

MEMBER

**Swipe your
Scene+ Card
and Save**



MEMBER
PRICING



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



13⁹⁹
without
Scene+

47%
WITH
MEMBER
PRICING

Card
HIGH LINER Signature Cuts, Pan-Seared or Breaded or Battered Premium Fish 425-540 g



MEMBERS SAVE 49¢

\$7.

149

MICHELINA'S Frozen Entrées 128-284 g



30% off
without

JAMIESON Multivitamins or Supplements
selected varieties and sizes

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

throughout the flyer and in-store.

Scene:
MEMBER
—DAY—

DAY

GET 10% OFF

or 200 PTS

**FOR EVERY \$20 SPENT[†] ON A MINIMUM
\$50 GROCERY PURCHASE![†]**
See back page for details.

TUESDAY, MARCH 3, 2026 ONLY!
EXCLUSIVELY FOR SCENE+ MEMBERS

FLO1_SBY_WK44_PRR_WST_ABI_MB_SK

WIN

*see page 5 for details

799
SCHNEIDER
Pepperoni

[illegible]

2/\$6
GLACÉAU
Vitaminwater

GLACEAU
Vitaminwater

299

NATURE VALLEY Crunchy or Trail Mix
Granola Bars or BETTY CROCKER
Fruit or Gushers selected 120-230 g

2/\$9

\$9

150 PTS
when you buy 1

99
CORONA Cero Non-Alcoholic Beer
12x355 mL

1999

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



Scan to view
full list of
participating
products



FLO2_SBY_WK44_PPN_WST_AB_MB_SA

5.99
 KELLOGG'S Family Size Cereal 450-650 g or
 COMPLEMENTS Bagged Cereal 400-794 g

97¢
 WHISKAS or IAMS Perfect Portions Wet Cat
 Food 75 g

17.99
 CADBURY Mini or Assorted Eggs 745-875 g
 while supplies last

[illegible]

1/2024 prices. Not guaranteed. Some prices indicated at any participating Empire locations may be indicated in increments of 10¢. Tax & 5¢ Service fee to pay \$3.99. On eligible inventory purchase. All restrictions apply. See full list of participating locations across Canada at [sobeys.com/participating-locations](https://www.sobeys.com/participating-locations). You're in. Limited offer.



STERLING SILVER
PREMIUM CUT

**HAND-SELECTED
AAA BEEF**

Well-marbled Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys or Safeway

12⁹⁹ /lb

STERLING SILVER Fresh Boneless Blade or Cross Rib Pot Roast or Family Size Simmering Steak cut by your meat expert from Canada AAA grade beef 28.64/kg



14⁹⁹ /lb

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



300 PTS
when you spend \$30 or more

COMPLIMENTS Fresh **AIR-CHILLED** Boneless Skinless Chicken Breasts Value Size



200 PTS
when you spend \$20 or more

COMPLIMENTS Fresh Raised Without Antibiotics Boneless Skinless Chicken Thighs or Split Wings



200 PTS
when you spend \$20 or more

7⁹⁹ /lb

Fresh Lean Ground Beef Burgers 4 pk Family Size 100% pure no additives or fillers 17.61/kg



4⁹⁹ /lb

Homestyle Seasoned Whole Chicken 11.00/kg



5⁴⁹

MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g



5⁹⁹

OLYMEL Breakfast or Dinner Pork Sausage 375-450 g



18⁹⁹ /lb

Fresh Canadian Lamb Loin Chop 41.87/kg



Fresh Pork Shoulder Picnic
Roast lock removed



Fresh Pork Shoulder Blade Roast
or Family Size Steak



value size

Fresh Pork Loin Back Ribs cryovac



value size

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs

Fresh Pork Side Ribs
breast bone removed
regular cut or sweet & sour cut

value size

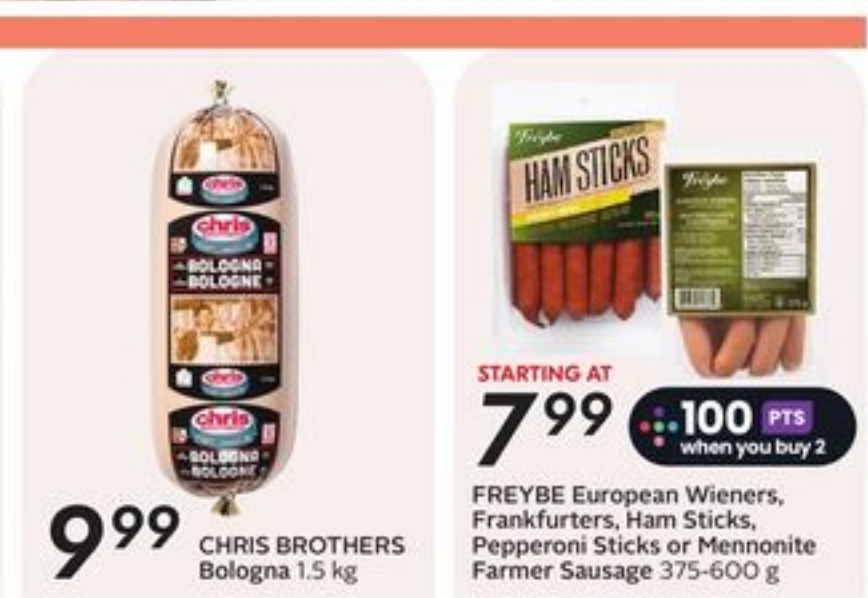
Fresh Whole Skinless Pork Belly cryovac

All Fresh Pork!
BUY 2 GET 3RD FREE



STARTING AT 7⁴⁹

GREENFIELD Bacon, Back Bacon, Wieners or Smoked Sausages 200-375 g



200 PTS
when you buy 2

13⁹⁹

SCHNEIDERS Juicy Jumbos Family Pack 750-900 g



9⁹⁹

CHRIS BROTHERS Bologna 1.5 kg



STARTING AT 7⁹⁹ **100 PTS**
when you buy 2

FREYBE European Wieners, Frankfurters, Ham Sticks, Pepperoni Sticks or Mennonite Farmer Sausage 375-600 g



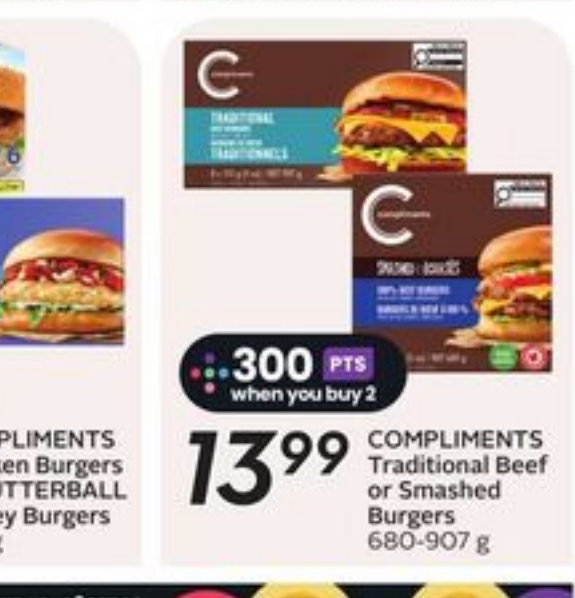
7⁹⁹

MARCANGELO, SCHNEIDERS or MEATMAN'S Sausages frozen 375-675 g



8⁹⁹

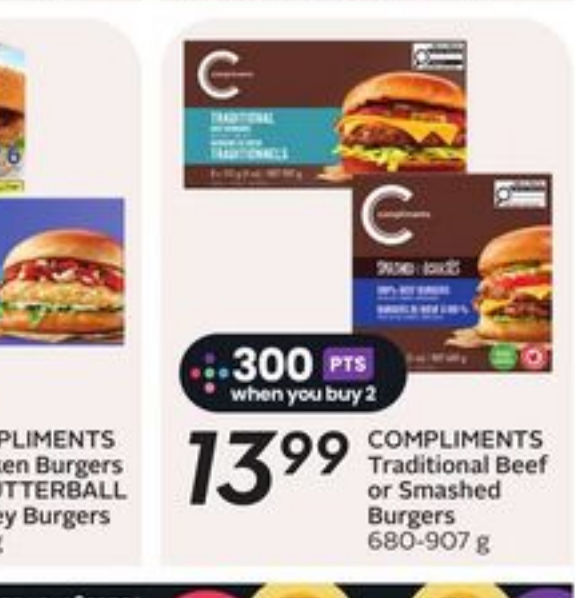
BEYOND MEAT Plant-Based Chicken Tenders, Breakfast Sausages or 2 Pack Burgers 226-235 g



200 PTS
when you buy 2

12⁹⁹

COMPLIMENTS Chicken Burgers or BUTTERBALL Turkey Burgers 852 g



300 PTS
when you buy 2

13⁹⁹

COMPLIMENTS Traditional Beef or Smashed Burgers 680-907 g

GET TO FREE GROCERIES FASTER

when you scan your Sobeys membership card and pay with your Sobeys® Scene+ Visa Card.

100% OFF
Sobeys® Scene+ Visa Card

100% OFF
Sobeys® Scene+ Visa Card

PHOTO: GET, PHOTOS, PHOTOS, PHOTOS, PHOTOS

99¢
/100 g
Basa Fillets
previously frozen

7.99
/100 g
Fresh Wild Sole Fillets product of Canada subject to availability

1.50 P/B
when you buy 2
Prepared In-Store Cooked or Raw Garlic Shrimp Grillers 250-280 g

15.99
40 FATHOMS Breaded Haddock or Cod Fillets 815 g

2.99
/100 g
ULTRA NATURAL Seasoned Cooked Shrimp Garlic & Parsley or Asian-Style Marinade previously frozen or frozen 454 g 13.49 ea

BUY 1 GET 1 FREE
Ready For You Crab & Shrimp Cakes previously frozen or frozen made in Alberta 65 g selected varieties

7.99
MATLAS Ocean Stuffed Scallops 425 g

7.88
EIGHT TREASURES Whole Raw Head-On Shrimps 40-50 ct per lb 400 g

7.99
MEMBER PRICE
PANACHE Breaded Butterfly Shrimp or Coconut Breaded Shrimp 340 g selected

9.99
COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g

9.99
PREMIER SEAFOODS Smoked Pink Salmon Nuggets maple, honey garlic or teranga lime & pepper previously frozen 150 g

13.99
WATERVIEW MARKET Lemon & Garlic Shrimp and Pasta 907 g or Shrimp Lo Mein Meal Kits 877 g

7.99
MEMBER PRICE
PILLER'S Charcuterie Sliced Salami selected 125 g

8.99
without Scene+Card
COMPLIMENTS Cooked Ham 1 kg

20%
when you spend \$10 or more
ENTREMONTE Double Cream Brie, CAMBOZZOLA, MANCHEGO or JARLSBERG Prices as marked

4.49
/100 g
MAPLE LEAF Natural Selections Ham or Turkey or SCHNEIDER'S Deli Best Ham, Cajun Turkey, Jumbo Summer Sausage or Turtling Sausage

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3.49
MEMBER PRICE
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3/\$18
Flatbreads 230-365 g

10.99
OLIVIERI Family Size Pasta or Gnocchi selected 520-700 g

7.99
MEMBER PRICE
PILLER'S Charcuterie Sliced Salami selected 125 g

8.99
without Scene+Card
COMPLIMENTS Cooked Ham 1 kg

20%
when you spend \$10 or more
ENTREMONTE Double Cream Brie, CAMBOZZOLA, MANCHEGO or JARLSBERG Prices as marked

4.49
/100 g
MAPLE LEAF Natural Selections Ham or Turkey or SCHNEIDER'S Deli Best Ham, Cajun Turkey, Jumbo Summer Sausage or Turtling Sausage

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3.49
MEMBER PRICE
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3/\$18
Flatbreads 230-365 g

10.99
OLIVIERI Family Size Pasta or Gnocchi selected 520-700 g

7.99
MEMBER PRICE
PILLER'S Charcuterie Sliced Salami selected 125 g

8.99
without Scene+Card
COMPLIMENTS Cooked Ham 1 kg

20%
when you spend \$10 or more
ENTREMONTE Double Cream Brie, CAMBOZZOLA, MANCHEGO or JARLSBERG Prices as marked

4.49
/100 g
MAPLE LEAF Natural Selections Ham or Turkey or SCHNEIDER'S Deli Best Ham, Cajun Turkey, Jumbo Summer Sausage or Turtling Sausage

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3.49
MEMBER PRICE
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3/\$18
Flatbreads 230-365 g

10.99
OLIVIERI Family Size Pasta or Gnocchi selected 520-700 g

7.99
MEMBER PRICE
PILLER'S Charcuterie Sliced Salami selected 125 g

8.99
without Scene+Card
COMPLIMENTS Cooked Ham 1 kg

20%
when you spend \$10 or more
ENTREMONTE Double Cream Brie, CAMBOZZOLA, MANCHEGO or JARLSBERG Prices as marked

4.49
/100 g
MAPLE LEAF Natural Selections Ham or Turkey or SCHNEIDER'S Deli Best Ham, Cajun Turkey, Jumbo Summer Sausage or Turtling Sausage

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3.49
MEMBER PRICE
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

3.99
NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8.99
GOLD LABEL Heat & Serve Snack Dips 375 g

3/\$18
Flatbreads 230-365 g

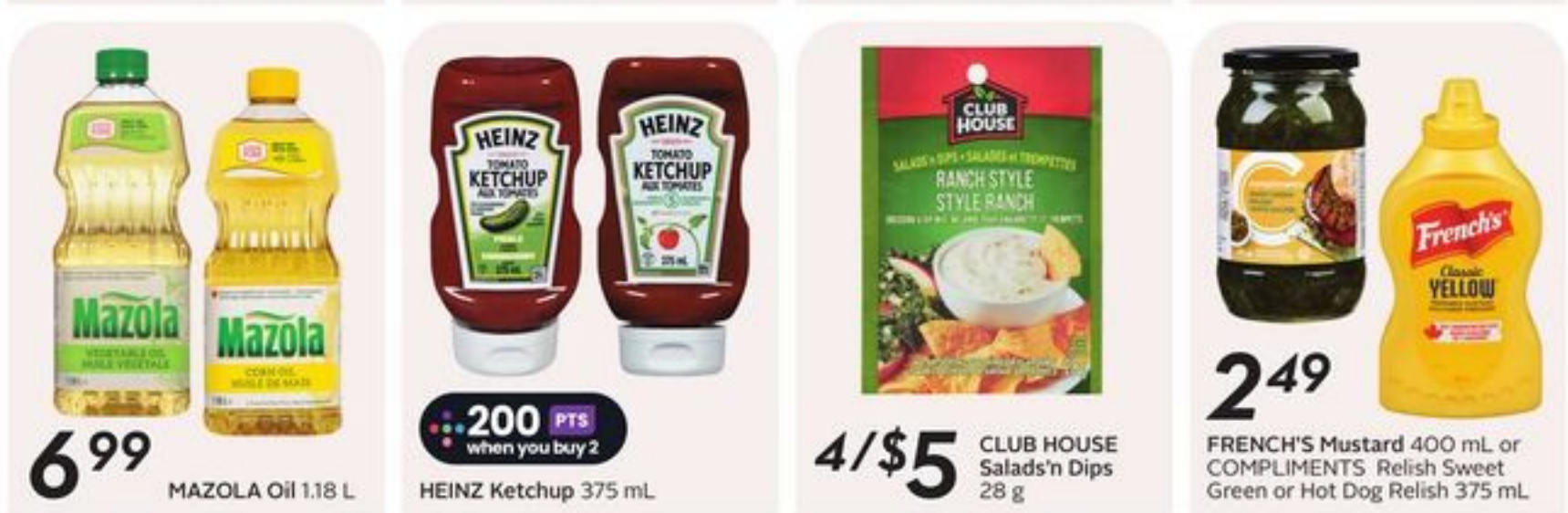
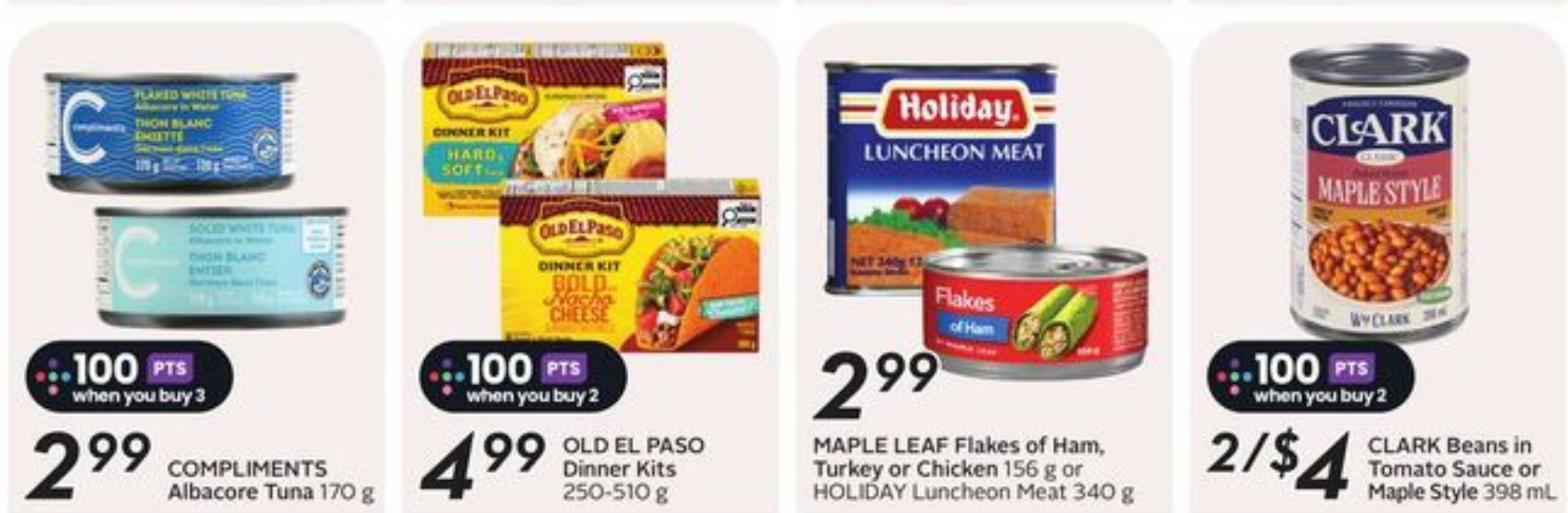
10.99
OLIVIERI Family Size Pasta or Gnocchi selected 520-700 g

7.99
MEMBER PRICE
PILLER'S Charcuterie Sliced Salami selected 125 g

8.99
without Scene+Card
COMPLIMENTS Cooked Ham 1 kg

20%
when you spend \$10 or more
ENTREMONTE Double Cream Brie, CAMBOZZOLA, MANCHEGO or JARLSBERG Prices as marked

meal makers



Here for your budget and lifestyle



deli & kitchen



8⁴⁹ MAPLE LEAF Natural Selections Sliced Meats 175 g selected



7⁷⁹ PANACHE Italian Sliced Meats selected 100 g



8⁴⁹ STARTING AT CASTELLO Aged Gouda, Aged Havarti, Tickler Extra Mature or 1yr 200 g



4⁴⁹ PILLER'S Salami selected



\$3 COMPLIMENTS Cooked or Smoked Chicken



6⁹⁹ CASTELLO Blue Cheese 113-150 g selection varies by store

READY FOR YOU

Perfect for lunch or anytime enjoyment and **Ready to Grab & Go**

2 Pack Mini Croissant Sandwiches

NEW FLAVORS

LIMITED TIME ONLY

Flaky, buttery mini croissants baked to golden perfection!

Filled with fresh ingredients from our Kitchen and Deli.

Lightly crisp on the outside and tender inside.

4 delicious varieties to choose from!

Egg Salad

Chicken Club Salad

Black Forest Ham & Cheddar Cheese and Turkey & Cheddar Cheese

Chicken Salad

MIX & MATCH

BUY 1 GET 1 FREE



12⁹⁹ MEMBER ONLY **17⁹⁹** without Scanner Card

Single Layer Shortcakes 905-950 g



5⁹⁹ All Butter Croissants or Pastries 4 pk 275-400 g



5⁹⁹ Almond or Butter Tarts 6 pk 270-400 g



6⁹⁹ Gourmet Cookies 6 pk 410-475 g



5⁹⁹ Hot Cross Buns 6 pk 515-545 g or 6-8 pk 450-515 g



4⁹⁹ STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g



2⁹⁹ ACE BAKERY Baguettes 350-380 g



6⁴⁹ PORTOFINO Breads 585-630 g



2⁹⁹ COMPLIMENTS White or Whole Wheat Sandwich Bread 675 g



4⁹⁹ DEMPSTER'S 10" Tortillas 366-610 g

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

drinks & snacks

100 PTS when you buy 1
7⁴⁹ JACK LINK'S or GOLDEN ISLAND 65-81 g

2/**\$9** RUFFLES Potato Chips 180-200 g or MISS VICKIE'S Kettle Chips 190-200 g

3⁹⁹ OLD DUTCH Restaurante Tortilla Chips or Arriba 230 g-295 or TWIGZ Pretzels 130 g

10²⁹ FRITO-LAY Multipacks 16 pk

2⁹⁹ CADBURY Tablet Bars 80-105 g

3⁴⁹ JOLLY RANCHER Ropes 284 g or TWIZZLERS Licorice Candy 311-340 g

6⁴⁹ 200 PTS when you buy 2 FERRERO Squares 105 g

5⁹⁹ 5 Multipack Gum

9⁹⁹ MONSTER Energy Drinks 4x473 mL

6⁹⁹ OCEAN SPRAY Sparkling Cranberry Juice 6x340 mL

2/**\$8** RED BULL Energy Drinks 355 mL

2/**\$6** GURU Energy Drinks 355 mL

300 PTS when you buy 2
4⁴⁹ CHRISTIE Good Thins Crackers 100 g

9⁹⁹ CHRISTIE Oreo Cookies 20 pk, PEPPERIDGE FARMS Goldfish 750 g or Snack Packs 22 pk while supplies last

\$4 CHRISTIE Peek Freans or Dad's Cookies 275-350 g

4⁹⁹ MCVITTIE'S Biscuits 300-400 g or WALKER'S Shortbread selected 135-150 g

12⁹⁹ STARBUCKS Roast & Ground Coffee 340 g, K-Cup® Pods 10 pk or Instant Coffee 90 g

200 PTS when you buy 3
3⁹⁹ SUNRYPE Slim 1.36 L

8⁹⁹ TWININGS Tea 50 pk

\$3 COMPLIMENTS Drink Boxes 10x200 mL

20% MORE SAVE MORE
\$2 COMPLIMENTS Juice 1 L 2.79 ea

100 PTS when you buy 2
18⁹⁹ TIMOTHY'S Coffee K-Cup® Pods 30 pk

12⁹⁹ NATURE VALLEY Granola Bars, BETTY CROCKER Fruit or MOTT'S Fruitsations 637 g-1.28 kg selected

2⁷⁷ QUAKER Dips or Chewy Granola Bars 120-156 g

Here for your budget and lifestyle

9⁴⁹ 100 PTS when you buy 1 COMPLIMENTS Solid Milk Chocolate Eggs 250 g while supplies last

3⁹⁹ 100 PTS when you buy 2 COMPLIMENTS Solid Milk Chocolate Bunny 100 g while supplies last

3⁴⁹ COMPLIMENTS Snacks 265-300 g or Ready To Eat Popcorn 190-250 g

100 PTS when you buy 2
2⁹⁹ COMPLIMENTS Pretzel Sticks 320-400 g

100 PTS when you buy 2
1⁹⁹ BEST BUY Wafers 227 g

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

300 PTS when you buy 2
1⁹⁹ COMPLIMENTS De-Alcoholized Beer 355 mL 6 pk

2/**\$8** COMPLIMENTS Ginger Ale, Club Soda or Tonic Water 5x222 mL

dairy & frozen



10⁹⁹ DANONE Oikos Greek Yogurt 12 pk or 1.5 kg



3⁹⁹ KRAFT Cool Whip Aerosol Whipped Topping 225 g



2⁹⁹ COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea



3⁹⁹ COMPLIMENTS Lemonade 1.54 L



6⁹⁹ YOPLAIT Source 16 pk or LIBERTÉ Greek Yogurt 900 g-1 kg or NATREL Lactose Free Milk with Protein 2 L



5⁹⁹ LIBERTÉ Probiotic Kéfir 1 L or YOP Drinkable Yogurt 6 pk



5⁹⁹ COMPLIMENTS BALANCE Margarine 850 g



4⁴⁹ DEL MONTE Juice 1.6 L



\$4 KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g



6⁴⁹ NANAPOPS! Frozen Bars 4 pk selected



10⁹⁹ PORTA Pizza 431-471 g



4⁹⁹ NATREL Lactose Free Ice Cream 473 mL



5⁹⁹ MCCAIN Pizza Pockets 6 pk



2/\$11 MARIE CALLENDER'S Bowls 312-349 g



4⁷⁹ MICHELINA'S Pizza Snack Rolls 496 g



4⁴⁹ MCCAIN Breakfast Potatoes 600-650 g

Here for your budget and lifestyle



3⁴⁹ COMPLIMENTS Sour Cream 500 mL



8²⁹ COMPLIMENTS Butter Sticks salted or unsalted 454 g



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



2/\$3 BEST BUY Frozen Spinach 300 g

natural health



3⁹⁹ ALTER ECO Chocolate Bars 80 g



3/6⁹⁹ COVE Gut Healthy Soda 355 mL



4⁹⁹ G.H. CRETORS Caramel Corn or Chicago Mix 213-227 g



2⁹⁹ MADE GOOD Bars, Minis or Rice Crisps 120-150 g



3⁹⁹ EARTH'S OWN Select Beverages 1.75-1.89 L



6⁴⁹ NATREL Organic Milk 2 L



4⁹⁹ DAIYA Cheese-Style Shreds, Slices or Blocks 185-220 g, Cream Cheese 227 g or Thin Crust Gluten-Free Pizza 492 g



2⁹⁹ ANNIE'S Macaroni & Cheese 145-170 g



47⁹⁹ VEGA Protein + Recovery or Protein + Creatine 812-918 g



24⁹⁹ VEGA Protein + Supergreens 510-526 g



9⁹⁹ KIND Bars 5 pk or Minis or Thins 10 pk



2/\$7 PERFECT SPORTS Diesel Protein Bars 50 g or PROBAR Energy Chews or Bars 60-85 g

Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) or [safeway.ca/giftcards](https://www.safeway.ca/giftcards) for details



home & pet care



9⁹⁹

PURINA Beneful Dry Dog Food
1.6-1.8 kg



15⁹⁹

PURINA Beyond or IAMS
Pro-Health Dry Cat Food
1.36-1.59 kg



18⁹⁹

ARM & HAMMER Slide Cat Litter
9.1 kg



8⁴⁹

PUREX Bathroom Tissue
8=16 rolls or SPONGETOWELS
Ultra 2=4 pk



6²⁹

COMPLIMENTS
Sandwich Bags
100 pk or Freezer Bags 15-20 pk



7⁹⁹

ALCAN Foli 50-100 ft. REYNOLDS
Parchment Paper 75 ft. Parchment
Sheets 40 pk or Air Fryer Liners
50 pk selected



11⁹⁹

PUREX Laundry Detergent
4.06-4.43 L. SUNLIGHT 4.01 L.
PERSIL Liquid 1.86 L or Discs
32-42 pk or SNAUGLE Fabric
Softener 2.77 L or Sheets 200 pk



19⁹⁹

CHARMIN Bathroom Tissue
12=48 rolls or BOUNTY Paper
Towels 6=12 rolls



2⁵⁰

COMPLIMENTS Sandwich Bags
100 pk or Freezer Bags 15-20 pk



2⁹⁹

PALMOLIVE Dish
Detergent
591 mL



5⁹⁹

FLEECY Fabric
Softener 1.36 L or
Sheets 80 pk



4⁹⁹

AIR WICK Plug In 2 pk, Oil Kit
20 mL, Air Freshener Kit 20 mL,
Essential Mist Refill 20 mL or
Freshmatic Refill 175-180 g selected

health, beauty & baby



4⁴⁹

CREST Pro-Health or 3D White
Toothpaste or ORAL-B
Toothbrushes or Floss 63-120 mL
or 1-75 pk selected



7⁹⁹

LISTERINE Total Care Mouthwash
or Clinical Solutions Rinse
500 mL-1 L selected



6⁹⁹

L'ORÉAL Hair
Expertise Hair Care
150-385 mL selected



5⁹⁹

SENSODYNE
Whitening or Pronamel
75-100 mL selected



15% off

GILLETTE Fusion or Mach3
Blades, SCHICK or BIC Razors or
Gillette or Satin Care
Shave Gel 1-15 pk 75 mL or
198-311 g selected



4⁹⁹

OLD SPICE or
SECRET Deodorant
45-96 g selected



5⁴⁹

ALWAYS Pads, Liners or TAMPAX
Tampons 12-60 pk selected



20% off

AVEENO Body
Lotion 332 mL or
340 g selected



2/\$5

BABY GOURMET
Simply Snacks
32 g



5/\$11

BABY GOURMET Purée Pouches
92-128 mL selected



49⁹⁹

ENFAMIL A+
or Neutrogena Simply Soothe
553-587 g



28⁹⁹

HUGGIES Giga Pack Pull-Ups
21-41, 46-74 pk or GOODNITES
34-44 pk

pharmacy

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



10% off

VOLTAREN
Emulgel 60-150 g



49⁹⁹

COLD-FX
100-150 pk



14⁹⁹

ENSURE 235 mL
or GLUCERNA
237 mL selected



10% off

Children's TYLENOL, MOTRIN or
BENLYN selected*



10% off

TYLENOL, BENLYN or SINUTAB
Cough, Cold & Sinus selected*



10% off

NEUTROGENA
Acne Products
selected



79⁹⁹

A&D Blood Pressure Monitor
UA80CNBL 1 pk



79⁹⁹

Blood Pressure Monitor
UA80CNBL 1 pk

Scene+
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

- 1 Download the Sobeys or Safeway app
- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

Activate your offers in the Sobeys or Safeway app or at
[Sobeys.com/offers](https://www.sobeys.com/offers) or [Safeway.ca/offers](https://www.safeway.ca/offers)



Get
1,000 **PTS**
when you buy 3

NEUTROGENA Hydro Boost selected products



SAVE
\$1 LOAD THIS OFFER
AND SAVE \$1 ON
COMPLIMENTS Large White
Marshmallows 400 g



Offer valid February 26th to March 4th, 2026 at all Sobeys or Safeway locations in Western Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.



Indian Eggplant product of Mexico or
Okra product of Honduras 6.59/kg



AASHIRVAAD
Whole Wheat Flour
9.07 kg



INDIA GATE Pure
Basmati Rice 4.54 kg



375-455



DEEP Mango Pulp
850 g



NANAK Desi Ghee
PET Jars 1.6 kg



300 g



1



7

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

HAPPY MONTH OF
Ramadan



10% off
on these
NOBLE PREMIUM BISON
or SUNGOLD products

NOBLE PREMIUM BISON Steaks
226 g selected varieties

SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg
Steak or Stew Cubes select stores or NEW ZEALAND
SPRING LAMB Shoulder Chops frozen 675 g

NATURAL DELIGHTS Bard
Valley Medjool Dates 907 g **9⁹⁹**

Eggplant product of Mexico 5.49/kg **2⁴⁹** /lb

Indian Okra product of Honduras 6.59/kg **2⁹⁹** /lb

WONDERFUL Pistachios salted
or lightly salted 450 g **11⁹⁹** +100 pts when you buy 1

COMPLIMENTS Pita 200-250 g **3⁴⁹**

KIRI Cream Cheese Portions 144 g **5⁹⁹**

SALEM FOODS Bulgur 908 g
selected varieties **2⁴⁹**

SALEM FOODS Roasted Eggplant
650 g, Pickled Cucumbers 1 kg or
Pickled Vine Leaves 454 g **3⁹⁹**

SALEM FOODS Olives Nabulsi 2 kg **11⁴⁹**

KASHI Golden
Tahini 900 g **8⁴⁹**

KASHI Pistachio Premium Halva 450 g **5⁷⁹**

SALEM FOODS
Liquid Honey
500 g **8⁴⁹**

RUBICON
Exotic Juice 1 L
selected varieties **2⁷⁹**

ALAMEED Coffee
226 g selected varieties **8²⁹**

AHMAD TEA 100 pk selected varieties **6⁹⁹**



**Find more variety and
value in store**



HAND-SELECTED AAA BEEF

Well-marbled · Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys or Safeway

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.

**Exclusive cuts
available at
Sobeys or Safeway**



500 PTS
when you spend
\$50 or more

STERLING SILVER Fresh Capless Prime Rib
Premium Oven Roast or Family Size Grilling
Steak cut by your meat expert from Canada
AAA grade beef

500 PTS
when you spend
\$50 or more

STERLING SILVER Fresh Boneless Rib or Rib Eye
Premium Oven Roast or Family Size Grilling Steak
cut by your meat expert from Canada AAA grade beef

Earn one entry for every \$15 spent on
Sterling Silver Beef when you scan
your Scene+™ card for a chance to

WIN*

1,000,000 PTS

That's like **\$10,000** toward groceries!

Contest runs February 26 to March 25, 2026



*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at safeway.ca/sterling-silver-contest. Contest runs from February 26, 2026 and ends on March 25, 2026. Open to legal residents of 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 five (5) prizes to be won, one (1) prize will be allocated toward each of the following regions: Sobeys Atlantic, Sobeys Ontario, Sobeys West, Safeway, and Thrifty Foods. Each prize consists of 1,000,000 Scene+ points (ARV \$10,000.00 (CAD) each). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

*Certified by the Canadian Beef Grading Agency

MAKE YOUR OWN beer battered fried fish



GET RECIPE

TRY OUR

recipe with
Fresh Sole



1.99
/100 g

Fresh Wild Sole Fillets
product of Canada
subject to availability

EASTER made sweeter



8⁹⁹
TOFFIFEE Chocolate 369 g or
LINDT Gold Bunnies 100 g



10⁹⁹
NESTLÉ Hide Me Eggs
300 g



5⁹⁹
LINDT Mini Eggs Bag 100 g or
Bunny 50 g



13⁴⁹
FERRERO Chocolate
Rabbit 142-162.5 g



6⁹⁹
FERRERO Kinder Surprise Egg 100 g,
Easter Schoko-Bons 200 g, Happy
Moments 184 g or Mini Eggs 182 g



15⁹⁹
MAYNARDS Candy
90 pk



7⁴⁹
HERSHEY'S Eggies
400 g



13⁹⁹
CADBURY Mini Chocolate Eggs
362-381 g

While Supplies Last

Join us for
WORLD COMPLIMENT DAY
MARCH 1ST

WE'RE FULL OF
C
compliments

Scene
Get **500 PTS**
WHEN YOU SPEND \$25+ ON COMPLIMENTS
PRODUCTS IN A SINGLE TRANSACTION*
*TWO DAYS ONLY! February 28 – March 1, 2026.

NEW
100 PTS
When you buy 1
4⁹⁹
COMPLIMENTS
Exceptional
Chocolate Chip
Cookies 280 g



2⁴⁷
COMPLIMENTS
Extraaa! Flavour
Chips 200 g



13⁹⁹
COMPLIMENTS
Newfoundland Cooked
Wild Cold Water Shrimp
340 g



*Receive 500 Scene+ points when you spend a minimum of \$25 on Compliments products in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons (the “Offer”). Offer valid February 28 - March 1, 2026. No base Scene+ points earned. Cannot be combined with other offer(s). Limit of one Offer per Scene+ account, per eligible customer. Scene+ points will be awarded up to 2 weeks after purchase. Offer excludes taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in select regions, pre-paid cards, postal products and services, Western Union, McCafe® / Tim Hortons®/Starbucks® products and services in 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-discountable or excluded by law or as we determine from time to time. Offer subject to change and may be withdrawn without notice. Visit www.sceneplus.ca/terms-and-conditions to see full Scene+ Terms and Conditions. Trademarks of Scene Plus IP Corporation used under license by Sobeyes Capital Incorporated.

 Prepared in Canada 

**FEEL GOOD
— ABOUT —
EVERY BITE**

CANADA'S #1 SPREAD*

 Original Original

 799
BECEL Margarine
637/850 g

 799
BECEL Margarine
637/850 g

 799
BECEL Margarine
637/850 g

 799
BECEL Margarine
637/850 g

*Based on number of units sold in the margarine or similar product category of spreads for the month 5 months ending August 5, 2020, according to Statistica/Marketplace.

MAXWELL HOUSE
MADE BY THE COFFEE PEOPLE

SMOOTH AND RICH FROM THE FIRST SIP TO THE LAST.

MAXWELL HOUSE
COFFEE
SUGAR FREE
SWEETENED WITH SWEETENERS
100% COFFEE | 100% COFFEE

MAXWELL HOUSE
COFFEE
SUGAR FREE
SWEETENED WITH SWEETENERS
100% COFFEE | 100% COFFEE

MAXWELL HOUSE
INSTANT COFFEE

SMOOTH AND RICH FROM THE FIRST SIP TO THE LAST.

200 mg of caffeine per 100 g of instant coffee.

ICED LATTE
150-247 g (equivalent)
150-247 g (equivalent)

HOT LATTE
165 g
165 g

CLASSIC
150-247 g (equivalent)
150-247 g (equivalent)

MAXWELL HOUSE
ICED LATTE
150-247 g (equivalent)

MAXWELL HOUSE
HOT LATTE
165 g

MAXWELL HOUSE
CLASSIC
150-247 g (equivalent)

bubly
Sparkling Water Beverage

galactic mission

★ **100 PTS** ★
when you buy 2

BUBLY Sparkling Water Beverage
612/2.2 L mL any flavour

ROCKSTAR
Energy Drink

NEW

STARBUCKS
Frappuccino Light Coffee Drink

2/\$5

STARBUCKS Frappuccino Light Coffee Drink 281 mL any flavour

bubly
Sparkling Water Beverage

galactic mission

★ **100 PTS** ★
when you buy 2

BUBLY Sparkling Water Beverage
612/2.2 L, mL any flavour

ROCKSTAR
Energy Drink

NEW

STARBUCKS
Frappuccino Light Coffee Drink

2/\$5

STARBUCKS Frappuccino Light Coffee Drink 281 mL any flavour

Get 250 PTS
When you buy any 2 participating Dempster's Protein products
*before taxes

3.49
DEMPSTER'S Protein
Grain or White Bread
600 g

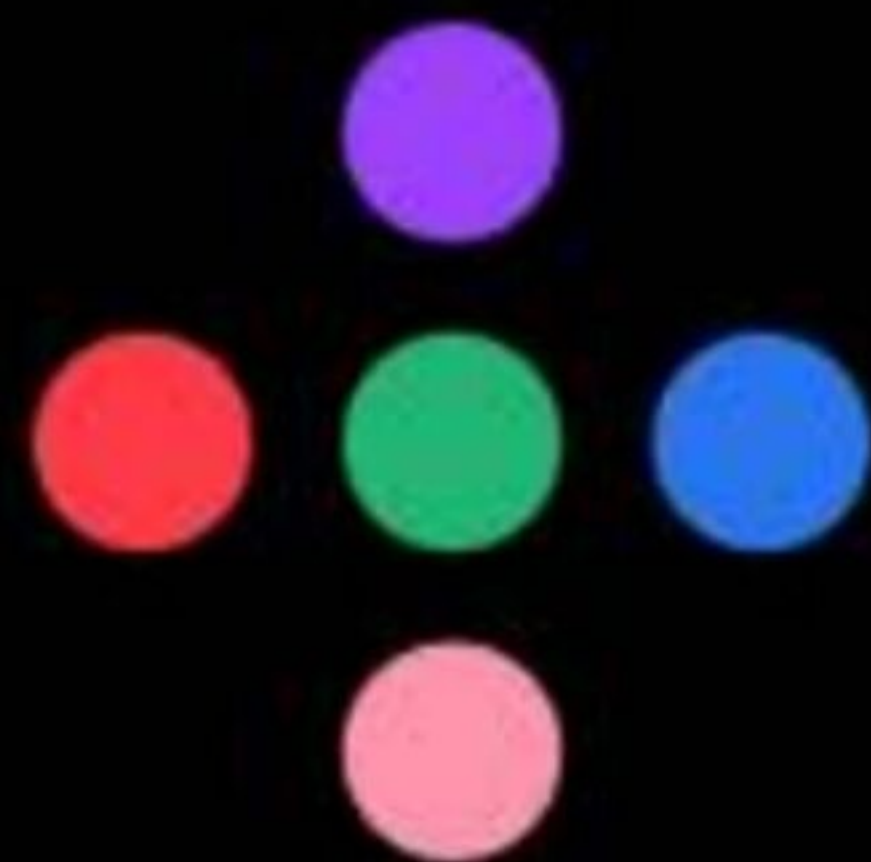
4.99
DEMPSTER'S Protein
Bagels 5 pk or Protein
Tortillas 8.75

GIVE YOUR SCENE+ POINTS A BOOST

Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.♦

APPLY NOW

♦Conditions Apply





**WATER
VENDING
TRUSTED BY
CANADIANS!**

**PROUDLY SERVING
CUSTOMERS
ACROSS CANADA.**

nimbus
BY IN-STORE WATER SYSTEMS



INSTOREWATERSYSTEMS.COM