

ATL_US_MBE_FLYER_FOLD

Scene+
MEMBER
PRICING

Swipe your
Scene+ Card
and Save





MEMBERS SAVE \$2

9⁹⁹
MEMBER
PRICING

11⁹⁹
without
Scene+
Card

Prepared Fresh Daily Fruit or Vegetable Trays
1-1.3 kg



SAVE UP TO 46%
WITH
MEMBER
PRICING

10⁹⁹
MEMBER
PRICING

15⁹⁹
without
Scene+
Card

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



MEMBERS SAVE 49¢

\$1
MEMBER
PRICING

1⁴⁹
without
Scene+
Card

MICHELINA'S Frozen Entrées 128-284 g



50%
off
MEMBER
PRICING

30%
without
Scene+Card

JAMIESON Vitamins or Supplements
selected varieties and sizes

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

FOLD_SPT_WKHA_FPRN_ATL_US_MBE_FLYER_FOLD

Join us for
WORLD COMPLIMENT DAY MARCH 1st

WE'RE FULL OF COMPLIMENTS

3⁹⁹

COMPLIMENTS
Fresh AIR-CHILLED
Whole Chicken,
Drumsticks or Thighs
Family Size 8.60 kg

10⁹⁹

COMPLIMENTS
Honey 750 g-1 kg

2⁹⁹

COMPLIMENTS
Cooked Ham or
Bologna

5⁹⁹

COMPLIMENTS Muffins 4-6 pk
400-600 g 6.99 ea

5⁹⁹

COMPLIMENTS Sliced Cheese 150-170 g

2/\$5

COMPLIMENTS Granola Bars 131-175 g,
Fruit Bars 300 g, Crispy Rice Squares
175 g or Protein Bars 160 g

4⁹⁹

COMPLIMENTS Cheese 400 g
or Shreds 225-320 g selected

2/47

COMPLIMENTS Potato Chips Extraa! Flavour
200 g or Kettle Chips 200 g

1⁹⁹

COMPLIMENTS
Sliced Fresh
Cooked Ham or
Bologna

200 PTS

when you buy
100 or more

Scene

Get 500 PTS

WHEN YOU SPEND \$25+ ON COMPLIMENTS
PRODUCTS IN A SINGLE TRANSACTION*

*See page 4 for details
*TWO DAYS ONLY! February 28 – March 1, 2026.

9⁹⁹

STERLING SILVER Fresh
Boneless Inside Round
Oven Roast or Family
Size Marinating Steak
cut by your meat expert
from Canada AAA grade
beef 22.62 kg

100 PTS

when you buy 2

9⁹⁹

COMPLIMENTS Smoked
Sausages 900 g or
BUTCHER'S SELECTION
BBQ or Honey Garlic Pork
Back Ribs 680 g

250

MEMBER

3

without
Scene+ Card

7

BEST BUY Cooked Shrimp
65-75 ct per lb 300 g

99¢

CAMPBELL'S Tomato, Chicken Noodle, Cream
of Mushroom or Vegetable Soup 284 mL

250

MEMBER

3

without
Scene+ Card

5⁹⁹

MARITIME PRIDE Large White Eggs 18 pk or
COMPLIMENTS Free Run Large White Eggs
12 pk

3⁴⁹

DEMPSTER'S Whole Grain or Signature Bread
600 g or Bagels 5-6 pk (excludes Protein
Bagels)

200 PTS

when you buy 4

2/\$7

DORITOS Tortilla Chips
210-280 g

5⁹⁵

HELLMANN'S Mayonnaise 710-890 mL

5⁹⁹

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

97¢

WHISKAS or IAMS Perfect Portions Wet Cat
Food 75 g

17⁹⁹

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

16⁴⁹

CORONA Extra
6x330 mL bottles

21⁹⁹

ALEXANDER
KEITH'S IPA
6x355 mL cans

19⁹⁹

TWISTED TEA Original or
COLDSTREAM CLEAR Peach Iced Tea
6x355 mL cans

200 PTS

when you buy 2

16⁹⁹

TRAPICHE
Reserve Pinot
Grigio or Malbec
750 mL

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

2X

Canadian-origin products

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 larger quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties, in such cases, we'll issue you a raincheck 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. Text provided for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. All 24-hour locations prior to effect from 8 a.m. Thursday morning until midnight on the day of the promotion. The weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards. Buy dairy products in Atlantic regions, pre-packaged, liquid and alcoholic beverages, tobacco products, battery photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Return 1200. Some points by \$10 towards your purchase up to a maximum of \$1000 per day for full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus Inc. Corporation used under license by Scene Plus Inc. ©2026 Scene Plus Inc. Printed with vegetable-based ink. New Brunswick, Supplement to The Telegraph-Journal, The Daily Observer & The Chronicle Herald. POS_SLP_2026_03_01_01

PO2_SBY_WK44_P9N_ATL_NS_NB_PFI

77¢
/lb

From Atlantic Canada

3/\$5

3.49
/lb

5.99

4.99
/lb

3.99
/lb

2/\$5
100 PIES when you buy 2

1.99
/lb

4.99
100 PIES when you buy 2

1.49
60 PIES when you buy 2

15% off

BUY 1 GET 2ND 25% OFF

2.99
/lb

9.99

3.99

3.88
100 PIES when you buy 2

A New & Refreshed Selection of Meat Alternatives

4.49

4.49

6.99

7.99

floral

Available at most stores

12.99

6.49

14.99

22.99

Give them more with the Grocery Essentials Card

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

77¢
/lb

From Atlantic Canada

Cabbage product of USA or Mexico no 1 1.70/kg

3/\$5

Green Onion, Bunched Cilantro, Parsley or Italian Parsley product of Mexico

3.49
/lb

Green Peppers product of Mexico or USA 7.69/kg

5.99

ECO SPUDS Potatoes 10 lb product of Prince Edward Island Canada no 1 see bag for contest details*

4.99
/lb

Strawberry product of USA or Mexico no 1 grade 454 g 1 lb

3.99
/lb

Extra Large Black or Red Seedless Grapes product of Peru 8.80/kg

2/\$5

Large Red Grapefruit product of Israel

1.99
/lb

Red Prince Apples product of Atlantic Canada extra fancy grade 4.39/kg

4.99
/lb

GOODLEAF Lettuce Blends product of Canada 113 g

1.49
/lb

BELLEISLE Coleus product of Atlantic Canada 227 g

15% off

Prepared Fresh Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes

25% off

Prepared Fresh Daily Taco or Guacamole Dip or Mango or Pineapple Salsa assorted sizes

2.99
/lb

Indian Eggplant product of Mexico or Dominican Republic or Okeo product of Honduras 6.59/kg

9.99

BARD VALLEY Medjool Dates 907 g

3.99

Organic Carrots product of USA no 1 grade 2 lb

3.88
/lb

COMPLIMENTS Organic Whole White or Creami Mushrooms product of Canada 227 g

A New & Refreshed Selection of Meat Alternatives

4.49

LIGHTHOUSE Grounds Original or Mexican 340 g

4.49

LIGHTHOUSE Veggie Slices 156 g

6.99

FIELD ROAST Sausages assorted 368 g

7.99

FIELD ROAST Steads 298 g

floral

Available at most stores

12.99

Phalaenopsis Orchids in Ceramic selection may vary by store grown in Canada

6.49

Gerbera Daisy 4" grown in Canada

14.99

Gerbera Daisy Bouquet 10-stem large or 15-stem mini grown in Canada

22.99

Holi Celebration or Glorious Day Bouquet

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*\$30 in groceries - \$5 store points redeemed at any participating Empire location must be requested in increments of 1000. *Get 2 \$20 store gifts in every \$100 spent. Offer valid while supplies last. All products are subject to change without notice. ©2023 Empire Fresh Food Inc. All rights reserved.

200 P/B when you spend \$20 or more Fresh Lean Ground Beef Burgers 4 pk Family Size 100% pure no additives or fillers 17.61/kg	4.99 /lb Homestyle Seasoned Whole Chicken 11.00/kg
5.49 MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g	5.99 OLYME! Breakfast or Dinner Pork Sausage 375-450 g
Fresh Pork Shoulder Picnic Rock lock removed	18.99 /lb Fresh Canadian Lamb Loin Chop 41.87/kg

All Fresh Pork!
BUY 2 GET 3RD FREE

value size Fresh Pork Loin Back Ribs cryovac	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

quick & easy

STARTING AT 7.49 GREENFIELD Bacon, Back Bacon, Wieners or Smoked Sausages 200-375 g	200 P/B when you buy 2 13.99 SCHNEIDERS Juicy Jumbos Family Pack 900 g	9.99 CHRIS BROTHERS Bologna 1.5 kg	200 P/B when you buy 2 6.99 COMPLIMENTS Peppermint Sticks 300 g
7.99 MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g	8.99 BEYOND MEAT Plant-Based Chicken Tenders, Breakfast Sausages or 2-Pack Burgers 226-235 g	200 P/B when you buy 2 12.99 COMPLIMENTS Cheddar Burgers or BUTTERBALL Turkey Burgers 852 g	300 P/B when you buy 2 13.99 COMPLIMENTS Traditional Beef or Smashed Burgers 680-907 g

GET TO FREE GROCERIES FASTER

when you scan your Scene+ membership card and pay with your Scotiabank Scene+ Visa Card

FREE DELIVERY **ANYTIME** **anywhere** **\$100+**

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meal makers



Here for your budget and lifestyle



FEED THE DREAM TM **141N RULES FEED THE DREAM CONTEST 2026** (the "Contest") NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.com/feed-the-dream/participating-suppliers/rules. Contest runs from January 2, 2026 and ends on March 31, 2026. Open to legal residents of all provinces of Canada excluding Quebec who have a valid Sobeys account, and who have reached the age of majority on the date they enter the Contest. There are three (3) grand prizes to be won. Each grand prize consists of 1,000,000 Sobeys points (ARV \$500,000 CAD each) plus two hundred (200) secondary prizes to be won. Each secondary prize consists of 25,000 Sobeys points (ARV \$250.00 CAD each). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered self-testing question required. Odds of winning depend on the number of eligible entries received.

POS_SBY_WK44_FRN_ATL_NS_NB_PE

deli & kitchen



8⁴⁹
MAPLE LEAF Natural Selections Sliced Meats 175 g selected



7⁷⁹
PANACHE Italian Sliced Meats selected 100 g



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



3⁷⁹
PILLER'S Salami selected



2⁷⁹
CHRIS BROTHERS Mild or Hot Pepperoni



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

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!

Black Forest Ham & Cheddar Cheese and Turkey & Cheddar Cheese

Chicken Club Salad

Chicken Salad

bakery



MIX & MATCH
BUY 1 GET 1 FREE
Cream Pies 5" 265-370 g or Brownie Cakes 235-390 g



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



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



2⁹⁹
ACE BAKERY Baguettes 350-380 g



5⁴⁹
PORTOFINO Breads 585-600 g



\$2
COMPLIMENTS English Muffins 6 pk



5⁴⁹
DEMPSTER'S 10" Tortillas 366-610 g

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® Restaurant® Tortilla Chips 275-320 g 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 **50 PTS**
when you buy 2

OCEAN SPRAY® Sparkling Cranberry Juice 6x340 mL



2/⁸

RED BULL® Energy Drinks 355 mL



2/⁶

GURU® Energy Drinks 355 mL



4⁴⁹ **300 PTS**
when you buy 2

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



3⁹⁹ **200 PTS**
when you buy 3

SUNRYPE® Slim 1.36 L



8⁹⁹

TWININGS® Tea 50 pk



\$3

COMPLIMENTS® Drink Boxes 10x200 mL



\$2 **100 PTS**
when you buy 2

COMPLIMENTS® Juice 1 L 2.49 ea



18⁹⁹ **100 PTS**
when you buy 2

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



2⁹⁹ **100 PTS**
when you buy 2

COMPLIMENTS® Pretzels 320-400 g



1⁹⁹ **100 PTS**
when you buy 2

BEST BUY® Wafers 227 g



2⁹⁹ **100 PTS**
when you buy 2

COMPLIMENTS® Snack Crackers 200-225 g



3⁰⁰ **PTS**
when you buy 2

COMPLIMENTS® De-Alcoholized Beer 355 mL 6 pk



2¹⁹ **75 PTS**
when you buy 2

BIG 8® Spring Water 4 L

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

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

5⁹⁹

COMPLIMENTS Flatbread Pizzas 300-310 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

7²⁹

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

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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

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



6²⁹

COMPLIMENTS
Indoor Waste Bags
30-52 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 SINGGLE 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'OREAL 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
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+
Neutrogena Baby Wipes
553-587 g



28⁹⁹

HUGGIES Giga Pack Pull-Ups
21-41, 48-74 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*



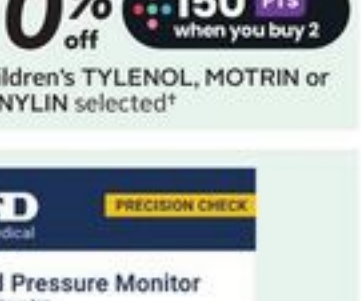
10% off

NEUTROGENA
Acne Products
selected



79⁹⁹

A&D Blood Pressure Monitor
UABT/CNBL 1 pk



6⁰⁰

Blood Pressure Monitor
Bluetooth

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Scene+
**DIGITAL
EXCLUSIVE**

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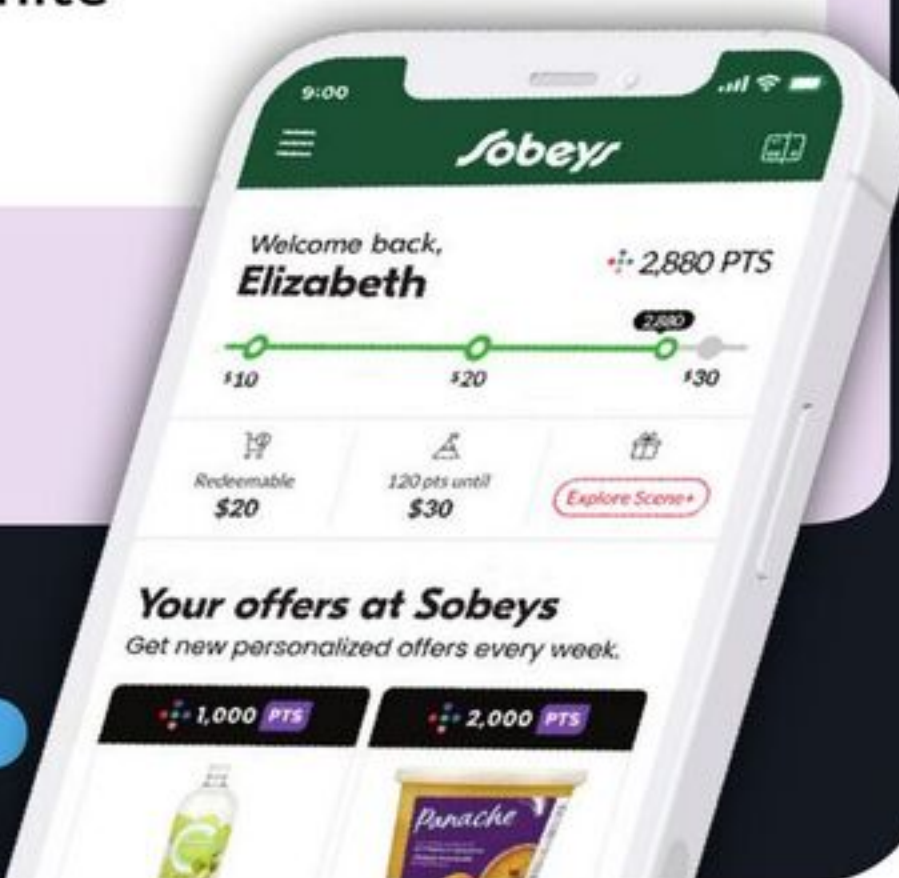
Get
1,000 PTS
when you buy 3

NEUTROGENA Hydro Boost selected products



**SAVE
\$1**

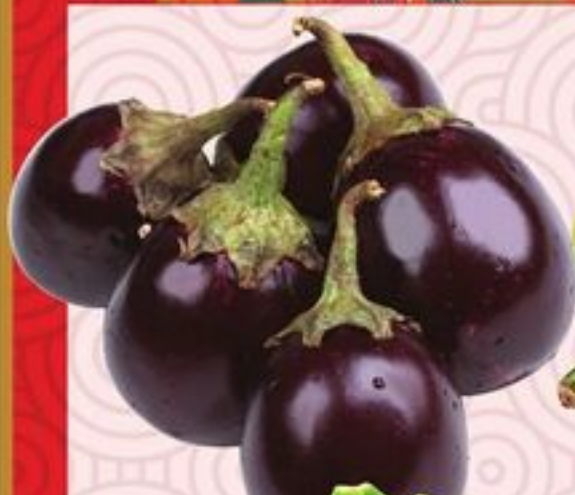
LOAD THIS OFFER
AND SAVE \$1 ON
COMPLIMENTS Large White
Marshmallows 400 g



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



Your destination for
variety and value



2⁹⁹
/lb
Indian Eggplant product of Mexico or
Okra product of Honduras 6.59/kg



1⁴⁹
/lb
Plantain product of Guatemala
or Ecuador 3.28/kg



3⁴⁹
CHALOY Naan 500 g



20⁹⁹
AASHIRVAAD
Whole Wheat Flour
9.07 kg



13⁹⁹
INDIA GATE Pure
Basmati Rice 4.54 kg



15⁹⁹
BRAR'S Desi Ghee 800 g



4⁷⁹
KFI Sauces
selected varieties
375-455 mL



1⁴⁹
DEEP Premium Select
Baby Bhindi Okra
340 g



2⁹⁹
DEEP Paratha 333-384 g
or Naan 375 g



3⁹⁹
DEEP Mango Pulp 850 g



1²⁹
PARLE-G Biscuits
300 g



4⁹⁹
SHERBON Juice Drink
selected varieties 2 L



2⁷⁹
SURATI Snacks selected
341 g



6⁴⁹
BRAR'S Samosas
selected 624 g



7⁷⁹
BRAR'S Gulab Jamun
selected 850 g

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



9⁹⁹

NATURAL DELIGHTS Bard
Valley Medjool Dates 907 g



2⁴⁹
/lb

Eggplant product of USA or
Mexico 5.49/kg



4⁹⁹
/lb

Indian Okra product of Honduras 11.00/kg



11⁹⁹ +100 PTS when you buy 1

WONDERFUL Pistachios salted
or lightly salted 450 g



3⁴⁹

COMPLIMENTS Pita 200-250 g



5⁹⁹

KIRI Cream Cheese Portions 144 g



2⁴⁹

SALEM FOODS Bulgur 908 g
selected varieties



3⁹⁹

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



11⁴⁹

SALEM FOODS Olives Nabulsi 2 kg



8⁴⁹

KASH Golden
Tahini 900 g



5⁷⁹

KASH Pistachio Premium Halva 450 g



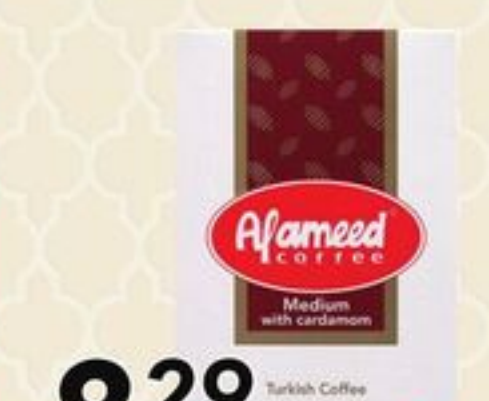
8⁴⁹

SALEM FOODS
Liquid Honey
500 g



2⁷⁹

RUBICON
Exotic Juice 1 L
selected varieties



8²⁹

ALAMEED Coffee
226 g selected varieties



6⁹⁹

AHMAD TEA 100 pk selected varieties

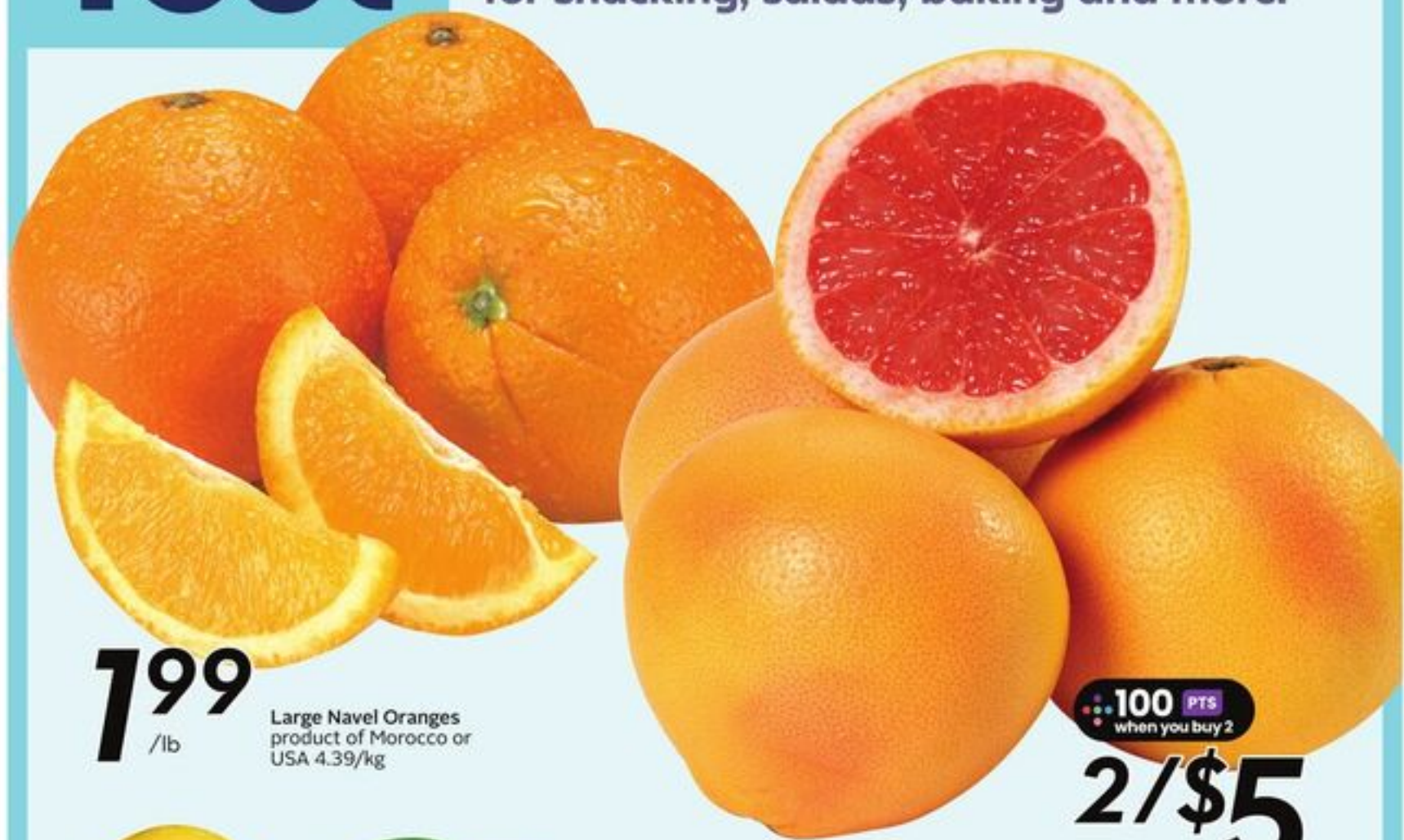


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value in store

**fresh
fest**

Taste the sunshine

Brighten your day with juicy clementines and other citrus, perfect for snacking, salads, baking and more.



199
/lb

Large Navel Oranges
product of Morocco or
USA 4.39/kg

100 PTS

0.4¢

2/\$



75 PTS
when you buy 3

© *c*

Large Lemons product of Spain or
USA or Limes product of Mexico
or Colombia

100 PTS
when you buy 2

588 Clementines or
Mandarins 2 lb 907 g
bag product of USA
or Morocco

Citrusy & sweet? Yes please!



599

Citrus Snack Boxes
255-320 g
selected varieties

1599

**Cheesecakes 6" Lemon,
Strawberry or Cherry**
760-960 g

Try our NEW Lemon
Jumbo Cupcake!

**BUY 4 GET 5TH
FREE**

Pâtisseries Small or Large

MEMBERS SAVE '2

799

MEMBER

Small Bar Cakes 325-57

More for your citrus fix...



244 ea when you buy 2 or more

OASIS Juice 960 mL
2.88 ea

499

SMUCKER'S Pure Jam
or Marmalade 250 mL
selected varieties

849

SANPELLEGRINO Sparkling Beverage
6x330 mL



So tender



HAND-SELECTED AAA BEEF

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

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.



CERTIFIED
TENDER*
TENDREté
CERTIFIÉE*



CERTIFIED
TENDER*
TENDREté
CERTIFIÉE*



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

Exclusive cuts
available at Sobeys



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

YOU COULD

WIN* 1,000,000 PTS



That's like
\$10,000
towards
groceries!

Earn one entry for every \$15 spent on
Sterling Silver Beef
when you scan your Scene+ card!
Contest runs February 26 to March 25, 2026.

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at sobeys.com/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-transferrable 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 Wild
Haddock Fillets



12⁹⁹
/lb

Product of Canada Fresh Wild Haddock
Fillets Family Size subject to availability
28.64/kg



So sweetly Easter



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

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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.

100 PTS
When you buy 1

4⁹⁹

COMPLIMENTS
Exceptional
Chocolate Chip
Cookies 280 g



2⁴⁷

COMPLIMENTS
Extraaa! Flavour
Chips 200 g



13⁹⁹

COMPLIMENTS
Newfoundland and
Labrador 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 Sobeys Capital Incorporated.

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