
5.44 kg
21217951_C01



Earn
5,000
pts

For every \$12*
spent

That's
\$5
back in points

CLOROX, PINE-SOL, LIQUID PLUMR, GREEN WORKS or GLAD
all sizes and varieties
20296879001_EA/21383179_EA



Member Price
\$10

Non-Members
\$11

Members Save
\$1

TIDE LIQUID 1.62/1.86 L or **PODS** 31/18's
LAUNDRY DETERGENT, DOWNY FABRIC SOFTENER 1.66/2.63 L, 379 g,
or **GAIN SCENT BOOSTERS** 120/200's
21593782_EA/21659584_EA



Earn
5,000
pts

For every \$10*
spent

That's
\$5
back in points

SCRUBBING BUBBLES, DRANO or GLADE PRODUCTS
all sizes and varieties
20322855001_EA/21347949_EA

JANUARY

**HIT
OF THE
MONTH**



Made in Canada

**Catelli Smart or
Healthy Harvest pasta**

Selected varieties, 340/375 g
20299819008_EA/20527060_EA



Kellogg's Eggo Waffles 8's

Frozen, selected varieties, 270/280 g
20302779_EA/20323436001_EA



Prepared in Canada

Janes Cosmic Chicken Nuggets

Frozen, 500 g
21717211_EA

See in-store for retails

**LOWEST PRICES
BEST DEALS**

As compared to other major grocery retailers within your local trade areas.
Offer valid January 1st - 31st, 2026 while quantities last. We reserve the right to limit quantities to reasonable family requirements. See in store for limits. No rainchecks.

LAST *CHANCE TO* SAVE BIG*

Redemption ends
February 25th or
while supplies last.

Supplies
are
limited!



COLLECT
& SAVE!
BIG

*Get 1 stamp for every eligible \$20 spent before taxes in a single transaction until Feb. 11, 2026 at participating Loblaw banner stores. 8 bonus stamps for PC Optimum™ members who opt-in using the PC Optimum™ App ("App") between Oct. 16, 2025-Feb. 11, 2026. 1 bonus offer/account/household. Purchase exclusions apply. Stamps have no cash value and are non-transferrable. See in store for paper stamp card or App to opt-in to program for digital stamp card. Stamp redemption ends Feb. 25, 2026 or while supplies last. 20 stamps must be presented at time of ovenware purchase. Ovenware selection and/or quantities may diminish as completed cards are redeemed. All sales final. For full warranty information, product replacement process, FAQ's and complete offer details, visit pcoptimum.ca/collectandsave.

JANUARY 29 - FEBRUARY 11

LAST CHANCE TO

SAVE BIG
WITH FEWER
STAMPS

Supplies
are
limited!



Double Redemption

~~40~~ 20 =
stamps

Any **two pieces**
of Ovenware for
60%-80% off each!

COLLECT
& SAVE!
BIG

Offer available for redemption in-store and online at participating Loblaw banner stores until February 11, 2026. 20 digital or paper or a mix of both stamps must be presented to cashier at time of ovenware purchase. Stamps have no cash value and are non-transferrable. Ovenware selection and/or quantities may diminish as completed cards are redeemed. All sales are final. Ovenware is under warranty for 2 years from date of purchase. For full warranty information including warranty exclusions, product replacement process, FAQ's and complete offer details, visit pcoptimum.ca/collectandsave.

App exclusive offers

**More offers
More points**

**Members
get over**

\$25

in value

**CLICK FOR
THESE COUPONS
AND MORE**



PC® INSTANT COFFEE
80 - 100 g

Earn
500
pts
Until February - 4 - 2026



NESCAFÉ RICH INSTANT COFFEE
excludes 95 g

Save
\$2.50
with digital coupon



PC® CHOCOLATE BARS
300 g

Earn
1,000
pts
Until February - 4 - 2026



PC® BASQUE CHEESECAKE
600 g

Earn
2,000
pts
with digital coupon



PC® COLESLAW
397 g

Earn
500
pts
Until February - 4 - 2026



PC® GNOCCHI or RISOTTO
350/400 g

Earn
1,000
pts
Until February - 4 - 2026



PC® BLUE MENU® CALAMANSI CITRUS AND STRAWBERRY SPARKLING WATER
12 x 355 mL

Earn
750
pts
Until February - 4 - 2026



PC® LOW SODIUM CLUB SODA
12 x 355 mL

Earn
750
pts
Until February - 4 - 2026



PC® RED BREW DE-ALCOHOLIZED LAGER BEER
12 x 355 mL

Earn
1,500
pts
Until February - 4 - 2026



PC® BABY WIPES
300's

Earn
1,000
pts
Until February - 4 - 2026



NO NAME® CHICKEN STRIPS
908 g

Earn
500
pts
Until February - 4 - 2026



NO NAME® CHICKEN NUGGETS
908 g

Earn
500
pts
Until February - 4 - 2026



PC® MEAT LASAGNA
2.27 kg

Earn
2,000
pts
Until February - 4 - 2026

More offers. More points.

CLICK FOR
THESE COUPONS
AND MORE



Optimum



NO NAME® CHOCOLATE CHIP COOKIES

907 g

Earn
500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® BUTTER

454 g

Earn
500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® 100% WHOLE GRAIN QUICK OATS

1 kg

Earn
500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® SPICES

150 g

Earn
500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® CHICKEN HOT DOGS

1.5 kg

Earn
1,000

(pts)

Until February - 4 - 2026

Optimum



NO NAME® CHICKEN BURGER

908 g

Earn
500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® CALIFORNIA MIXED VEGETABLES

750 g

Earn
500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® CHICKEN WINGS, MEDIUM BBQ

908 g

Earn
2,000

(pts)

Until February - 4 - 2026

Optimum



NO NAME® LEMONADE

1.75 L

Earn
500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® FACIAL TISSUE

2 ply, 6 x 200 sheets

Earn
1,500

(pts)

Until February - 4 - 2026

Optimum



NO NAME® KITCHEN GARBAGE BAGS

21 L

Earn
1,000

(pts)

Until February - 4 - 2026

Optimum



NO NAME® EXTRA SCENTED SCOOPABLE CLUMPING CAT LITTER

7 kg

Earn
1,500

(pts)

Until February - 4 - 2026

BRANDS YOU LOVE AT LOW PRICES

3²⁵

**ASTRO, 1060
LIBERTÉ GREEK 4's
YOGURT**

selected varieties
201AS226001, EA/20801752003, EA



\$6

**CRACKER BARREL
CHEESE SHREDS 320 g, or
BLACK DIAMOND
CHEESTRINGS
or SNACKS 252/336 g**

selected varieties
20763661, EA/21290616, EA

\$5

**INTERNATIONAL
DELIGHT COFFEE
CREAMERS 946 mL
or COLD FOAM 396 g**

selected varieties
21629937, EA/20893480002, EA



1²⁹

**MINUTE MAID
FROZEN PUNCH
or LEMONADE**

selected varieties
295 mL
20418237002, EA



4⁵⁰

**HUNGRY-MAN
DINNER ENTRÉES**

selected varieties, frozen
360-455 g
20296014002, EA

5⁵⁰

**PC® DRY ROASTED PEANUTS 700 g,
CASHEWS or DELUXE MIXED NUTS 200 g**

selected varieties
20037990001, EA/21054943, EA



\$7

DEL MONTE JUICE BLENDS

selected varieties, refrigerated
2.3 L
21395736, EA



\$11

NO NAME® MEAT LASAGNA

frozen, 2.27 kg
20099795, EA



1²⁵

**CAMPBELL'S
CONDENSED SOUP**

selected varieties, 284 mL
2029726002, EA



3⁵⁰

**SUNRYPE JUICE 1.36 L, OASIS, DELMONTE or
ARIZONA ICED TEA DRINK BOXES 8x200 mL**

selected varieties
20048779003, EA/211649074, COM



\$4

COCA-COLA or PEPSI SOFT DRINKS

selected varieties
6x750 mL
20112741002, COM



1⁶⁹

CAMPBELL'S BROTH

selected varieties
250/500 mL
2022440001, EA/21347245, EA



\$4

**DORITOS TORTILLA CHIPS 210/235 g or
SMARTFOOD POPCORN 150-220 g**

selected varieties
20272859, EA/211693043, EA



2²⁹

**DARE ULTIMATE COOKIES 200/300 g,
VIVA PUFFS 300 g or WAGON WHEELS 315/340 g**

selected varieties
20419930001, EA/2074346, EA



3²⁵

MARIO'S CORNED BEEF or COOKED HAM

340 g
21295614, EA



1⁵⁰

CLOVER LEAF LIGHT TUNA

selected varieties
85/170 g
20018117001, EA



1⁸⁹

KNORR SIDEKICKS

selected varieties
120-162 g
2023143001, EA



\$3

**HEINZ FLAVOURED
KETCHUP**

selected varieties
375 mL
20128881, EA



\$4

**NO NAME® CANOLA or
VEGETABLE OIL**

946 mL
20748660, EA/213194669, EA



\$3

Earn
1,000
pts

VH COOKING or DIPPING SAUCE

selected varieties
241-380 mL
20297368, EA/20984012, EA



2⁷⁹

BEN'S ORIGINAL BISTRO EXPRESS RICE

selected varieties
240/250 g
21404900, EA/21405476, EA



App exclusive offer



Earn
3,500
pts

For every \$10*
spent

That's
\$3.50

value



**FLEISCHMANN'S
YEAST 24-450 g,
BREAD BOOSTER 100 g,
BAKING POWDER 340 g or
CORNSTARCH 454 g**

selected varieties
20006692, EA/20102920001, EA

BRANDS YOU LOVE AT LOW PRICES

3⁵⁰

DAIRYLAND SOUR CREAM
selected varieties
500 mL
2027596001 EA



4⁵⁰

**CRACKER BARREL
NATURAL CHEESE SLICES**
selected varieties
200-240 g
21200705 EA



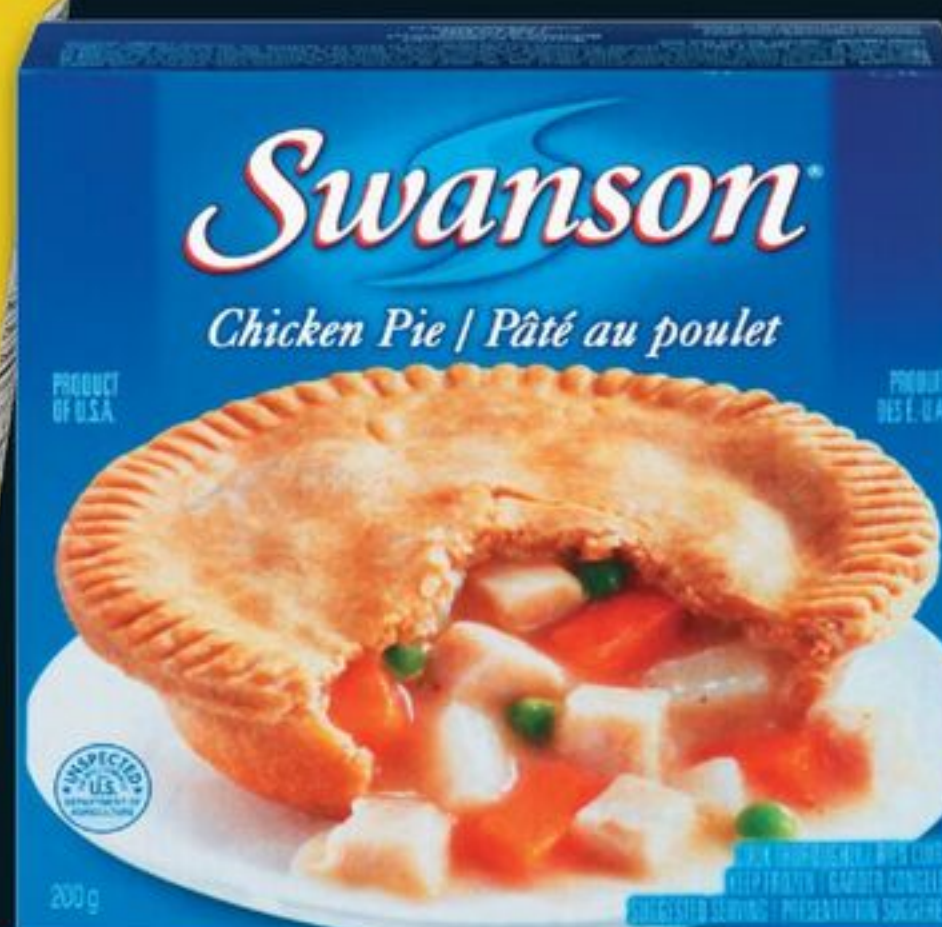
\$4

NO NAME® ICE MILK
selected varieties, frozen
1.65 L
21410174 EA



\$1

SWANSON POT PIES
selected varieties, frozen
200 g
20330525001 EA



8⁵⁰



POGO
selected varieties, frozen
8/10's
20053302001 EA



\$7

PC® ORANGE JUICE
selected varieties, refrigerated
2.5 L
21537144 EA



3⁵⁰

**OLD DUTCH POTATO
or TORTILLA CHIPS**
275-290 g
HUMPTY DUMPTY SNACKS
250-290 g
selected varieties
21367346 EA/21443100 EA



\$6

JACK LINK'S JERKY
selected varieties
65-81 g
2030193002 EA



2⁷⁹



CHRISTIE COOKIES
selected varieties
2513023 g
21026608 EA/21361508 EA

\$4⁵⁰

NO NAME® PIE FILLING
selected varieties
540-790 mL
21662314 EA/21667990 EA



Members
Save
.49

\$8

NO NAME® CRANBERRIES or
SULTANA RAISINS 750 g or
WHOLE PITTED DATES 1 kg
20647525 EA



2⁷⁵

**PC® KETTLE COOKED, LOADS OF or
WORLD OF FLAVOURS POTATO CHIPS**
selected varieties
200 g
20640511002 EA/21422931 EA



\$6

MAXWELL HOUSE INSTANT COFFEE
150 g
21026608 EA



5⁴⁹

RED ROSE ORANGE PEKOE BLACK TEA 70's
or **TAZO TEA** 20's
selected varieties
21692191 EA



1⁷⁵

CARNATION EVAPORATED MILK
selected varieties
354 mL
20690812 EA/20690817 EA



\$12

**KICKING HORSE
ORGANIC GROUND COFFEE**
selected varieties
284 g
20605130001 EA



5⁵⁰

KELLOGG'S FAMILY SIZE CEREAL
selected varieties
480-650 g
21469784 EA/21615640 EA



2²⁹

**QUAKER DIPP'S or
CHEWY GRANOLA BARS**
selected varieties
120-154 g
20647582 EA/21339366 EA



\$9

NO NAME® HONEY 1 kg or
FLOURISH PANCAKE MIX 430 g
selected varieties
20033683 EA/21373781 EA



\$3

FERRERO CHOCOLATE BAR 90 g or
MERCI CHOCOLATE BAR 100 g
selected varieties
21160514 EA/21428863 EA



BRANDS YOU LOVE AT LOW PRICES



\$7

Earn
1,000
pts

That's
\$1
value



TRESEMMÉ HAIR CARE
selected varieties
184-311 g/236-828 mL
20315303016_EA/21170103_EA

\$2

GLAD CLING WRAP 30 m, **TITAN FOIL** 25 ft or
TITAN WAX PAPER 25 ft

20003818_EA/21408432_EA



\$4

MR. CLEAN ALL PURPOSE CLEANER
1.21 L, **FEBREZE AIR** 250 g,
BATHROOM AIR FRESHENER 7.5 mL,
CAR 2 mL or **MAGIC ERASER** 2/3's
selected varieties
21005017_EA/21700198_EA



19⁸⁸

FINISH AUTO DISHWASHER TABS
selected varieties
60-105's
21218875_EA/21561337_EA



NEW
LOWER
PRICES

\$7

**GREAT BRITISH
CHEDDAR**

400 g
21527282 EA



3⁵⁰

**NATURAL BAKERY
RYE BREAD**

500 g
20670549 EA

\$5

BURNBRAE NESTLAID WHITE EGGS

12's
20816075001 EA



\$5

SCHNEIDERS BOLOGNA

selected varieties
500 g
20039186 EA



**CHAPMAN'S FROZEN YOGURT or
SORBET**

selected varieties, frozen
2 L
20314434001 EA/20529120001 EA

\$8

CLIF BAR 5 PK

selected varieties
340 g
21664766 EA/21664843 EA



3⁵⁰

**MINUTE MAID
ZERO SUGAR or
FUZE BEVERAGES**

selected varieties, refrigerated
1.54/1.75 L
21434119 EA/21652207 EA



\$2

**BEN'S ORIGINAL
RICE CUPS**

selected varieties
62/68 g
21680463 EA/21680713 EA



\$4

HEALTHY CHOICE DINNER ENTRÉES

selected varieties, frozen
269-298 g
21406269 EA



\$2

SNACK PACK PUDDING

selected varieties
4x99 g
20310707001 EA



\$5

ACTIVIA

selected varieties
8x93 mL
21108439 EA



\$8

**EXTRA LEAN
GROUND BEEF**

fresh
450 g
21675392 EA



\$4

TWININGS TEA

selected varieties
20's
203000740001 EA



6⁵⁰

MCCAIN PIZZA POCKETS

selected varieties, frozen
540/600 g
21047833 EA



4⁷⁵

**SMUCKER'S
UNCrustABLES**

selected varieties, frozen
4's
21543057 004



7⁵⁰

**LILYDALE SLICED
DELI MEAT**

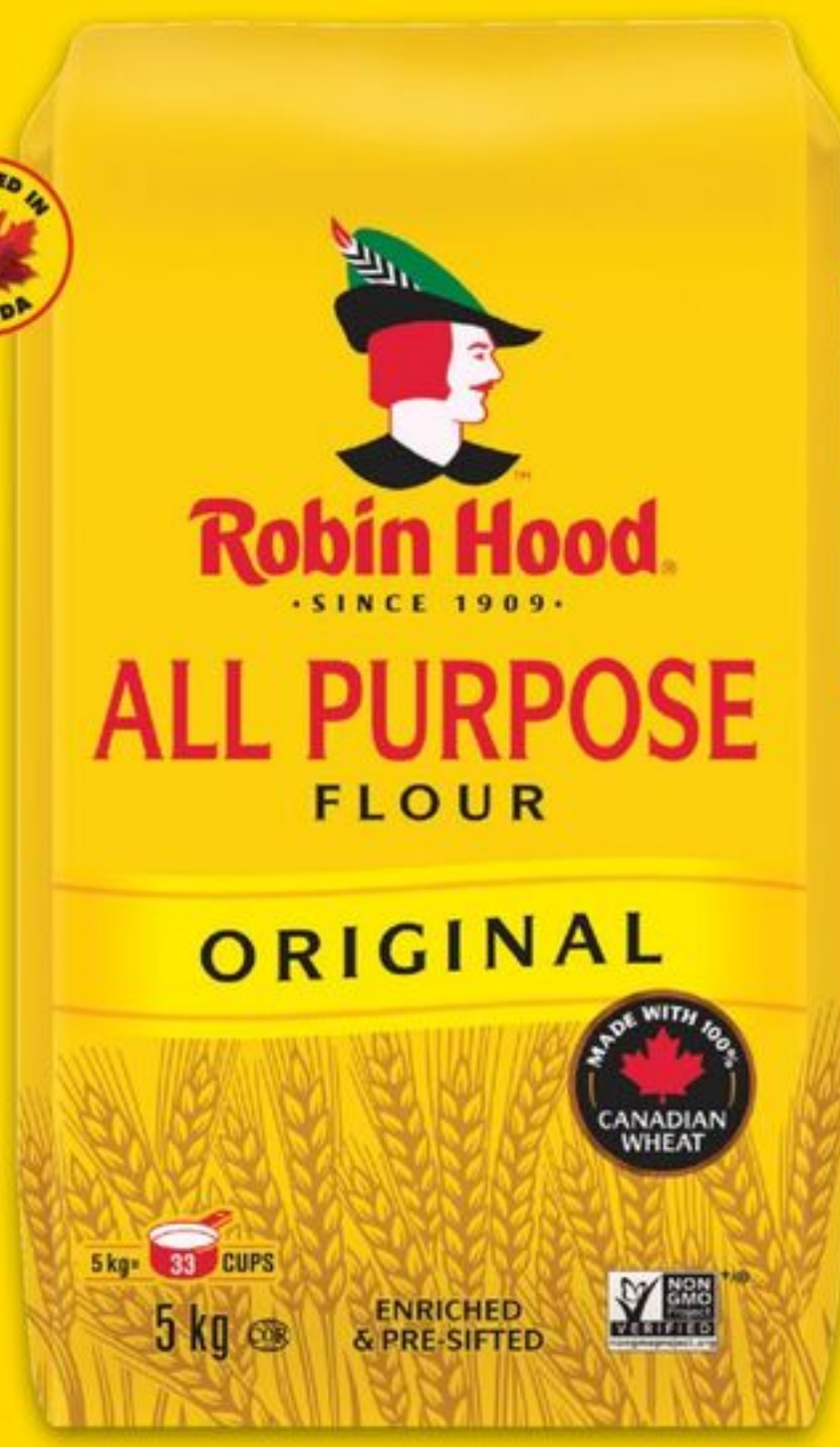
selected varieties
400/500 g
21675404 EA/21675436 EA



**NEW
LOWER
PRICES**

4⁷⁵

PC® FROZEN FRUIT
selected varieties
300-600 g
20312227 EA

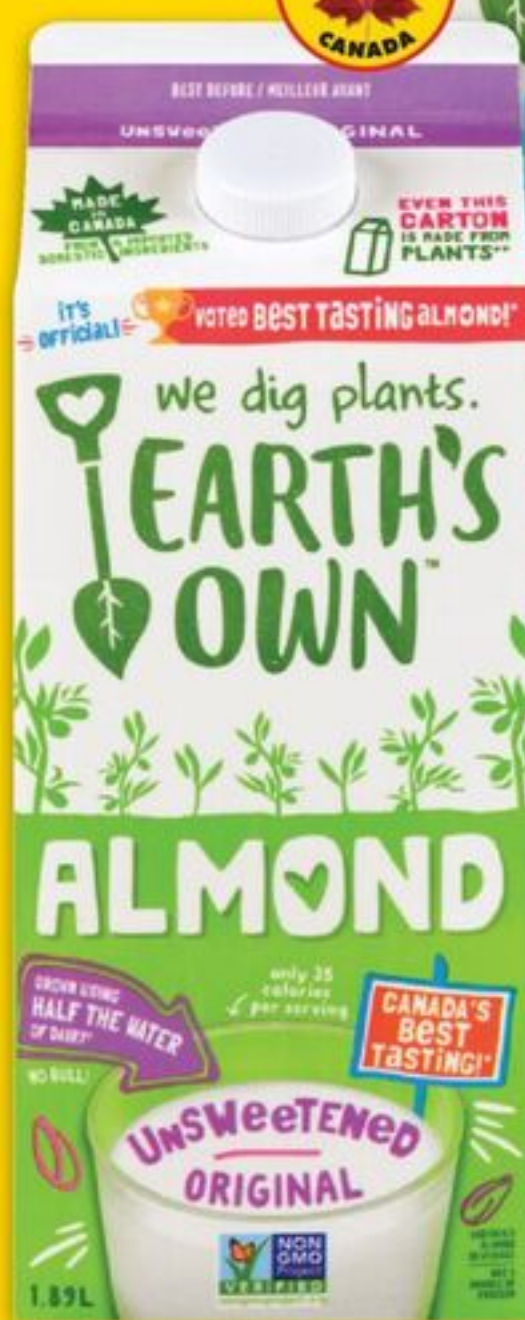


\$10

ROBIN HOOD FLOUR
selected varieties
5 kg
20149342001 EA

5⁵⁰

SCHNEIDERS BREAKFAST SANDWICH or EGG BITES
selected varieties frozen
204-288 g
21623187 EA/21623288 EA



3⁵⁰

EARTH'S OWN ALMOND or SOY BEVERAGE
selected varieties, refrigerated
1.75/1.89 L
20327647 EA/21586376 EA

\$5

CHAPMAN'S SUPER NOVELTIES
selected varieties, frozen
8-18's
20111532 EA/20117581001 EA



6⁵⁰

FRUITÉE ICE CREAM
selected varieties, frozen
270 mL
21701523 EA



7⁵⁰

MUSAFIR BUTTER CHICKEN BITES
357 g or **PANEER BURGERS** 480 g
21702194 EA/21705196 EA



\$5

M&M'S or MARS CHOCOLATE POUCHES
selected varieties
155-170 g
21571767 EA/21571768 EA



\$3

TWIZZLERS CANDY PACK 311-454 g or JOLLY RANCHER ROPE 283 g
selected varieties
20022328004 EA



7⁵⁰

SAMYANG NOODLES
selected varieties
650 g
21450283 EA



1⁵⁰

LIPTON or KNORR SOUP MIX
selected varieties
40-145 g
20297514001 EA/20308188001 EA



\$5

PAM COOKING SPRAY
selected varieties
141/170 g
20178204001 EA



\$6

NESTLÉ CARNATION HOT CHOCOLATE MIX
selected varieties
400/450 g
21397990 EA



3⁷⁵

NO NAME® DISINFECTANT WIPES
selected varieties
75's
21346780 EA



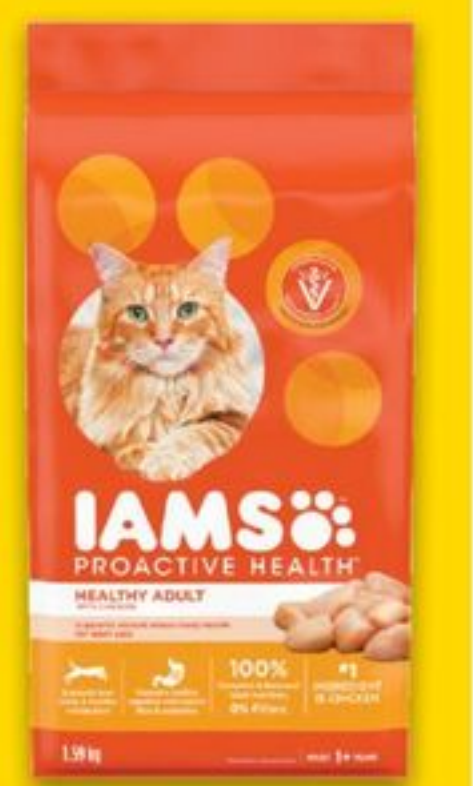
\$7

PC® BATHROOM TISSUE 12x24 rolls or FACIAL TISSUE 6x126 sheets
selected varieties
20181283 EA/21430718 EA



\$12

IAMS DRY CAT FOOD
selected varieties
1.36/1.59 kg
21027553 EA



**NEW
LOWER
PRICES**

7⁵⁰

**BRAR'S
DAIRY DAHI**

3.25%
1.8 kg
21576316_EA



\$10

**ZAHIBA
HALAL CHICKEN**

selected varieties, frozen
800/908 g
21192505_EA



6⁵⁰

FRUTÉE ICE CREAM

selected varieties, frozen
270 mL
21701523_EA



7⁵⁰

**SAMYANG
NOODLES**

selected varieties
650 g
21450283_EA



BABY ESSENTIALS AT LOW PRICES



26⁹⁷

PAMPERS EASY UPS or NINJAMA'S TRAINING PANTS
selected varieties
34-74's
21089365 EA/21089456 EA



7⁹⁹

HUGGIES 2X/3X BABY WIPES
selected varieties
112-192's
20558604 EA/21086935 EA



34⁹⁷

ENFAGROW A+ INFANT NUTRITIONAL SUPPLEMENT
selected varieties, 907 g
21694898 EA



9⁵⁰

PEDIASURE COMPLETE
selected varieties
4x235 mL
20322414001 EA/21371922 EA



1⁹⁹

BABY GOURMET ORGANIC FRUIT or VEGETABLE BABY FOOD POUCHES
113/128 mL or JARS 113 mL
selected varieties
20616541001 EA/21122983 EA



4⁵⁰

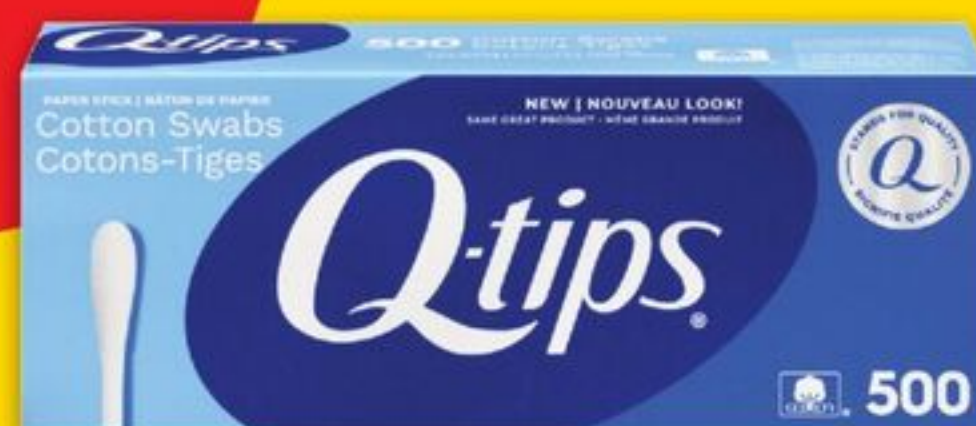
AMARA ORGANIC INFANT SMOOTHIE MELTS
selected varieties
23 g
21426267 EA/21703352 EA



2⁹⁹

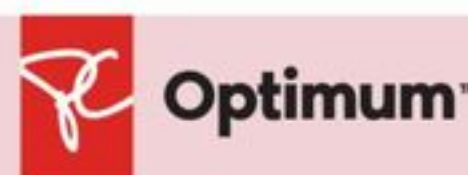
BABY MUM MUM ORGANIC SNACKS
selected varieties
50 g
21291768 EA

4²⁷



Q-TIPS COTTON SWABS
500's
20323077001 EA

App exclusive offer



Earn
10,000
pts
For every \$50*
spent

That's
\$10
value



HUGGIES IN THE BABY DEPARTMENT
selected varieties and sizes
20963841 EA/21086935 EA/
21172501 EA/21401195 EA/
21456748 EA

1000s OF LOWERED PRICES EVERY DAY!

PRICE DROP

3⁵⁰



CREST PRO-HEALTH or COMPLETE TOOTHPASTE
selected varieties
100-120 mL
21041429 EA/21354024 EA



COLGATE TOOTHPASTE 70-123 mL,
2x120/150 mL or **MANUAL TOOTHBRUSH** 2's
selected varieties
20110327002 EA/21146650 EA

\$11



AVEENO LOTION
selected varieties
532 mL
20102023001 EA/20102023003 EA

\$5

DOVE BAR SOAP
3x106 g **BODY WASH**
325 mL **DEODORANT**
45-76 g or **HAIR CARE**
142-198 g/195-355 mL
selected varieties
21220717 EA/21644833 EA

7⁵⁰



IVORY BODY WASH PUMP
selected varieties
1035 mL
21432577 EA/21432666 EA

\$3

LADY or MEN'S SPEED STICK
PREMIUM DEODORANT
selected varieties
45-85 g
2034822001 EA/20847071 EA

\$18



POISE PADS or DEPENDS UNDERWEAR
selected varieties and sizes
12-66's
21023579 EA/21302119 EA

3²⁵



HERBAL ESSENCES HAIR CARE
selected varieties
346 mL
21247098 EA/21247099 EA

9⁵⁰



TYLENOL CHILDREN'S or INFANTS PAIN RELIEF PRODUCTS
selected varieties
16-20's / 24-100 mL
20329139001 EA

\$12



ENSURE or GLUCERNA READY TO DRINK SHAKES
selected varieties and sizes
20180283003 EA/20304767001 C06

ALWAYS

\$5



LIFE BRAND® LIQUID HAND SOAP REFILL
selected varieties
2 L
21357613003 EA/21357613004 EA

NATURAL FOODS AT LOW PRICES

5²⁹

SILK CREAMER
selected varieties
890 mL
21245360_EA



SKINNY POP

ORIGINAL
POPCORN • MAÏS SOUFFLÉ

deliciously popped, perfectly salted
délicieusement éclaté, parfaitement salé

3 simple ingredients
3 ingrédients simples

no artificial flavours
sans arômes artificiels

125 g

3⁵⁰

SKINNY POP POPCORN
selected varieties
125/150 g
20785418001_EA

3⁵⁰

EARTH'S OWN BARISTA 946 mL or
VITA COCO COCONUT MILK 1 L
selected varieties
20332922_EA/21643665_EA



Daiya

GLUTEN-FREE THIN CRUST PIZZA
SUPREME | SUPRÊME

PIZZA À CRÔUTE MINCE SANS GLUTEN

550 g

8⁹⁹

DAIYA PIZZA
gluten free
selected varieties, frozen
354-550 g
20923827_EA

4⁵⁰

QUE PASA TORTILLA CHIPS
selected varieties
156-350 g
21031316_EA



8⁹⁹

KIND MINIS or THINS
selected varieties
200/210 g
21125232_EA/21554179_EA



3⁹⁹

POPCORNERS
selected varieties
142 g
21370205_EA



5⁴⁹

CHICKAPEA HIGH PROTEIN GLUTEN-FREE PASTA
selected varieties
227 g
21597621_EA



12⁹⁹

LUNDBERG RICE
selected varieties
907 g
20652730_EA



4⁷⁹

AMY'S PLANT-BASED ORGANIC SOUP
selected varieties
398 mL
20305535002_EA



\$11

RX BAR MINIS
or 5's
selected varieties
208-275 g
21540999_EA/21541007_EA



AVAILABLE AT SELECT LOCATIONS ONLY

ONL NFW NV

RAMADAN KAREEM

رمضان كريم



SAVE UP TO 25%

5⁹⁹

795 G



907 G



340 G

DEGLET NOUR PITTED DATES

product of Tunisia or
ORGANIC PITTED DATES product of Tunisia or
HONEY PITTED DATES product of Iran
21562279001 EA/20772841 EA/21217809001 EA

ONLY

\$10

SUFRA HALAL CHICKEN DRUMSTICKS

fresh, up to 840 g
21427840 EA



4⁴⁹

SURAJ® DRY BEANS or LENTILS

selected varieties
1.8 kg
20558757 EA/20558758 EA



SAVE 30%

8⁹⁹

QUALITY BASMATI RICE

3.63 kg
20787290 EA



App exclusive offer

Optimum™

Member Price

\$11⁹⁹

Non-Members

\$13⁹⁹

Members Save \$2



SHER DURUM ATTA
9.07 kg
20657367 EA



恭賀新禧

1⁸⁸
LB

ASIAN YELLOW PEARS, ASIAN BROWN PEARS, FUJI APPLES product of China or **PAPAYA** product of Mexico
4.14/kg
20314943001_KG/20035618001_KG
20081066001_KG/20817066001_KG



3⁸⁸
LB

GUAVA
product of Taiwan
8.55/kg
20162500001_KG

2⁸⁸

SNAP or SNOW PEAS
product of China
21023581001_EA/21023553001_EA



200 G



3⁸⁸

KIMBERLEY'S FROSTED COOKIES
383 g
21433261_EA

3⁸⁸
LB

UTILITY DUCK
Frozen
8.55/kg
2014358_KG



5⁴⁸
LB

PORK BELLY PORTIONS
fresh
12.08/kg
21614914_KG



9⁴⁸

SEAQUEST® WHOLE TILAPIA 1.36 kg or WHOLE POMPANO 800 g
Frozen
21591947_EA/21592084_EA



1⁸⁸

NESCAFÉ COFFEE MIX 150 g **GARDEN CREAM WAFERS** 200 g or **T&T® ALOE VERA DRINK** 1.5 L
selected varieties
20312820003_EA/20392385_EA



2⁴⁸

ROOSTER® SWEETENED CONDENSED MILK
selected varieties
300 mL
20130907_EA



4⁹⁸

M.Y. SAN SKY FLAKES CRACKERS
800 g
21176798_EA



.88

KOSA RICE FLOUR or **KOSA GLUTINOUS RICE FLOUR**
400 g
21412730_EA



2⁸⁸

MARUKAN RICE VINEGAR 355 mL or **SQUID BRAND FISH SAUCE** 725 mL
selected varieties
20321732001_EA/21403212_EA



\$2

NO NAME® AIR FRYER LINERS
selected varieties
201629229_EA/21629282_EA



4⁴⁸

LOTTE MOCHI ICE CREAM
selected varieties, frozen
270 g
21247111_EA



7⁸⁸

BIBIGO MINI WONTONS or MANDUS
selected varieties
680/710 g
21591982_EA/21592031_EA



2⁸⁸

UFC COCONUT WATER
1 L
20570506_KA



19⁸⁸

FINISH AUTO DISHWASHER TABS
selected varieties
60-105's
21218875_EA/21361327_EA



5⁴⁸

LYSOL WIPES 75/84% DISINFECTANT SPRAY 350 g or **MULTI-PURPOSE TRIGGER** 950 mL
selected varieties
20314511001_EA/21449826_EA



12⁴⁸

TRU EARTH LAUNDRY DETERGENT ECO-STRIPS 32's or **SCENT BOOSTERS** 200 g
21425514_EA



AVAILABLE AT SELECT LOCATIONS ONLY

ONL ET 01 NFW

HAPPY LUNAR NEW YEAR

恭賀新禧

1.98
LB/EA

BEAN SPROUTS
each, product of Canada,
GINGER ROOT
4.37/kg, product of China or
JAPANESE SWEET YAMS
4.37/kg, product of U.S.A.
20951751001 EA/20179038001 KG

2.98
LB

GAI LON, YU CHOY, SHANGHAI BOK CHOY, or BABY BOK CHOY
product of Mexico or U.S.A.
6.57/kg
20082279001 KG/20032454001 KG

1.68
LB

CASSAVA
product of Costa Rica
3.70/kg
20087662001 KG

4.88

PC® ORGANICS BABY KING OYSTER, BLACK OYSTER or SHITAKE MUSHROOMS
product of Western provinces or **PC® OYSTER MUSHROOMS** product of Western provinces
100-170 g
21548173 EA/20626629 EA

13.88



T&T® LAMB SHOULDER ROLLS
fresh
340 g
21570410 EA

13.88



T&T® SLICED BEEF PLATE ROLLS
340 g
21570476 EA

3.88



FLYING GOOSE SAMBAL OLEK 495 g, **T&T® KALBI or BULGOGI MARINADE** 765 mL
20844590 EA/215331421 EA

1.88



ROOSTER® LONGKOU VERMICELLI 8x50 g or **T&T® SWEET POTATO VERMICELLI** 400 g
21295296 EA/21447349 EA

4.88



FOREWAY SESAME OIL 370 mL or **LEE KUM KEE CHIU CHOW CHILI OIL** 205 g
selected varieties
20287440 EA/21547021 EA

2.88



LAO GAN MA CHILI CRISP 210 g or **LEE KUM KEE PREMIUM SOY SAUCE** 500 mL
selected varieties
20026520 EA/20874066 EA

1.88



SUNRISE MEDIUM FIRM TOFU
selected varieties, 454 g
20022239 EA

.88



LEE KUM KEE SEAFOOD HOT POT SOUP BASE
selected varieties
40 mL
21584051 EA

3.88



SPAM LUNCHEON MEAT
340 g
21450739 EA

6.98



T&T® HEAD ON SHELL ON SHRIMP, RAW 30/40 per lb., 400 g, or **COOKED**, 21/25 per lb., 300 g
selected varieties, frozen
21689820 EA/21489948 EA

5.98



TRADITIONS FISH 750 g or **SHRIMP BALLS** 650 g
uncooked, frozen
21592065 EA/21593537 EA



BUDGETS LOVE YELLOW

(So switch)

\$6



NO NAME® NAPKINS
500's
20306897_EA

6¹⁹



NO NAME® COMPOSTABLE KITCHEN BAGS
20 ea
20179960_EA

2²⁹



NO NAME® WHITE VINEGAR
club size
4 L
20102756_EA

2²⁹



NO NAME® DISHWASHING LIQUID
800 mL
21309894_EA

3⁵⁰



NO NAME® BLEACH
selected varieties
2.4 L
21486532_EA

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer

ON/L NFW NIN FLAP

JOE FRESH

THIS WEEK'S
TOP DEALS



Moredays

Jan. 29 - Feb. 4



Open the app
to get your
offers.



Members get

20,000 pts

for every \$60 spent
on **apparel***

25% off

Sleep Styles*

Ends February 4
Excludes Clearance and Brands



NOW
\$12
~~\$16~~
Sleep T-Shirt

NOW
\$39

~~\$49~~
SoftWash Cropped
Sweatshirt



\$10 Off

Women's Active Sweatshirts & Joggers*

Regular Price \$39 - \$49
Ends February 4
Excludes Clearance and Brands

\$5 Off

FIFA World Cup 2026™ Styles*

Regular Price \$35 - \$45
Ends February 4
Excludes Clearance



NOW
\$30
~~\$35~~
Adult FIFA World Cup 2026™
Canada Jersey

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Pass

Get your first year
of *PC Express* Pass for

\$2/month*

- Unlimited No Frills® delivery or pickup
- Earn 2% back in (pts) with eligible pickup orders**

Use code

PASS76

Learn more

*/**Offer valid until February 18, 2026. Conditions apply, \$30 minimum order. Regular price \$99.99/year after your first year.



**GET FLYER
TO YOUR
EMAIL.**

STRAIGHT TO YOUR EMAIL

Scan the QR code to sign up.

STRAIGHT TO YOUR PHONE

Text "OFFER" to 374557 (FRILLS)*



*Standard message and data rates may apply.

App exclusive offer



January 29 to February 4, 2026



for every \$100* spent on any combination of Boston Pizza, DoorDash, Gap Inc. Brands, Google Play, The Keg, and Ultimate Dining Card gift cards.



*Google Play gift card purchases are subject to a \$200 limit. Offer valid in-store only. Subject to availability; selection may vary by store. We reserve the right to limit quantities. See gift card for details, terms & conditions. Offer applies to every \$100 spent on any combination of Boston Pizza, DoorDash, Gap Inc. Brands, Google Play, The Keg, Ultimate Dining Card, Harvey's, and Swiss Chalet cards in a single transaction. Cannot be combined with any other gift card offers. Not valid on prior purchases. PC Optimum points cannot be redeemed toward the purchase of gift cards. All other trademarks are property of their respective owners.

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for \$19 a month
with auto top-up

find us at the checkout lanes
exclusively at **NOFRILLS**



*Subject to change. Conditions apply. Visit nonamemobile.ca for full details.

Optimum™ **Moredays™**

3,000 pts

when you spend \$30 or more on fuel.*

Jan 29 – Feb 1



Open the app to get this offer.

*Conditions apply. Complete details on the PC Optimum™ app or at www.pcoptimum.ca

MORE WAYS TO SAVE



Enjoy these price drops for longer.



We'll honour a current deal if we're sold out, and give 10% in PC Optimum points.



Count on low everyday prices.



If your produce isn't fresh, we'll replace AND refund it.

The **NOFRILLS** thing to do.

†Raincheck + PC Optimum Points: Applies to out of stock items advertised in the current weekly flyer ("Promotion Period"). Raincheck can be used towards purchase of the unavailable item (subject to reasonable customer/requirements) at the advertised flyer price plus 10% back in PC Optimum points when the item is back in stock or within 14 days of raincheck issue date. 10% back in PC Optimum points is calculated per item on the advertised flyer price. Raincheck requests must be made in-store during the unavailable item's Promotion Period. Raincheck must be redeemed in-store at the issuing store location. Raincheck + Pts does not apply to flyer items marked "while quantities last", gift cards, liquor, tobacco, seasonal and products which are provincially-regulated, or as we determine from time to time. Customers who are not PC Optimum program members will not be eligible to receive PC Optimum points. To become a member, visit www.pcoptimum.ca. We reserve the right to cancel or change the terms of this offer at any time without notice.

‡Throwback Prices: Program applies to one item weekly, as advertised in-store/online at nofrills.ca.

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