ATL,NFLD

FEED THE DREAM

Sobeys OFFICIAL GROCER

Sobeys

Verified 7.88 /lb

Fresh Boneless Cross Rib Pot Roast or Simmering Steak Family Size or Boneless Beef Stewing Cubes Family Size cut by your meat expert from Canada AA grade beef while supplies last 17.33/kg

Verified 2.99 /lb

COUNTRY RIBBON Fresh AIR-CHILLED Bone-In Chicken Thighs or Drumsticks Family Size 6.59/kg

Verified 5.99

LARSEN Wieners 900 g, 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

Verified 3.99

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

Verified 9.99 /lb

Coho Salmon Fillets frozen or previously frozen or Bay Scallops 80-120 ct per lb frozen 22.02/kg

Verified 4.99

Clementines 907 g 2 lb bag product of USA or Australia

Verified 3.99

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

Verified 3.47

RED BARON Pizza 584-665 g

Verified 5.47

GENERAL MILLS Family Size Cereal 516-778 g

400 PTS when you buy 2

Verified 11.99

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

Verified 3.97

KRAFT Singles 410 g

Verified 1.66

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

*Verified Prices. For a limited time only, if a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

Verified Prices

WE CHECK PRICES

so you don't have to

If we're not the lowest price on select items,

you'll automatically get the difference in Scene+ points*

*Conditions apply. See sobeys.com for details.

Global Market

Verified 12.88

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

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

Prices and offers in effect January 2026 Newfoundland

So many deals

Scan here for our full digital flyer

ATL_NS_NB_PEI_LP1D

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 $75 or more

3.99 /lb

Fresh Pork Tenderloin Family Size cryovac 8.80/kg

That's like **$5** toward your groceries

+500 PTS when you buy 2

Cookies 10 pk or Gourmet 6 pk 310–475 g

+400 PTS when you buy 4

2.99

OLD DUTCH Potato Chips 235 g or Ridges 200 g

That's like **$5** toward your groceries

+500 PTS when you buy 3

4.99

KRAFT Peanut Butter 500 g or Cheez Whiz 450 g

See pages 2 & 3 for more offers!

Your family could

WIN*

1 million Scene+ Points towards

free groceries

*see page 4 for details

5.99

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

2/4.50

POWERADE 710 mL

60 PTS when you buy 1

13.99

CORONA Cero Non-Alcoholic Beer 6x330 mL

2/$9

MCCAIN Superfries 454-650 g

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

400 PTS when you buy 2

19.99

Scan to view full list of participating products

FEED THE DREAM

Sobeys

FLDS_SBY_WK37_PRN_AFL_NL_NB_PEI_NFLD

500 PTS when you buy 1

That's like $5 toward your purchase

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

8.99 **BUTCHER'S SELECTION Pork Back Ribs** 680 g, LARSEN Boneless Smoked Ham Slices 375g or SCHNEIDERS Pepperettes 300-375 g

10.99 /lb **Yellowfin Tuna Steaks** previously frozen or frozen 24.23/kg

6.99 **COMPLIMENTS Breaded Chicken or Cheese Sticks**, POGO Original 10 pk or All Beef 8 pk or ST-HUBERT or SWISS CHALET Meat Pies frozen 325-800 g

10.99 **JANES Lightly Dusted Haddock or Sole Fillets** 500-540 g

BUY 1 GET 1 FREE

COMPLIMENTS Loaf Cakes 344-400 g

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

100 PTS when you buy 2

6.99 **COMPLIMENTS NATURAL INGREDIENTS Sliced Meats** selected 175 g

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

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

6.99 **NEWFOUNDLAND EGGS Large White Eggs** 18 pk

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

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

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

3.49 **DEMPSTER'S Whole Grain Bread** 600 g

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

3.99 **DANONE OIKOS Greek Yogurt** 4 pk

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

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

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

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

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

2X Canadian-origin products

*Based on Sobeys Inc. and competitors' flyers in Canada, 52 weeks ending July 2, 2022. Sobeys calculation based on Canadian-origin, CFT, based on their product as compared to leading conventional brick and mortar, grocery and supermarket grocery retailers in Canada according to the latest 12 weeks ending July 2, 2022. Sobeys calculation based on Canadian-origin, CFT, based on their product as compared to IRI through its CA KANTAR CROSS SHOP Database for Non-GMO Canadian-origin consumer packaged goods for the 12 weeks ending July 2, 2022. Nielsen Company ULC, commissioned by Sobeys Company Limited.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available. Or if you prefer, we'll offer you a similar item at a comparable price. Test prevails for product size and price. Prices effective from 9 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Newfoundland. Not every Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, purchase of gift cards and Mastercard gift cards, prepaid cards, lottery, photo finishing, deposits, environmental charges, bottle deposits, postage, postage stamps, charitable donations, government services or select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-redeemable or excluded by law. Redeem 1,000 Scene+ points for $10 towards your purchase (up to a maximum of $10 per transaction). Limit one $10 Scene+ Points Redemption per Scene+ Card per transaction. Other restrictions may apply. See Scene+ for complete details and conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.
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POS_SBY_WK37_FNL_ATL_NFLD

MIX
FSC® C007183
FSC® C007183

Scene+

PLUS UP POINTS

ALL WEEK LONG!

100 PTS when you buy 2

4.99 POM WONDERFUL Pomegranate Juice 473 mL selected

500 PTS when you buy 3

That's like $5 toward your groceries

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

200 PTS when you buy 1

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

200 PTS when you buy 2

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

SLICED FRESH

200 PTS when you buy 400 g or more

2.29 /100 g **COMPLIMENTS Cooked Ham or Bologna**

400 PTS when you buy 2

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

200 PTS when you buy 2

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

200 PTS when you buy 3

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

150 PTS when you buy 2

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

100 PTS when you buy 2

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

100 PTS when you buy 2

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

50 PTS when you buy 1

15.99 **MONSTER Energy Drinks** 8x355 mL

200 PTS when you buy 3

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

100 PTS when you buy 1

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

NEW

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

P22_SEP_VAN ST_FRN_ATL_BC_NB_PEI_NFLD

71,000+ PTS

available in store January 08-14, 2026

250 PTS when you spend $25 or more

14.99 /lb

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

STARTING AT **4.99**

100 PTS when you buy 2

COMPLIMENTS Smoked Chicken or **Pork Sausages** 375 g

7.99

100 PTS when you buy 2

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

400 PTS when you buy 2

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

REEL IN THE POINTS

$35 **TRUE NORTH Fresh Atlantic Salmon Fillets** product of Canada skinless 908 g subject to availability

Scene+

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/true-north-seafood-some-contest. Contest runs from January 1, 2026 and ends on February 11, 2026. Open to legal residents of Canada who are 18 years of age or the age of majority in their province of residence. Approximately 1,000,000 Scene+™ points (ARV $10,000.00 CAD) will be awarded to each of the following regions: Sobeys Ontario, Sobeys Atlantic, Sobeys West, and Safeways West. Each prize consists of 1,000,000 Scene+ points (ARV $10,000.00 CAD) each. The prizes have no equivalent cash value, are non-transferrable and no substitutions will be made. Correctly answered skill-testing question required. Odds of winning depend on the number of eligible entries received.

1.80 PTS when you buy 2

MEZZETTA Pasta Sauce 709 mL

200 PTS when you buy 3

1.99

COMPLIMENTS Baked Beans 398 mL

BUY MORE SAVE MORE

6.49 on sale price buy 2 or more

200 PTS when you buy 2

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

400 PTS when you buy 2

12.99

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

100 PTS when you buy 2

5.49

PINE-SOL Cleaner 1.41 L or **CLOROX Bleach** 2.4 L

200 PTS when you buy 2

2.99

BEST BUY Paper Towels 2 pk or **Napkins** 250 pk

18.99

ARM & HAMMER Cat Litter 12.7 kg

100 PTS when you buy 2

13.49

ZIPLOC Mega Pack Food Bags 60-270 pk

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

So much value

100% fresh GUARANTEE

5.49 **Cauliflower** product of Mexico or USA

3.99 /lb. eq **Iceberg Lettuce or Broccoli Crowns** product of Mexico or USA 8.80/kg

300 PTS when you buy 2 — **6.99** **Yukon Russet Potatoes** product of Atlantic Canada 10 lb

6.44 /lb **Jumbo Cherries** product of Chile no 1 grade 14.20/kg

4.99 **Blackberries** product of Mexico no 1 grade 170 g

100 PTS when you buy 2 — **2/$6** **Red Mangoes** product of Peru

4.49 **COMPLIMENTS Grape Tomatoes** product of Mexico 283 g

6.99 **Romaine Hearts** product of Mexico or USA 3 pk

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

6.49 **Leeks** product of Quebec

100 PTS when you buy 2 — **6.88** **COMPLIMENTS Navel Oranges** product of South Africa or Morocco 1.36 kg 3 lb

4.99 **Bagged Avocados** product of Mexico 5 pk

2.99 /kg RED PRICE **Red Prince Apples** product of Atlantic Canada, Canada extra fancy grade 6.59/kg

100 PTS when you buy 2 — **2/$5** **Large Red Grapefruit** product of Israel

5.49 **100 PTS** when you buy 3 — **COMPLIMENTS Baby-Cut Carrots** 907 g or MANN'S Sugar Snap Peas 227 g product of USA

4.99 **GOODLEAF Lettuce Blends** product of Canada 113 g

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

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

1.88 /lb. eq **Ginger Root** product of China 4.14/kg or Bulk Garlic product of Canada

3.88 **Dragon Fruit** product of Vietnam

2.49 **Organic Green Onions** product of Mexico or USA

2.99 **Organic Avocados** product of Mexico

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

3.99 **SOYGANIC Pressed Tofu** 400 g product of Canada

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

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

floral

Available at most stores

8.99 **100 PTS** when you buy 1 — **Zodiac Premium Tropicals** 4" grown in Canada

2/$10 **African Violet** 4" grown in Canada

11.99 **Tulip Bouquet** 10-stem grown in Canada

400 PTS when you buy 1 — **27.99** **Ocean Breeze Bouquet**

FEED THE DREAM

THIS RULES FEED THE DREAM CONTEST 2026 (the "Contest") NO PURCHASE NECESSARY. Full Contest rules and to purchase entry method found at www.sobeys.com/feed-the-dream/participating-suppliers/rules. Contest runs from January 8, 2026 and ends on March 31, 2026. Open to legal residents across all provinces of Canada excluding Quebec who have a valid licence account, and who have reached the age of majority on the date they enter the Contest. There are approximately 100 prizes to be awarded. Prizes consist of a Grand Prize of $25,000 CAD (1 available) and Weekly Prizes of $1,000 CAD (approximately 99 available). Total value of all prizes is $125,000 CAD(approx). 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.

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

+ 300 PTS when you spend $15 or more

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

+ 200 PTS when you spend $20 or more

COUNTRY RIBBON Fresh AIR-CHILLED Bone-In Chicken Breast Halves Family Size

+ 200 PTS when you spend $20 or more

6.49 /lb — **COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken Wings** Family Size 14.31/kg

+ 200 PTS when you spend $15 or more

4.99 /lb — **Bourbon and Brown Sugar Apple Stuffed Pork Tenderloin** 11.00/kg

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

8.99 /lb — **Fresh Lean Ground Beef Burgers** 4 pk, Family Size 19.82/kg

$6 BUY MORE SAVE MORE Buy 2 or more

COMPLIMENTS Ground Pork 454 g starting at **6.99 ea**

+ 300 PTS when you buy 1

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

Warm up to a hearty and nutritious stew!

A 100 G SERVING OF COOKED BEEF DELIVERS:

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

15.99 /lb + 250 PTS when you spend $20 or more

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

quick & easy

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

5.99 BUY MORE! YOU SAVE MORE! Buy 2 or more

COMPLIMENTS Fully Cooked Meat Strips 150-200 g **6.99 ea**

6.49 /lb — **COMPLIMENTS Honey Ham Half or Quarter or Bone-In Ham Steak** 14.31/kg

9.99 — **CHRIS BROTHERS Bologna** 1.5 kg

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

11.99 + 120 PTS when you buy 1

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

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

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

GET TO FREE GROCERIES FASTER when you scan your **Sobeys+ membership card** and pay with your **Scotiabank Sobeys+ "Visa" Card.** FREE DELIVERY STARTS AT $100 — EARN UP TO $30 in groceries

FOOD_DEF_WK35_PRIN_BTL_WFLD

Valid in grocery. $10 in grocery points redeemed at any participating Sobeys location must be redeemed in increments of 1000. Use 2 Sobeys points 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/sobeyspoints/terms-conditions. *Visa Inc. Licensed use.

seafood

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

9.99 /lb Wild North Atlantic Cod Fillets frozen or previously frozen product of Newfoundland 22.02/kg

9.99 COMEAU Hot Smoked Atlantic Salmon Strips, Candied or Maple Pepper 150 g; GOSSELIN Hot Smoked Atlantic Salmon Medallions, Double Smoked, Maple or Honey 140 g or WILLY KRAUCH'S Cold Smoked Atlantic Salmon previously frozen 115 g

5.99 COMEAU Seafood Spreads shrimp, lobster or salmon 160 g

$12 120 PTS when you buy 1 BEST BUY Breaded Popcorn Shrimp, Squid Rings or Sole Fillets 800-860 g

7.99 LAND & SEA Salt Fish Bits 454 g

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

12.99 JANES Ultimates Breaded or Battered Haddock or Cod 450-545 g

bakery

4.49 Sourdough Buns 4 pk 315-345 g

4.49 100 PTS when you buy 2 Homestyle Oat Bran, Mountain Grain, Good Haven or Low Fat Multigrain Bread 450 g

7.99 MEMBER PRICE **9.99** without Scene+ Card Small Bar Cakes 325-575 g

1.29 Baguettes white or multigrain 234 g

5.49 200 PTS when you buy 2 PORTOFINO Brioche Burger Buns 6 pk or Loaves 870 g

500 PTS when you buy 2 Real Cream Layer Cakes 510-725 g, Dessert Bars 6 pk 342-354 g or INSPIRED BY HAPPINESS Gluten-Free Cakes 456-468 g

4.49 50 PTS when you buy 2 Gourmet Cinnamon Buns plain or with cream cheese icing 2 pk 345-375 g

deli & kitchen

5.49 MEMBER PRICE **$6** without Scene+ Card COMPLIMENTS Dry Cured Salami selected 125 g

$14 COMPLIMENTS Value Size Cooked Ham 1 kg

4.99 100 PTS when you buy 2 CHRIS BROTHERS Shaved or Sliced Meats selected 150-250 g

STARTING AT **3.99** /100 g 200 PTS when you spend $12 or more L'EXTRA Brie, Double Cream Brie, OKA Original or L'Artisan Swiss-Style

2.99 /100 g BRANDT Kolbassa Coil

1.19 /100 g CHRIS BROTHERS Salami

STARTING AT **7.99** MONSIEUR GUSTAV Cheddar 200-250 g, Aged Gouda 170 g, Raclette 150 g or Le Paulin Smoked or Regular 190 g

STARTING AT **4.99** BABYBEL 6 pk 120 g, THE LAUGHING COW 8 pk 133 g or Dippers 4 pk 140 g

4.99 MEMBER PRICE **5.49** without Scene+ Card 1/4 Assorted Dagwood 285 g

4.49 LANTANA Topped Hummus 283 g

300 PTS when you buy 2 **8.99** PANACHE Soups 625 mL

4.49 FONTAINE SANTÉ Topped Hummus 227-255 g

1.99 FONTAINE SANTÉ Snacks 129 g

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

STARTING AT **5.99** OLIVIERI Regular Pasta or Skillet Gnocchi 280-350 g or Sauce 160-300 mL

RECIPES, STORIES, TIPS & TRICKS and more, all at Sobeys.com

S20_SBY_WK37_DIG_ATL_INFLD

meal makers

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

4.49 **POST Cereal** selected 283-525 g

4.49 **CREAM OF WHEAT** 336-800 g

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

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

4.99 BE HOME YOU. Buy 3 or more **COMPLIMENTS Chocolate Chips** 225-270 g **5.49 ea**

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

2.99 +100 PTS when you buy 2 **COMPLIMENTS Bagels or English Muffins** 6 pk

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

49¢ **COMPLIMENTS Instant Noodles** 85 g

1.79 +100 PTS when you buy 2 **COMPLIMENTS Broth** 900 mL

$4 **VACHON Snacks** 248-336 g

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

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

2/$5 **MCCORMICK Gourmet Sauces** 30-56 g

3.98 **VH Sauces** 341-380 mL

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

15% off **COMPLIMENTS Baking Nuts** 400 g

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

6.99 **COMPLIMENTS Pure Honey** 500 g

natural health

5.49 +100 PTS when you buy 2 **THIRSTY BUDDHA Organic Coconut Water Classic** 1 L

2/$7 **COMPLIMENTS ORGANIC Tortilla Chips** 240 g

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

9.99 **SMART JUICE** 1 L

5.49 **CALIFIA FARMS Almond or Oat Beverage** 1.4 L

2/10 **EARTH'S OWN Barista** 946 mL

7.99 **LITTLE CREEK Organic Dressings** 295 mL

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

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

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

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

14.99 **WAKEWATER Electrolytes** 8 pk or SIMPLYPROTEIN Shake 4 pk selected

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details.

S02_SBY_WK37_DIG_ATL_NS_NB_PEI_NFLD

drinks & snacks

5.99 FRITO-LAY Value Size Snacks 325-535 g

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

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

MORE FOR MORE
$4 ea. or more when buy 2 or more
RED BULL Energy Drink 473 mL 4.99 ea

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

2.99
MAYNARDS Candy 135-154 g

4.99
LINDT Lindor Bags 60 g while supplies last

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

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

+100 PTS when you buy 2
3.99
ROUGEMONT Apple Juice 2 L

11.99
CHASING TIDES Ground Coffee 272 g

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

dairy & frozen

5.99
NATREL Lactose Free Chocolate Milk 2L or CENTRAL DAIRIES Lactose Free White Milk 2 L

5.99
CRACKER BARREL Cheese Slices 200-240 g

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

8.49
MARIE CALLENDER'S Frozen Meals 680-879 g

2/$7
PHILADELPHIA Dips 227 g

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

5.99
SNOWCREST Frozen Fruit 500-600 g

4.99
TASTIEZ Frozen Snacks 311 g

4.49
SIGGI'S Icelandic Style Skyr Yogurt 4 pk

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

20.99
PILLSBURY Pizza Pops 30 pk

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

Here for your budget and lifestyle

COMPLIMENTS Panache big8

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

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

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

+100 PTS when you buy 2
BIG 8 Spring Water 4 L

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

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

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

3.49
COMPLIMENTS Hash Browns or Home Fries 650 g

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SO3_SBY_WK37_DIG_ATL_INFLD

home & pet care

+100 PTS when you buy 2

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

+100 PTS when you buy 1

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

1.99 SCOTTIES Facial Tissue Singles 81-126 sheets

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

2.49 PALMOLIVE Dish Detergent 591 mL

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

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

7.99 COMPLIMENTS Liquid Laundry Detergent 1.37-1.47 L

+150 PTS when you buy 3

PURINA Friskies Wet Cat Food 156 g

BUY MORE SAVE MORE

1.59 Buy 2 or more Buy 3 or more

CESAR Gourmet Wet Dog Food 100 g 1.79 ea

15.99 IAMS Proactive Health Dry Cat Food 1.36-1.59 kg

BUY MORE SAVE MORE

1.25 Buy 2 or more Buy 3 or more

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

health, beauty & baby

9.99 +300 PTS when you buy 2

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

3.99 +100 PTS when you buy 2

LADY or MEN SPEED STICK 45-85 g selected

STARTING AT

6.99

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

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

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

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

1.99 COLGATE Toothpaste 70-120 mL selected

+200 PTS when you buy 2

10% off CERAVE Moisturizers and Cleansers selected

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

9.99 PEDIASURE Complete 4 pk

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

BUY MORE SAVE MORE

2.19 Buy 2 or more Buy 3 or more

BABY GOURMET Purée Pouches or Jars 92-128 mL selected 2.49 ea

pharmacy

Only available at pharmacy locations.
*Select products only available when a pharmacist is on duty.

15% off

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

MIX & MATCH

Get **600 PTS** when you buy 2

+250 PTS when you buy 2

10% off VOLTAREN Emulgel 100-150 g

13.99 ENSURE or GLUCERNA Meal Replacement 6 pk

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

That's like $10 toward your groceries

OneTouch meter **FREE with purchase of 100 test strips**
See your pharmacist for details. (Limit of 1 Free Meter)

79.99 ONE TOUCH Verio Test Strips 100 pk

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*Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+** points.

SEN_DEF_WK17_ON_ATL_RG_NB_PEI_NFLD

HAPPY LOHRI

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

2.99
Husked Coconuts
product of Vietnam

4.99
COMPLIMENTS or **PANACHE Naan**
340 g

20.99
AASHIRVAAD Flour Whole Wheat
9.07 kg

15.99
BRAR'S Desi Ghee 800 g

13.99
INDIA GATE Pure Basmati Rice 4.54 kg

1.49
DEEP IQF Okra selected varieties 340 g

2.99
DEEP Naan or Paratha
selected varieties 333-426 g

3.99
DEEP Mango Pulp
850 g

1.29
PARLE-G Biscuits
300 g

4.99
SHERBON Juice Drink 2 L
selected varieties

2.79
SURATI Snacks 341 g
selected varieties

+50 PTS when you buy 1

6.49
BRAR'S Samosas 624 g

7.79
BRAR'S Gulab Jamun 850 g

8.79
BRAR'S Milk Cake 400 g

10.99
BRAR'S Rasmalai Dessert 850-908 g

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Your destination for variety and value

6.88 /lb
Fresh Skinless Pork Belly Portion 15.17/kg

10.88
Pomelo Gift Box 4 pk

16.88 /lb
Jumbo Scallop Medallions 10-20 ct per lb frozen or previously frozen 37.21/kg

28.88
BLUE TIDE Wild Caught Canadian Lobster Meat 200 g

7.88
MAZOLA Oil 1.18 L

10.88
Yellow Asian Pear Gift Box

10.88
Green Muscat Grape product of Korea 450 g

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

8.98
SAMYANG Buldak Spicy Noodles 5 pk selected varieties

2.28
AROY-D Canned Coconut Milk 400 mL

2.98
CHINA LILY Soya Sauce 483 mL

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

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

5.48
SiWIN Potstickers or Dumplings 454-500 g selected varieties

3.48
LAY'S Honey Butter Potato Chips 200 g

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

9.88
WANT-WANT Mixed Rice Crackers Gift Pack 566 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Global Market

Your destination for variety and value

14.88
EIGHT TREASURES
Whole Pompano 800 g

4.88
EIGHT TREASURES
Basa Steak 500 g

6.88
EIGHT TREASURES
Whole Raw Shrimp
400 g

1.18
EIGHT TREASURES
Coconut Milk 400 mL

3.48
EIGHT TREASURES Sweetened
Condensed Milk 300 mL

3.98
EIGHT TREASURES
Sesame Oil 185 mL

2.18
EIGHT TREASURES
Rice Stick Noodles
454 g

2.18
EIGHT TREASURES
Rice Vermicelli Noodles 400 g

4.98
EIGHT TREASURES
Thai Jasmine Rice 2 kg

5.48
KIM PHAT Roasted
Sesame Oil 163 mL

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

1.68
KIM PHAT Water Chestnuts
whole or sliced 227 g

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

2.78
KIM PHAT Chow Mein Noodles
3 Min 454 g

3.98
KIM PHAT Udon
Noodles 800 g

2.78
KIM PHAT Instant Noodles
120 g selected varieties

19.88
KIM PHAT
Jasmine Rice 8 kg

2.78
KIM PHAT Vermicelli or
Pad Thai Noodles 400 g

9.88
KIM PHAT Spring Rolls 2.8 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Scene+

TRUE NORTH SEAFOOD COMPANY

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$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 (ARV $10,000.00 (CAD) each). The prizes have no equivalent cash value, are non-transferrable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

So·ready for the grind

MORNING WAKE UP

Rise & Grind

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

27.99 MELITTA Whole Bean Coffee 907 g

AFTERNOON PICK ME UP

Midday brew to power through

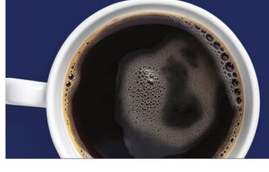
13.49 ZAVIDA Single Serve Coffee Pods 12 pk or Ground Coffee 340 g

100 PTS when you buy 2

7.99 STÖK Cold Brew Coffee 1.42 L

EVENING WIND DOWN

Decaf for dessert



100 PTS when you buy 2

5.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

7.99 LAVAZZA or TIM HORTONS Nespresso Compatible Pods 10 pk

So·cheers-worthy

Full flavour without the alcohol

10.99

SAPPORO Non-Alcoholic Beer 6x355 mL

100 PTS when you buy 4

2.79

SOBER CARPENTER Non-Alcoholic Beer 473 mL

9.99

ST. REGIS De-Alcoholized Wine 750 mL

11.99

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

200 PTS when you buy 2

8.99

PERRIER Non-Alcoholic Spritzer 4x250 mL

80 PTS when you buy 1

7.99

ATYPIQUE Non-Alcoholic Drinks 4x355 mL

10.99

ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL

200 PTS when you buy 2

COORS Edge Non-Alcoholic Beer 12x355 mL

200 PTS when you buy 2

9.99

COMPLIMENTS De-Alcoholized Beer 12x355 mL

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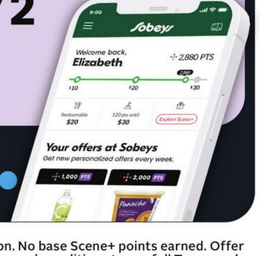
Get 200 PTS when you buy 2

COMPLIMENTS Goat Cheese 113 g



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GUM CARE
REPAIR SENSITIVITY
EVERYDAY CARE
SENSODYNE
SENSITIVITY & GUM
REPAIR & PROTECT
COMPLETE PROTECTION
new look
15% off
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SENSODYNE or Pronamel Toothpaste or Toothbrushes 75 mL or 2 pk selected
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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.

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300 PTS when you buy 2
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OGX Shampoo, Conditioner 250-385 mL or Stylers 50-118 mL or 172 g selected
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thick & full + biotin & collagen
biotine et collagène
385 mL
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Add to Brushing for 5X MORE Cleaning Power
400 PTS when you buy 2
9.99
LISTERINE Total Care or Clinical Solutions Mouthwash 500 mL-1 L selected
DENTIST RECOMMENDED #1 MOUTHWASH BRAND
LISTERINE CLINICAL SOLUTIONS
LISTERINE TOTAL CARE
ZERO
LISTERINE
[1]IQVIA PreVoice Survey, May 2024. © Kenvue Canada Inc. 2025

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- Wholesome and high in fibre
- Vegan-friendly options
- Everyday favourites and indulgent treats
- Trusted quality

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on these Gluten Free items!

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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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