

ONT

FEED THE DREAM

All Fresh Pork!

BUY 2 GET 3RD FREE

HOT PRICE

5.88

/lb

Fresh Lean Ground Beef
Family Size 12.96/kg

MEMBERS SAVE 14

9.99

MEMBER PRICE

PRIME HONEY GARLIC WINGS

13.99

without Sauce* Card

HOT PRICE

3.44

COMPLIMENTS Bagged Apples
Gala, McIntosh, Ambrosia or Red Delicious
product of Ontario, Canada fancy grade 1.36 kg 3 lb bag

HOT PRICE

9.99

/lb

Fresh Steelhead Trout Fillets
subject to availability product of Newfoundland 22.02/kg

HOT PRICE

3.99

TAYLOR FARMS Chopped or Leaf Salad Kits
207-383 g Packed in Canada

HOT PRICE

15.97

MAXWELL HOUSE
Roast & Ground Coffee
631-900 g

value size

HOT PRICE 11.97

ROBIN HOOD or FIVE ROSES
Flour 10 kg

HOT PRICE 3.47

DR. OETIKER Ristorante or Casa Di Mama Pizza 350-410 g or Giuseppe Garlic Fingers 317 g

HOT PRICE 5.99

ROYALE Bathroom Tissue 9-12=24 Rolls, Paper Towel 3 pk or Facial Tissue 6 pk

HOT PRICE 3.97

PHILADELPHIA Cream Cheese 227-250 g selected or KRAFT Singles 410 g

HOT PRICE 6.47

iOGO Creamy Yogurt 16 pk or SIGGI'S Icelandic Skyr Style Yogurt 650-750 g

FEBRUARY 12 TO MARCH 4, 2026

DOWNLOAD THE SOBEYS APP

Scene+ MYSTERY OFFER

YOUR MYSTERY OFFER COULD EARN YOU UP TO 10,000 SCENE+ POINTS*

Load your Mystery Offer every week on the Sobeys app or at Sobeys.com

*See page 2 for full terms and conditions.

THU 26

FRI 27

SAT 28

SUN 1

MON 2

TUE 3

WED 4

Prices and offers in effect February-March 2026

so many deals

Scan here for our full digital flyer

TRE STELLE PANEER CHEESE 300g

HOT PRICE

3.99

TRE STELLE Paneer Cheese 300 g

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

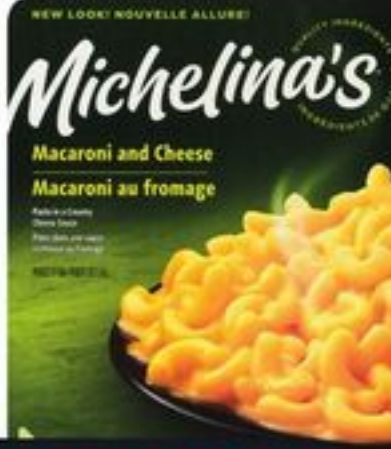


SAVE UP TO 46%
WITH
MEMBER
PRICING

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%
off
without
Scene+Card

JAMIESON Vitamins or Supplements
selected varieties and sizes

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

FLO1_SPT_WK44_PRR_CNT

WIN

*see page 5 for details

SCHNEIDERS
Pepperettes
300-375 g or MAPLE
LEAF Natural Fully
Cooked Breakfast
Sausages or
Shredded Chicken
250-300 g

HEALTHY CHOICE
Simply Steamers
255-283 g



Sei un/a...
Sei un/a...
Sei un/a...
Sei un/a...

GLACEAU
Vitaminwasser
591 mL



URE VALLEY Crunchy or Trail Mix
ola Bars or BETTY CROCKER
or Gushers selected 120-230 g



MCCAIN
Superfries
454-800 g

2/\$0

20

A Cero Non-Alcoholic Beer
mL

100

10

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

**FEED
THE
DREAM**



FLO2_SBY_WK44_FIN_ON

PROUDLY CANADIAN  **sobeyes.com**

So tender

Sterling

HAND-SELECTED AAA BEEF

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

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 \$20 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breasts

+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

READY FOR YOU

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

OLYME! Breakfast or Dinner Pork Sausage 375-450 g

18⁹⁹ /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

value size

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

Fresh Whole Skinless Pork Belly cryovac

quick & easy

STARTING AT 7⁴⁹

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

13⁹⁹

SCHNEIDERS Juicy Jumbos Family Pack 750-900 g

9⁹⁹

CHRIS BROTHERS Bologna 1.5 kg

6⁹⁹

COMPLIMENTS Peppercorn Steaks 300 g

7⁹⁹

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g

8⁹⁹

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

12⁹⁹

COMPLIMENTS Chicken Burgers or BUTTERBALL Turkey Burgers 852 g

13⁹⁹

COMPLIMENTS Traditional Beef or Smashed Burgers 680-907 g

GET TO FREE GROCERIES FASTER

when you earn your Sobeys membership card and opt-in with your Sobeys Rewards Card*

*See Sobeys.com for details. *See Sobeys.com for details. *See Sobeys.com for details.

Wild Pink Salmon
908 g

ULTRA NATURAL Fair Trade Honduras
Shrimp cooked or raw 51-70 ct per lb 300 g

PO4_58Y_WK44_PRN_OHT

Some deposits, environmental charges, fuel and other goods and services which are non-deductible or excluded by law or as we determine from time to time. Offer is subject to change without notice. See [Terms and Conditions](#) for details. © 2014 Sobeys Capital Inc. All rights reserved. Offer is subject to change without notice. See [Terms and Conditions](#) for details. © 2014 Sobeys Capital Inc. All rights reserved. Offer is subject to change without notice. See [Terms and Conditions](#) for details. © 2014 Sobeys Capital Inc. All rights reserved.

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 1, 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_PSN_CN

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 /100 g



\$3 COMPLIMENTS Cooked or Smoked Chicken /100 g



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

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



5⁹⁹ 100 PTS when you buy 2
All Butter Croissants or Pastries 4 pk 275-400 g



5⁹⁹ 100 PTS when you buy 2
Almond or Butter Tarts 6 pk 270-400 g



6⁹⁹ 100 PTS when you buy 2
Gourmet Cookies 6 pk 410-475 g



5⁹⁹ 75 PTS when you buy 2
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



5⁴⁹ 200 PTS when you buy 2
PORTOFINO Breads 585-600 g



\$2 EVERYDAY VALUE COMPLIMENTS English Muffins 6 pk



4⁹⁹ EVERYDAY VALUE 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 FARM 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



10⁷⁹ TWININGS Tea 50 pk



\$3 COMPLIMENTS Drink Boxes 10x200 mL



\$2 **100 PTS**
when you buy 2 COMPLIMENTS Juice 1 L 2.79 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



7⁹⁹ **100 PTS**
when you buy 2 BEST BUY Wafers 227 g



2⁹⁹ COMPLIMENTS Snack Crackers 200-225 g



300 PTS
when you buy 2 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



3⁷⁹ 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 800 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 400-500 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



5⁷⁹ 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



6⁹⁹ 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

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



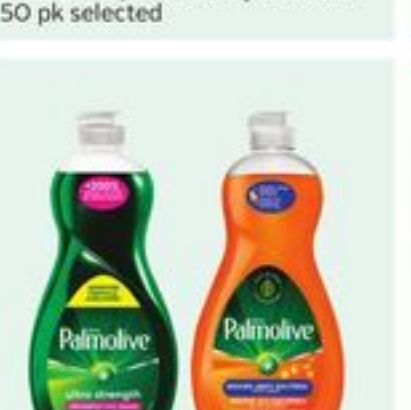
19⁹⁹

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
Gillette or SATIN Care
Shave Gel 1-15 pk 75 mL, or
198-311 g selected



4⁹⁹

OLD SPICE or
SECRET Deodorant
45-85 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+
NeutroPro Tubs
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

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

SCN_Scne+PRD_0001

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

Scene+
**DIGITAL
EXCLUSIVE**

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- 2 Load your offers to activate them
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Activate your offers in the Sobeys app or at [Sobeys.com/offers](https://www.sobeys.com/offers)



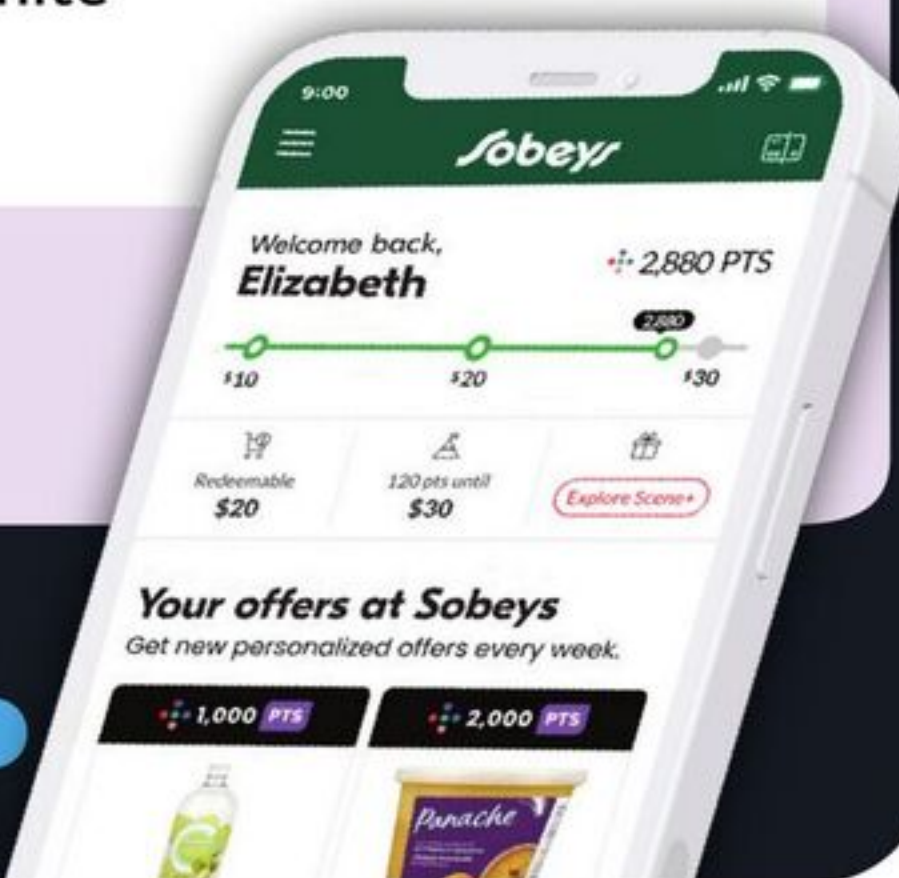
Get
1,000 PTS
when you buy 3

NEUTROGENA Hydro Boost selected products



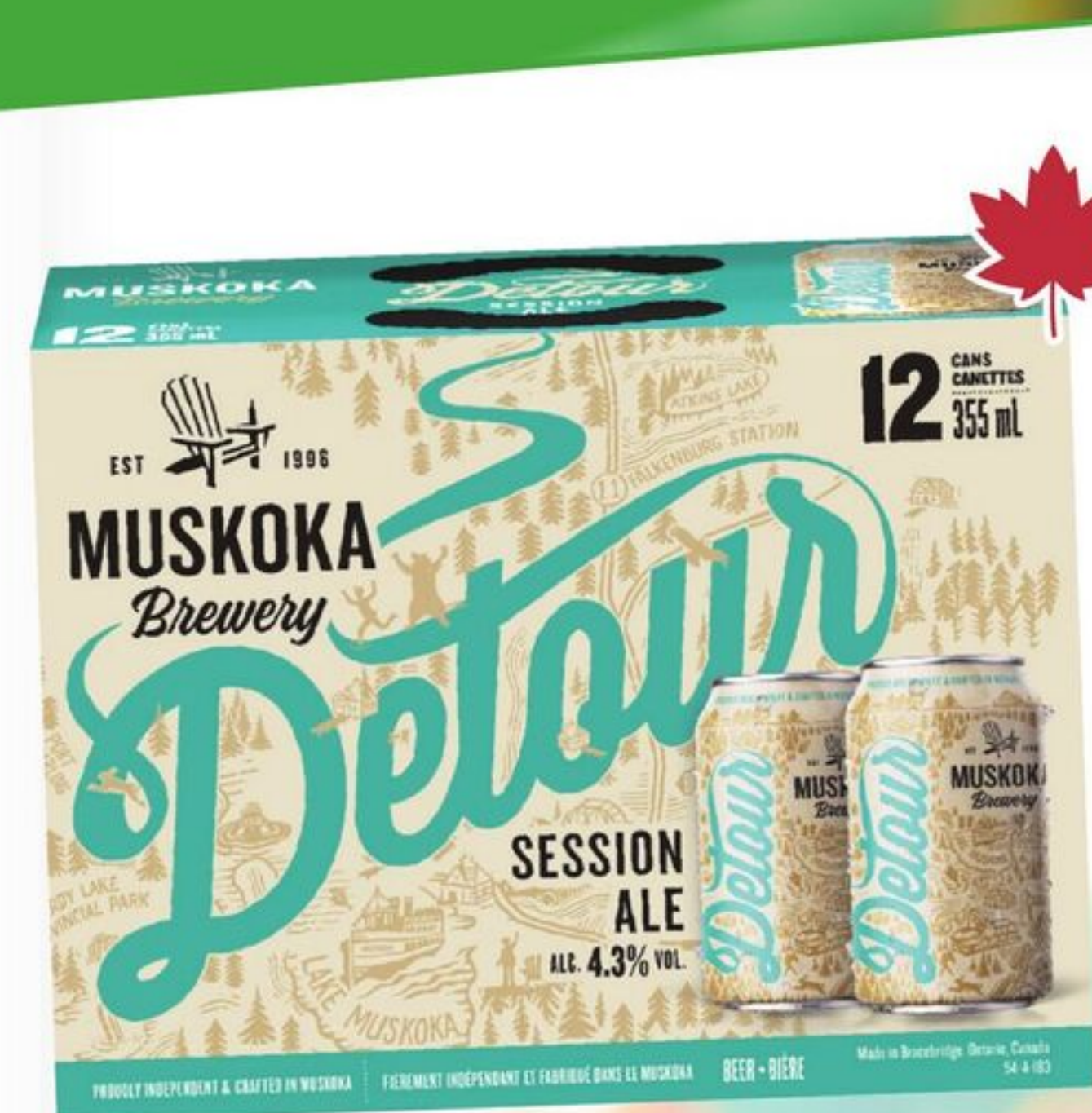
**SAVE
\$1**

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



Offer valid February 26th to March 4th, 2026 at all Sobeys locations in Ontario. 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.

Cheers to beer, wine & coolers!



29⁹⁹

MUSKOKA BREWERY
Detour 12x355 mL cans



15⁹⁹

GROLSCH Premium Pilsner
6x473 mL or DAB Original Lager
6x500 mL tall cans



26⁹⁹

SANDBAGGER Hard Seltzer
Mixer Pack 12x355 mL cans



21⁹⁹

FOUNDER'S ORIGINAL
Tequila Cocktail Box
8x355 mL cans



24⁹⁹

FOLONARI Pinot
Grigio Delle Venezia or
Valpolicella 1.5 L



13⁴⁹

D'ONT POKE THE BEAR
White or Cabernet Baco
Noir VQA 750 mL

*PLEASE DRINK RESPONSIBLY. You must be 19 years or older to purchase alcohol. Available at select stores



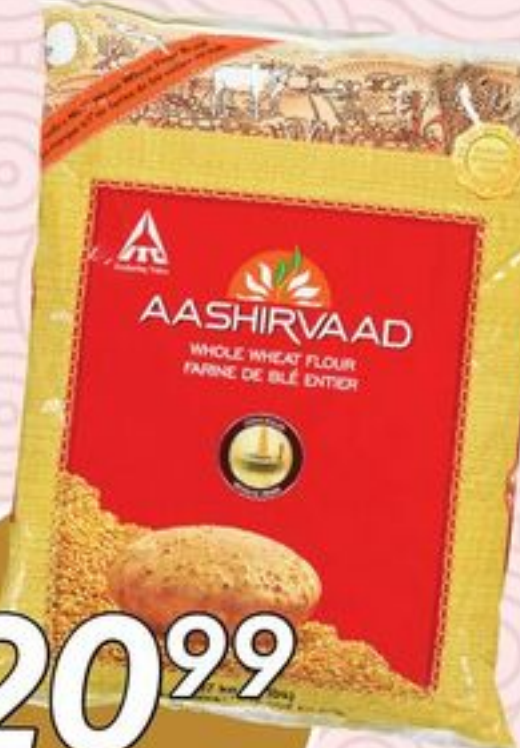
Your destination for
variety and value



3⁴⁹
/lb
Indian Eggplant product of Mexico or
Okra product of Honduras 7.69/kg



3⁴⁹
CHALO! Naan 500 g



20⁹⁹
AASHIRVAAD
Whole Wheat Flour
5.07 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

EVERYDAY
VALUE



2⁷⁹
SURATI
Snacks
selected
341 g



3⁴¹



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

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

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

Indian Okra
product of Honduras 7.69/kg **3⁴⁹** /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



So tender



HAND-SELECTED AAA BEEF

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

CERTIFIED TENDER*
TENDREté CERTIFIÉE

CERTIFIED TENDER*
TENDREté CERTIFIÉE

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.

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 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

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.

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 Sobeyes Capital Incorporated.

Prepared in Canada

**FEEL GOOD
ABOUT
EVERY BITE**

CANADA'S #1 SPREAD*

7.99
BECEL Margarine
637/850 g

*Based on number of units sold in the margarine or similar products category of spreads for the latest 32 weeks ending August 5, 2005, according to Nielsen's MarketScan.

8.99
IMPERIAL Margarine
1.28 kg

9.99
IMPERIAL Margarine
Quarters 1.36 kg

MAXWELL HOUSE
MADE IN THE USA SINCE 1891

SMOOTH AND RICH FROM THE FIRST SIP TO THE LAST.

MAXWELL HOUSE
SMOOTH & RICH
COFFEE CREAMER
100% CREAM
NET WT 8.45 OZ (240g) 12 FL OZ (355ml)

MAXWELL HOUSE
FRENCH VANILLA
COFFEE CREAMER
100% CREAM
NET WT 8.45 OZ (240g) 12 FL OZ (355ml)

[illegible]

bubly
Sparkling water beverages

galactic mission

★ **100 PTS** ★
when you buy 2

BUBLY Sparkling Water Beverage
6/25.2 FL. oz. any flavour

ROCKSTAR
Energy Drink

STARBUCKS
Frappuccino®
Coffee Drink

NEW

2/\$5

STARBUCKS Frappuccino®
Coffee Drink 281 mL any flavour

bubly
Sparkling water beverages

galactic mission

★ **100 PTS** ★
when you buy 2

BUBLY Sparkling Water Beverage
6/25.2 FL. oz. any flavour

ROCKSTAR
Energy Drink

STARBUCKS
Frappuccino®
Coffee Drink

NEW

2/\$5

STARBUCKS Frappuccino®
Coffee Drink 281 mL any flavour

Get 250 PTS

When you buy any 2 participating Dempster's Protein products, Sunmold Raisin or Cinnamon Bread* before taxes

Dempster's
PROTEIN
TOASTIES
18 g PROTEIN

Dempster's
NEW
BAGELS
18 g PROTEIN

Dempster's
NEW
PROTEIN
GRAIN OR WHITE BREAD
18 g PROTEIN

Dempster's
LIMITED TIME ONLY
CINNAMON
RAISIN BREAD

4⁹⁹ DEMPSTER'S Protein Bagels
Tortillas 8.5"

3⁴⁹ DEMPSTER'S Protein Grain or
White Bread 40.2 g

4⁹⁹ CINNAMON Cinnamon Bread or
SUNMOLD Raisin Bread 40.2 g

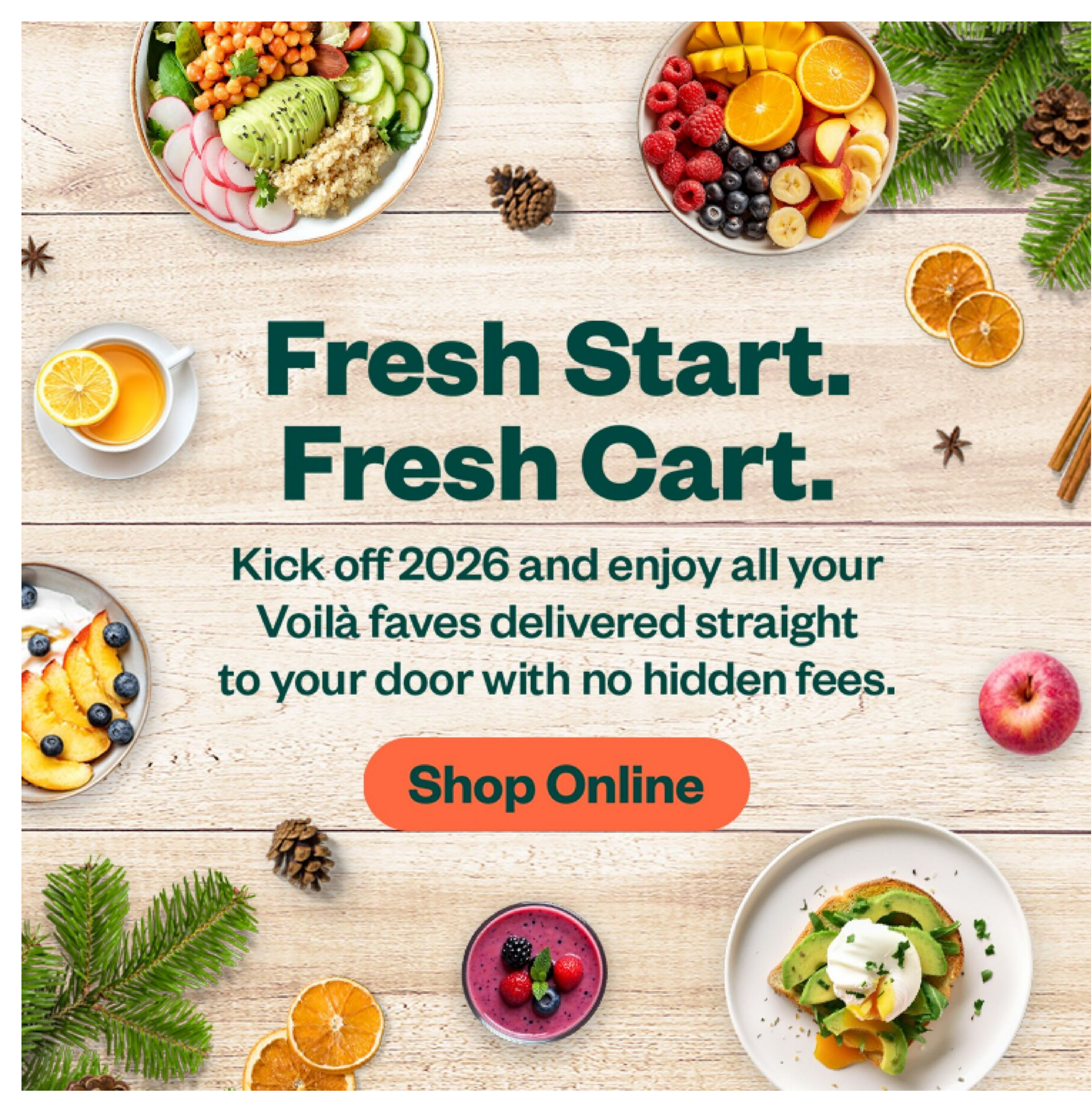
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