

Sobey's
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE \$7

400 PTS
when you buy 2

Nütrl
Vodka Soda
Selected Varieties
12 x 355 mL

24⁹⁹



SAVE \$4

Copper Moon
Selected Varietals
750 mL

8⁴⁹



SAVE \$5

50 PTS
when you buy 1

Ruffino
Lumina Pinot Grigio
or Chianti, 750 mL

11⁹⁹



SAVE \$8

Captain Morgan
Spiced Rum
750 mL

24⁹⁹



Scene
MEMBER
PRICING

18⁹⁹ **SAVE \$9**

20⁹⁹ without
Scene+
Card **Pinnacle**
Vodka, 750 mL
SAVE \$7



SAVE \$12

**Budweiser
or Bud Light**
24 x 355 mL

41⁹⁹



Scene
**DIGITAL
EXCLUSIVE**

**FEBRUARY 26 TO
MARCH 25, 2026**

Load more Digital Exclusive
product offers at
MyLiquorOffers.ca



\$9*
off

Load this offer and get \$9 off
when you purchase one
Carolans Irish Cream
750 mL

*Limit of 2 redemptions per offer. See page 4 for terms and conditions.

Flyer prices and offers effective February-March, 2026
in select stores in Alberta

THU	FRI	SAT	SUN	MON	TUE	WED
26	27	28	1	2	3	4



**A PROUD
CANADIAN
COMPANY**

PLEASE DRINK RESPONSIBLY.
Prices do not include taxes and deposits.

Scene

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

PO1_SWCB_WK44_AB_PRN

Perfectly paired

Rich & complex with notes of dark fruit, Beringer Knights Valley Cabernet Sauvignon is elegantly crafted, making it a great choice to pair with hearty pot roast.



Scene+
MEMBER PRICING

14⁹⁹
SAVE \$5

Sumac Ridge
Cabernet Merlot or Gewürztraminer, 750 mL

SAVE \$5
50 PTS
when you buy 1



Laylow
Crisp Rosé or Pinot Grigio, 750 mL

9⁹⁹
NEW
Lower alcohol 6.5% ABV
80 calories
1 g of sugar per 188 mL serving

SAVE UP TO \$8



Wyndham
Bin 555 Shiraz or Bin 222 Chardonnay, 750 mL

13⁹⁹

SAVE \$5
50 PTS
when you buy 1



Cavit Roscato
Selected Varietals, 750 mL

13⁹⁹

SAVE \$13



Beringer
Knights Valley Cabernet Sauvignon, 750 mL

29⁹⁹
93 PTS
James Suckling (2022)

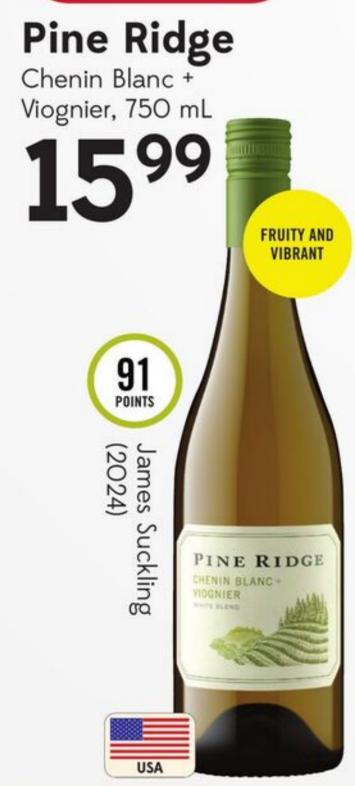
SAVE \$6



Bolla
Pinot Grigio or Valpolicella, 750 mL

13⁹⁹

SAVE \$6



Pine Ridge
Chenin Blanc + Vignier, 750 mL

15⁹⁹
91 PTS
James Suckling (2024)

SAVE \$6
100 PTS
when you buy 1



Layer Cake
Malbec or Shiraz, 750 mL

17⁹⁹

SAVE UP TO \$7
100 PTS
when you buy 1



Road 13
Honest John's Red, 750 mL

19⁹⁹
16⁹⁹

SAVE \$8



Clos de los Siete
750 mL

21⁹⁹
91 PTS
James Suckling (2021)

SAVE \$10



Caves d'Esclans
Whispering Angel Rosé, 750 mL

23⁹⁹
92 PTS
James Suckling (2024)

2 | MIX & MATCH **BUY ANY 6 BOTTLES OF WINE AND GET 250 PTS** OR **BUY ANY 12 BOTTLES OF WINE AND GET 1,000 PTS**

National **Kahlúa** Day February 27



Scene+ **MEMBER PRICING**

24⁹⁹ **SAVE \$12**

29⁹⁹ without Scene+ Card **SAVE \$7**

Kahlúa
Coffee Liqueur
750 mL

SAVE \$7

Cabot Trail
Maple Cream
Liquor, 750 mL

27⁹⁹



SAVE \$7

Gibson's Finest
Rare 12-Year-Old
Canadian Whisky, 750 mL

31⁹⁹



SAVE \$9

200 PTS
when you buy 1

Aviation
American Gin
750 mL

33⁹⁹



FLORAL

Cocktail Boulevardier

- 1 ¼ oz bourbon (or rye)
- 1 oz Campari
- 1 oz sweet vermouth
- Orange twist (for garnish)

Add bourbon, Campari and sweet vermouth into a mixing glass with ice and stir until well-chilled. Strain into a rocks glass over fresh ice. Garnish with an orange twist.



SAVE \$10

Campari
Liqueur, 750 mL

27⁹⁹



SAVE \$10

Wild Turkey
101 Kentucky
Straight Bourbon
Whiskey, 750 mL

35⁹⁹



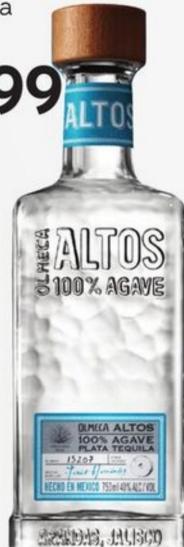
Spirits for happy hour

SAVE \$17

300 PTS
when you buy 1

Olmecca Altos
Tequila Plata
750 mL

37⁹⁹



SAVE \$14

400 PTS
when you buy 1

Suntory
Toki Japanese
Whisky, 750 mL

47⁹⁹

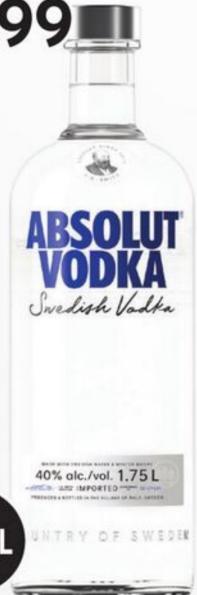


SAVE \$12

Absolut
Vodka, 1.75 L

49⁹⁹

1.75 L



SAVE \$10

Tanqueray
London Dry Gin
1.75 L

51⁹⁹

JUNIPER

1.75 L



SAVE UP TO \$13

300 PTS
when you buy 1

Old Pulteney
or anCnoc
12-Year-Old Single
Malt Scotch Whisky
700 mL - 750 mL

49⁹⁹



My Liquor Offers Sign up & opt-in to receive emails at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) for your chance to win*

50,000 PTS That's like **\$500** in points!

ONE WINNER EVERY MONTH
SCAN HERE & SIGN UP TODAY



*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.

LIQUOR

Sign up for our eFlyer



discover savings
at your local store



discover what's
new in spirits,
wine and beer

subscribe now

USE PROMO CODE: **SOBEYS30**

FOR 30% OFF ANY GENERAL ADMISSION, VIP OR PACKAGE ONLINE

Sobeys LIQUOR
SAFeway LIQUOR



EDMONTON CRAFT
BEERFEST
MARCH 6 & 7, 2026
EDMONTON EXPO CENTRE



CALGARY INTERNATIONAL
BEERFEST
MAY 1 & 2, 2026
BMO CENTRE, STAMPEDE PARK



Locally Crafted
BEER OF THE WEEK

The Snow Eater - Stout is a smooth, medium-bodied black stout bursting with bold roasted character. Rich notes of coffee and dark chocolate lead the way, balanced by subtle malt complexity. Low hop aroma and a clean, dry finish make it dangerously drinkable and perfect for cooler days.



SAVE \$4

250 PTS when you buy 2

Calgary

Wild Winds Brewery

The Snow Eater Stout, 4 x 473 mL

13⁹⁹



est. 2022



Ready to enjoy



SAVE \$6

Suntory -196

Vodka Soda Variety Pack, 8 x 355 mL

19⁹⁹

SAVE \$7

Tempo

Gin Smash Pack 12 x 355 mL

25⁹⁹



SAVE \$7

150 PTS when you buy 1

Sun Cruiser

Iced Tea Vodka Variety Pack 12 x 355 mL

26⁹⁹



SAVE \$9

100 PTS when you buy 1

Parallel 49 Brewing Co.

Unparalleled Mixer Pack, 8 x 473 mL

19⁹⁹



SAVE \$13

Kokanee

18 x 355 mL

29⁹⁹



SAVE \$4

Rainier

15 x 355 mL

20⁹⁹



SAVE \$6

400 PTS when you buy 2

Pabst

Blue Ribbon, 15 x 355 mL

25⁹⁹

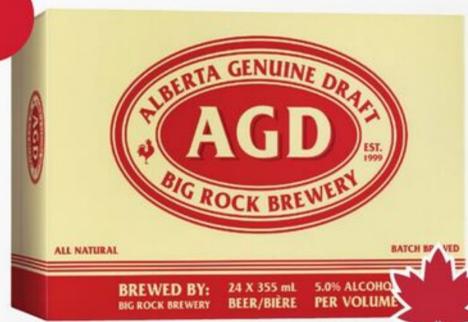


SAVE \$4

Alberta Genuine Draft

24 x 355 mL

35⁹⁹



Scene+ MEMBER PRICING

44⁹⁹

SAVE \$15

49⁹⁹ without Scene+ Card SAVE \$10

Michelob

Ultra, 24 x 355 mL



FLAMES GAME DAYS



15 CAN PACKS \$27.99



CALGARY FLAMES IS A REGISTERED TRADEMARK OF CALGARY SPORTS AND ENTERTAINMENT CORPORATION.

The Scene+ Loyalty Program is available at all participating Sobeys Liquor and Safeway Liquor locations within Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (equivalent to \$500) per day. 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.

*Receive \$9.00 off when you purchase one (1) Carolans Irish Cream 750 mL in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons. Offer valid February 26 to March 25, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ card. The person purchasing the Carolans Irish Cream 750 mL and redeeming this offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.



LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) before you shop

FEBRUARY 26 – MARCH 25, 2026



GET 1,500 PTS
when you buy 1

McClelland's Scotch Whisky
Selected Varieties
750 mL (Reg. \$47.99)



SAVE \$9
when you buy 1

Carolans Irish Cream
750 mL (Reg. \$29.99)



SAVE \$20
when you buy 1

**Drumshanbo Gunpowder
Irish Gin**
750 mL (Reg. \$58.99)



SAVE \$17
when you buy 1

Wayne Gretzky Whisky
Selected Varieties
750 mL (Reg. \$39.99-\$41.99)



GET 700 PTS
when you buy 1

Santa Julia Malbec
750 mL (Reg. \$16.99)



SAVE \$8
when you buy 1

**Zuccardi Q Malbec or
Cabernet Sauvignon**
750 mL (Reg. \$23.99)



SAVE \$8
when you buy 1

Marqués de Cáceres
750 mL (Reg. \$21.99)



SAVE \$4
when you buy 1

**Santa Cristina
Casasole Orvieto**
750 mL (Reg. \$15.99)



SAVE \$4
when you buy 1

Alley Kat Seeing Red
Irish Ale 4 x 473 mL (Reg. \$17.99)



SAVE \$7
when you buy 1

Magners Original Irish Cider
4 x 500 mL (Reg. \$18.99)



SAVE \$5
when you buy 1

**Coors Seltzer 7%
Green Apple Slushie**
6 x 355 mL (Reg. \$18.99)



GET 400 PTS
when you buy 1

**Wild Winds The Föhn
Munich Helles Lager**
4 x 473 mL (Reg. \$16.99)

Activate Your Offers

All participating products featured on this page are available to be loaded from February 26 – March 25, 2026 on [MyLiquorOffers.ca](https://www.myliquoroffers.ca)*

Offer valid February 26 – March 25, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ membership card. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.