

ATLANS

FEED THE DREAM

OFFICIAL GROCER

All Fresh Pork!

BUY 2 GET 3RD FREE

Verified

5.88

/lb

Fresh Lean Ground Beef
Family Size 12.96/kg

Verified

MEMBERS SAVE *4

9.99

MEMBER PRICE

MAPLE LEAF Prime Raised Without Antibiotics or SCHNEIDERS Breaded Chicken or Wings 450-700 g

Verified

3.44

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

Verified

9.99

/lb

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

Verified

2.77

/lb

Asparagus product of Mexico 6.11/kg

Verified

15.97

MAXWELL HOUSE Roast & Ground Coffee 631-900 g

value size

Verified

11.97

ROBIN HOOD Flour 10 kg

DR. OETTER Ristorante or Casa Di Mama Pizza 320-410 g or Giuseppe Garlic Fingers 317 g

300 PTS when you buy 5

Verified

5.99

ROYALE Bathroom Tissue 9-12x24 Rolls, Paper Towel 3 pk or Facial Tissue 6 pk

Verified

3.97

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

Verified

6.47

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

Scene+

Get 500 PTS

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

*Offer valid only February 28-March 1, 2026

Join us for WORLD COMPLIMENT DAY MARCH 1ST

WE'RE FULL OF compliments

Verified

3.99

TRE STELLE Paneer Cheese 300 g

Verified Price Guarantee

LOWEST PRICE

on select flyer items or automatically receive the difference in Scene+ points*

* Conditions apply. See sobeys.com for details.

THU 26

FRI 27

SAT 28

SUN 1

MON 2

TUE 3

WED 4

Prices and offers in effect February-March 2026 Nova Scotia

so many deals
Scan here for our full digital flyer

*Verified Prices: For a limited time only, if a brick and mortar supermarket competitor offers a lower price on an identical 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.

POP_SBS_PNR_411_15

ATL_US_MBE_FLYER_10

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



MEMBERS SAVE UP TO 46%

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.

FLO1_SPT_WK44_PRR_ATL_US_MBE_FLYER_10

WIN

*see page 5 for details

SCHNEIDERS
Pepperettes
75 g or **MAPLE**
F Natural Fully
okked Breakfast
Sausages or
edded Chicken
250-300 g

2/\$11
HEALTHY CHOICE
Simply Steamers

Healthy Choice

simply

Chicken Chunks & Broccoli Alfredo
Frozen Dinner, 100% Fat Free
100% Fat Free, No Artificial Flavors

No Artificial Flavors, No Added Sugar, No Preservatives, No MSG, No Soy, No Wheat

Available in frozen dinners, ready to eat or microwave. No need to cook. Just add water.

28+ Years of Healthy Choice

Healthy Choice simply

GLACÉAU
Vitaminwater
591 mL

299

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

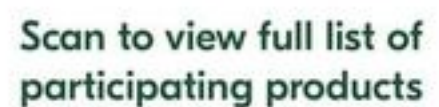
MCCAIN
Superfries
454-800 g

\$9

23

CORONA Cero Non-Alcoholic Beer
12x355 mL

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



FLO2_SBY_WK44_PRRN_ATL_N5_NB_PELN_FLO

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 6.8/0.7 kg



1⁹⁹
COMPLIMENTS
Cooked Ham or
Bologna
200 g
200 PTS
when you buy
100 g or more



5⁹⁹
COMPLIMENTS Muffins 4-6 pk
400-600 g 6.99 ea
BUY MORE
MORE



2/\$5
COMPLIMENTS Granola Bars
131-175 g, Fruit Bars 300 g, Crispy
Rice Squares 176 g or Protein Bars
160 g
100 PTS
when you buy 2



5⁹⁹ **+300 PTS**
when you buy 3
COMPLIMENTS Sliced Cheese
150-170 g



4⁹⁹
COMPLIMENTS Cheese 400 g
or Shreds 226-320 g selected



10⁹⁹
COMPLIMENTS
Honey 750 g-1 kg



2⁴⁷
COMPLIMENTS Potato Chips Extra! Flavour
200 g or Kettle Chips 200 g



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 22.02/kg



9⁹⁹
COMPLIMENTS Smoked
Sausages 900 g or
BUTCHER'S SELECTION
BBQ or Honey Garlic Pork
Back Ribs 680 g
100 PTS
when you buy 2



\$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
DARE Crackers selected 200-225 g or Viva
Puffs, Simple Pleasures or Ruffles Cookies
250-300 g



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

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

2X
Canadian-origin
products



PO2_SBY_WK44_P9N_ATL_NS_NB_PFI

77¢
/lb

From Atlantic Canada

3/\$5

3.49
/lb

5.99

4.99
1LB

3.99
/lb

2.99
100 Pts when you buy 2

1.99
/lb

4.99
100 Pts when you buy 2

1.49
50 Pts when you buy 2

15% off

25% OFF
BUY 1 GET 2ND

2.99
/lb

9.99
50 Pts when you buy 2

3.99
100 Pts when you buy 2

3.88
100 Pts when you buy 2

A New & Refreshed Selection of Meat Alternatives

4.49

4.49

6.99

7.99

12.99
STARTING AT

6.49

14.99

22.99

Available at most stores

Give them more with the Grocery Essentials Card

Visit soybeys.com/giftcards for details

77¢
/lb

From Atlantic Canada

3/\$5

3.49
/lb

5.99

4.99
1LB

3.99
/lb

2.99
100 Pts when you buy 2

1.99
/lb

4.99
100 Pts when you buy 2

1.49
50 Pts when you buy 2

15% off

25% off
BUY 1 GET 2ND

2.99
/lb

9.99
50 Pts when you buy 2

3.99
100 Pts when you buy 2

3.88
100 Pts when you buy 2

A New & Refreshed Selection of Meat Alternatives

4.49

4.49

6.99

7.99

12.99
STARTING AT

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

*\$30 in groceries - \$30 per person (children under 18) required in increments of \$10.00. *Limit 2 Saver items per household at participating locations. See full list of participating products & prices at store. Other conditions apply. See full list of participating products & prices at store.

7⁹⁹/lb Fresh Lean Ground Beef Burgers 4 pk Family Size 100% pure no additives or fillers 776.8kg	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 Pack Sausage 375-450 g
Fresh Pink Shoulder Picnic Roast Roast lock removed	18⁹⁹/lb Fresh Canadian Lamb Loins Chop 418.7kg

All Fresh Pork!

BUY 2 GET 3RD FREE

NAGANO Premium Fresh Pork Loin Hotel Cut Chop. Tenderloin or Back Ribs	value size Fresh Pork Loin Back Ribs cryovac
Fresh Pork Shoulder Blade Roast or Family Size Steak	value size Fresh Whole Skinless Pork Belly cryovac

quick & easy

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 900 g
7⁹⁹ MARCEANGELO or SCHNEIDERS Sausages frozen 375-675 g	8⁹⁹ BEYOND MEAT Plant-Based Chicken Tenders, Breakfast Sausages or 2-Pack Burgers 226-235 g

9⁹⁹ CHRIS BROTHERS Bologna 1.5 kg	200 Pts when you buy 2 6⁹⁹ COMPLIMENTS Popcorn Sticks 300 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 ScanLife membership card and pay with your Scotiabank Visa Card

\$10 OFF Delivery Fee* | **Loyalty Rewards up to \$1000**

*\$10 off delivery fee on orders over \$50. Excludes alcohol, prescriptions, grocery delivery fees, and other taxes. Offer valid while supplies last. See website for details.

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. There are 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

2 Pack Mini Croissant Sandwiches

LIMITED TIME ONLY

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** **17⁹⁹**
Single Layer Shortcakes 905-950 g



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



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



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



75 PTS
when you buy 2
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



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



EVERYDAY VALUE
\$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



27⁹⁹

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

Give them more with the Grocery Essentials Card

Visit sobeyss.com/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

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*



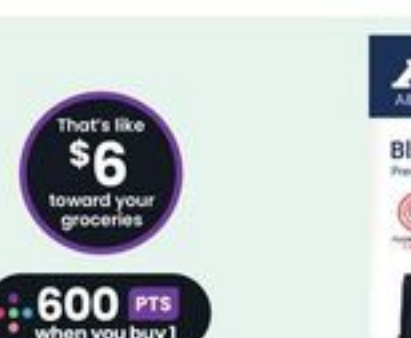
10% off

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

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

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Scene+
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

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

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



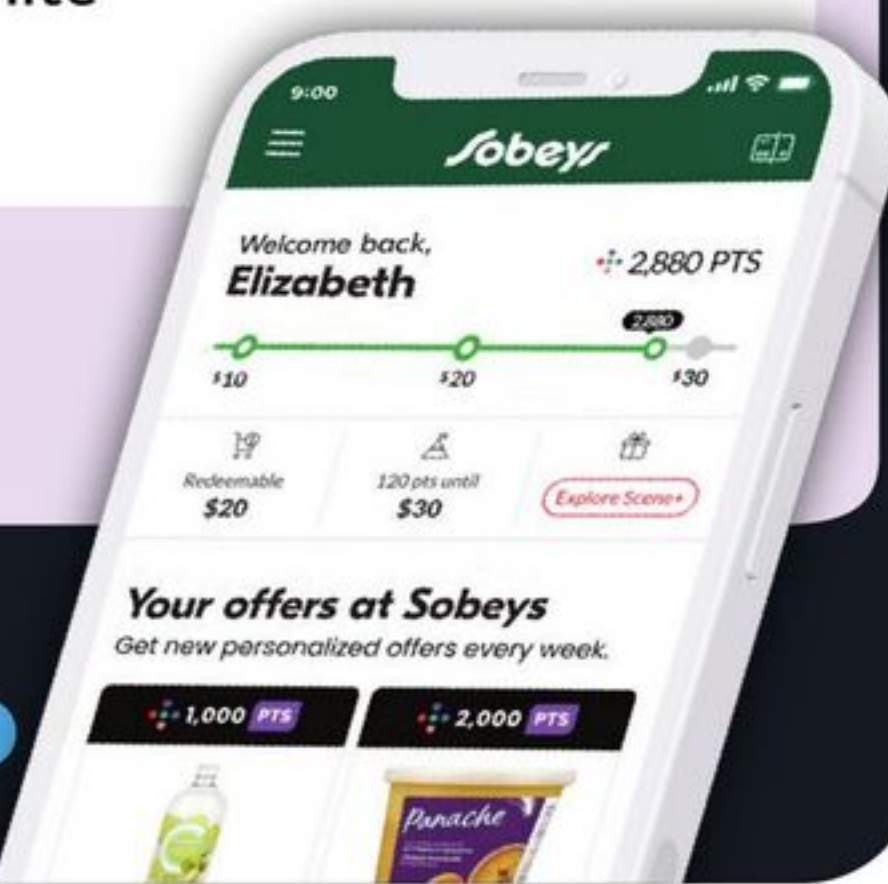
Get
1,000 PTS
when you buy 3

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 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

CHALO! 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



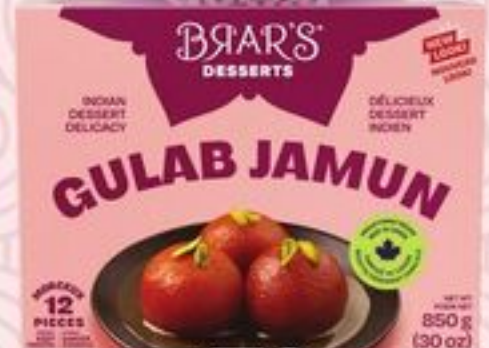
2⁷⁹

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



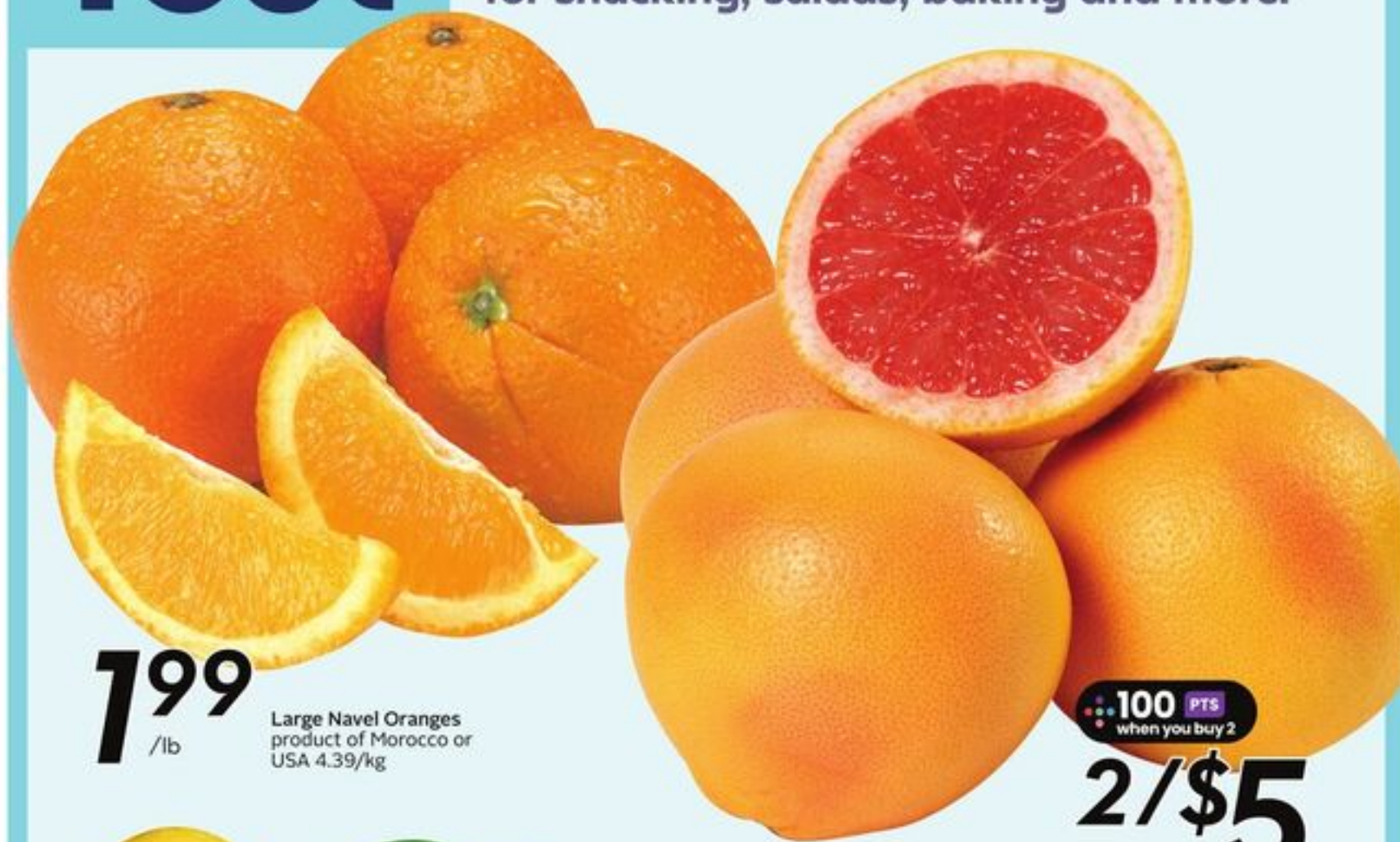
Find more variety and
value in store



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
when you buy 2

64¢

27\$



75 PTS
when you buy 3



75 PTS
when you buy 3

88¢

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 12%
799

MEMBER

PRICING

Small Bar Cakes 325-5

More for your citrus fix...



244 ea when y
buy 2 or m

you
more

OASIS Juice 960 mL
2.88 ea

199

SMUCKER'S Pure Jam
or Marmalade 250 m
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*



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

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 Sobeys Capital Incorporated.

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

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