

URBAN FRESH ZONES

Jobey urban FRESH

FEED THE DREAM



All Fresh Pork!
BUY 2 GET 3RD FREE

HOT PRICE
5⁸⁸ /lb

Fresh Lean Ground Beef
Family Size 12.96/kg

MEMBERS SAVE 14
9⁹⁹ **MEMBER** without Scene+ Card

HOT PRICE
3⁴⁴

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

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

From Ontario

HOT PRICE
9⁹⁹ /lb

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

CHOOSE CANADIAN SEAFOOD

From Newfoundland

HOT PRICE
3⁹⁹

TAYLOR FARMS Chopped or Leaf Salad Kits
207-363 g Packed in Canada

HOT PRICE
15⁹⁷

MAXWELL HOUSE
Roast & Ground Coffee
631-900 g

value size
ROBIN HOOD or FIVE ROSES
ALL PURPOSE FLOUR ORIGINAL
10 kg

HOT PRICE
11⁹⁷

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

HOT PRICE
3⁴⁷

HOT PRICE
5⁹⁹

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

HOT PRICE
3⁹⁷

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

HOT PRICE
6⁴⁷

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

Scene+ **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

Global Market
HOT PRICE
3⁹⁹

TRE STELLE Paneer Cheese 300 g

Bloor & Islington
3300 Bloor St. W. 416 233 3058

Specials available at Bloor & Islington location only.

See store or website for store hours
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

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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.

Your family could **WIN** 1 million Scene+ Points towards free groceries

STARTING AT 7.99
 SCHNEIBERS Pepperettes 300-375 g or MAPLE LEAF Natural Fully Cooked Breakfast Sausages or Shredded Chicken 250-300 g

2/\$11
 HEALTHY CHOICE Simply Steamers 255-263 g

2/\$6
 GLACEAU Vitaminwater 591 mL

2.99
 NATURE VALLEY Crunchy or Trail Mix Granola Bars or BETTY CROCKER Fruit or Gushers selected 120-230 g

2/\$9
 MCCAIN Superfries 454-600 g

23.99 (150¢/L)
 CORONA Cero Non-Alcoholic Beer 12x355 mL

19.99
 TIDE Liquid Detergent 3.46-3.9 L, Pods 45-76 pk, GAIN Flings! 45-76 pk, DOWNY Unstopables 853 g, IVORY SNOW 3 L or CASCADE Auto Dish Tabs 51-90 pk

Scan to view full list of participating products



FDL2_SPT_09A4_PRR_041

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SCORE* exclusive offers just by playing



SCORE* exclusive offers just by playing

PHI_S01_2024_01_01

Taste of the tropics!

It's like biting into sunshine

100% FRESH GUARANTEE

- 2/\$5** Ataulfo Mangoes product of Mexico
- 4.99** Avocado Bags product of Mexico 5 pk
- 1.99** Coconut product of Vietnam
- 7.99** BOLTHOUSE Juices or Smoothies 946 mL selected
- 1.99** Papaya product of Mexico or Guatemala 4.39/kg
- 4.77** Large Whole Pineapples product of Guatemala or Prepared Fresh Daily In-Store Cored Pineapples product of Costa Rica
- 1.49** Plantain product of Guatemala or Ecuador 3.28/kg
- 15% off** Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

We offer cored or whole pineapples for the same price

- 4.99** Asparagus product of Mexico 11.00/kg
- 3/\$5** Green Onion, Bunched Cilantro, Parsley or Italian Parsley product of Mexico
- 2.99** Green Peppers product of Mexico or USA 6.59/kg
- 1.79** Acorn, Butternut, Kabocha or Spaghetti Squash product of Canada or Mexico, Canada no 1 grade 3.95/kg

- 4.99** Strawberry product of USA or Mexico no 1 grade 4.54 g 1 lb
- 3.99** Extra Large Black or Red Seedless Grapes product of Peru 8.80/kg
- 2/\$5** Large Red Grapefruit product of Israel
- 1.99** Red Prince Apples product of Ontario, Canada's extra fancy grade 4.39/kg

- 3.99** HAVEN GREENS Salad Blends product of Ontario 113 g
- 4.99** COMPLIMENTS Naturally Simple Salad Kit Caesar Supreme product of USA 296 g
- 15% off** Prepared Fresh Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes
- 25% off** Prepared Fresh Daily Tacos or Guacamole Dip or Mango or Pineapple Salsa assorted sizes

- 3.49** Indian Eggplant product of Mexico or Okra product of Honduras 7.69/kg
- 9.99** BARD VALLEY Medjool Dates 907 g
- 3.99** Organic Carrots product of USA no 1 grade 2 lb
- 3.44** COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Ontario 227 g

A New & Refreshed Selection of Meat Alternatives

- 4.49** LIGHTLIFE Grounds Original or Mexican 340 g
- 4.49** LIGHTLIFE Veggie Slices 156 g
- 6.99** FIELD ROAST Sausages assorted 368 g
- 7.99** FIELD ROAST Shreds 298 g

floral

Available at most stores

- \$77** Phalaenopsis Orchids in Ceramic selection may vary by store
- 4.99** Gerbera Daisy 4" grown in Ontario
- 11.99** Gerbera Daisy Bouquet 10-stem large or 15-stem mins grown in Ontario
- 18.99** Holl Celebration or Glorious Day Bouquet

*Offer valid weekly (Thursday - Wednesday) from February 15 - March 4, 2024. Card must be registered. Offer applicable to Sobeys members who joined and registered their card before January 25, 2024. Qualifying purchases must be made in a single transaction in-store. Offer must be loaded to registered Score+ Card prior to transaction. No Sobeys points earned. Offer excludes taxes and other goods and services which are non-transferable or restricted by law. Score+ digital or printed receipt must be presented at time of purchase. Offer subject to change without notice. ©2024 Sobeys Capital Inc. All rights reserved.

So tender
Starling
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 \$30 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
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

All Fresh Pork!
BUY 2 GET 3RD FREE

value size Fresh Pork Loin Back Ribs cryovac

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

Fresh Pork Shoulder Picnic Roast (lock removed)

Fresh Pork Shoulder Blade Roast or Family Size Steak

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

Fresh Whole Skinless Pork Belly cryovac

quick & easy

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 Pepperoni Sticks 200 g

7⁹⁹ MARCANGELO or SCHNEIDERS Meat Sizzlers

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 use your Sobeys membership card and pay with your Sobeys® Scene* Visa Card. **10000 PTS** = \$100 in groceries

*See in-store for details. Sobeys points redeemed at any participating Sobeys location. Points redeemed in increments of 1000. See Sobeys.com for details. © 2024 Sobeys. All rights reserved. Product availability varies by location. See Sobeys.com for details. Sobeys is a registered trademark of Sobeys. All other trademarks are the property of their respective owners.

deli & kitchen

<p>8.49 MAPLE LEAF Natural Selections Sliced Meats 175 g selected</p>	<p>7.79 PANACHE Italian Sliced Meats selected 100 g</p>	<p>8.49 CASTELLO Aged Gouda, Aged Havarti, Ticker Extra Mature or 1yr 200 g</p>
<p>4.49 PILLER'S Salami selected /100 g</p>	<p>\$3 COMPLIMENTS Cooked or Smoked Chicken /100 g</p>	<p>6.99 CASTELLO Blue Cheese 113-150 g selection varies by store</p>

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

2 Pack Mini Croissant Sandwiches

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!

NEW FLAVORS

- Egg Salad
- Black Forest Ham & Cheddar Cheese and Turkey & Cheddar Cheese
- Chicken Club Salad
- Chicken Salad

LIMIT TIME ONLY

bakery

<p>MIX & MATCH BUY 1 GET 1 FREE</p> <p>Cream Pies 5" 265-370 g or Brownie Cakes 295-390 g</p>	<p>12.99 MEMBER 17.99 without Scanner Card</p> <p>Single Layer Shortcakes 905-950 g</p>	
<p>100 PTS when you buy 2</p> <p>5.99 All Butter Croissants or Pastries 4 pk 275-400 g</p>	<p>100 PTS when you buy 2</p> <p>5.99 Almond or Butter Tarts 6 pk 270-400 g</p>	<p>100 PTS when you buy 2</p> <p>6.99 Gourmet Cookies 6 pk 410-475 g</p>
<p>75 PTS when you buy 2</p> <p>5.99 Hot Cross Buns 6 pk 515-545 g</p>	<p>4.99 STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g</p>	<p>2.99 ACE BAKERY Baguettes 350-380 g</p>
<p>200 PTS when you buy 2</p> <p>5.49 PORTOFINO Breads 585-600 g</p>	<p>EVERYDAY VALUE</p> <p>\$2 COMPLIMENTS English Muffins 6 pk</p>	<p>4.99 DEMPSTER'S 10" Tortillas 366-610 g</p>

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

drinks & snacks

7.49 JACK LINK'S or GOLDEN ISLAND 65-81 g **100 PTS** when you buy 2

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

3.99 OLD DUTCH Restaurant Tortilla Chips 275-320 g or TWIGZ Pretzels 130 g

10.29 FRITO-LAY Multipacks 16 pk

2.99 DAIRY MILK Bars 80-105 g

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

6.49 **200 PTS** when you buy 2 FERRERO Squares 105 g

5.99 5 Multipack Gum

9.99 MONSTER Energy Drinks 4x473 mL

6.99 OCEAN SPRAY Sparkling Cranberry Juice 6x340 mL **50 PTS** when you buy 2

2/\$8 RED BULL Energy Drinks 355 mL

2/\$6 GURU Energy Drinks 355 mL

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

9.99 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

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

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

3.99 SUNRYPE Slim 1.36 L **200 PTS** when you buy 3

10.79 TWININGS Tea 50 pk

\$3 COMPLIMENTS Drink Boxes 10x200 mL

\$2 COMPLIMENTS Juice 1 L 2.79 ea **200 PTS** when you buy 2

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

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

2.77 QUAKER Dippys or Chewy Granola Bars 120-156 g

Here for your budget and lifestyle

9.49 **100 PTS** when you buy 1 COMPLIMENTS Solid Milk Chocolate Eggs 250 g while supplies last

3.99 **100 PTS** when you buy 2 COMPLIMENTS Solid Milk Chocolate Bunny 100 g while supplies last

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

2.99 **100 PTS** when you buy 2 COMPLIMENTS Pretzels 320-400 g

1.99 **100 PTS** when you buy 2 BEST BUY Wafers 227 g

2.99 **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

2/\$8 COMPLIMENTS Ginger Ale, Club Soda or Tonic Water 6x222 mL

Give them more with the Grocery Essentials Card [Visit sobeys.com/giftcards](http://www.sobeys.com/giftcards) for details

dairy & frozen

<p>10⁹⁹ DANONE Oikos Greek Yogurt 12 pk or 1.5 kg</p>	<p>3⁷⁹ KRAFT Cool Whip Aerosol Whipped Topping 225 g</p>	<p>2⁹⁹ COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea</p>	<p>3⁹⁹ COMPLIMENTS Lemonade 1.54 L</p>
<p>6⁹⁹ YOPLAIT Source 16 pk or LIBERTE Greek Yogurt 900 g-1 kg or NATREL Lactose Free Milk with Protein 2 L</p>	<p>5⁹⁹ LIBERTE Probiotic Kefir 1 L or YOP Drinkable Yogurt 6 pk</p>	<p>5⁹⁹ COMPLIMENTS BALANCE Margarine 850 g</p>	<p>4⁴⁹ DEL MONTE Juice 1.6 L</p>
<p>\$4 KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g</p>	<p>6⁴⁹ NANAPOPS! Frozen Bars 4 pk selected</p>	<p>10⁹⁹ PORTA Pizza 400-500 g</p>	<p>4⁹⁹ NATREL Lactose Free Ice Cream 473 mL</p>
<p>5⁹⁹ MCCAIN Pizza Pockets 6 pk</p>	<p>2/\$11 MARIE CALLENDER'S Bowls 312-349 g</p>	<p>4⁷⁹ MICHELINA'S Pizza Snack Rolls 496 g</p>	<p>4⁴⁹ MCCAIN Breakfast Potatoes 600-650 g</p>

Here for your budget and lifestyle

<p>3⁴⁹ COMPLIMENTS Sour Cream 500 mL</p>	<p>8²⁹ COMPLIMENTS Butter Sticks salted or unsalted 454 g</p>	<p>4⁹⁹ PANACHE Premium Ice Cream 1 L or Novelties 4-6 pk selected</p>	<p>2/\$3 BEST BUY Frozen Spinach 300 g</p>
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natural health

<p>3⁹⁹ ALTER ECO Chocolate Bars 80 g</p>	<p>3/6⁹⁹ COVE Gut Healthy Soda 355 mL</p>	<p>5⁷⁹ G.H. CRETORS Caramel Corn or Chicago Mix 213-227 g</p>	<p>2⁹⁹ MADE GOOD Bars, Minis or Rice Crisps 120-150 g</p>
<p>3⁹⁹ EARTH'S OWN Select Beverages 1.75-1.89 L</p>	<p>6⁹⁹ NATREL Organic Milk 2 L</p>	<p>4⁹⁹ DAIYA Cheese-Style Shreds, Slices or Blocks 185-220 g, Cream Cheese 227 g or Thin Crust Gluten-Free Pizza 492 g</p>	<p>2⁹⁹ ANNIE'S Macaroni & Cheese 145-170 g</p>
<p>47⁹⁹ VEGA Protein + Recovery or Protein + Creatine 812-918 g</p>	<p>24⁹⁹ VEGA Protein + Supergreens 510-526 g</p>	<p>9⁹⁹ KIND Bars 5 pk or Minis or Thins 10 pk</p>	<p>2/\$7 PERFECT SPORTS Diesel Protein Bars 50 g or PROBAR Energy Chews or Bars 60-85 g</p>

Give them more with the Grocery Essentials Card. Visit sobey.com/giftcards for details.

home & pet care

<p>9.99 PURINA Beneful Dry Dog Food 1.6-1.8 kg</p>	<p>15.99 PURINA Beyond or IAMS Pro-Health Dry Cat Food 1.36-1.59 kg</p>	<p>18.99 ARM & HAMMER Slide Cat Litter 9.1 kg</p>	<p>8.49 CASHMERE Bathroom Tissue 8=16 rolls or SPONGETOWELS Ultra 2=4 pk</p>
<p>6.29 100 PTS when you buy 2 COMPLIMENTS Indoor Waste Bags 30-52 pk</p>	<p>7.99 ALCAN Foli 50-100 ft. REYNOLDS Parchment Paper 75 ft. Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected</p>	<p>11.99 STARTING AT PUREX Laundry Detergent 4.08-4.43 L, SINGLESIFT 4.01 L, PERSIL Liquid 1.86 L or Discs 32-42 pk or SNUGGLE Fabric Softener 2.77 L or Sheets 200 pk</p>	<p>19.99 CHARMIN Bathroom Tissue 12=48 rolls or BOUNTY Paper Towels 6=12 rolls</p>
<p>2.50 COMPLIMENTS Sandwich Bags 100 pk or Freezer Bags 15-20 pk</p>	<p>2.99 PALMOLIVE Dish Detergent 591 mL</p>	<p>5.99 STARTING AT FLEECY Fabric Softener 1.36 L or Sheets 80 pk</p>	<p>4.99 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</p>

health, beauty & baby

<p>4.49 150 PTS when you buy 2 CREST Pro-Health or 3D White Toothpaste or ORAL-B Toothbrushes or Floss 63-120 mL or 1-75 pk selected</p>	<p>7.99 400 PTS when you buy 2 LISTERINE Total Care Mouthwash or Clinical Solutions Rinse 500 mL-1 L selected</p>	<p>6.99 500 PTS when you buy 1 L'OREAL Hair Expertise Hair Care 150-385 mL selected</p>	<p>5.99 300 PTS when you buy 2 SENSODYNE Whitening or Pronamel 75-100 mL selected</p>
<p>15% off GILLETTE Fusion or Mach3 Blades, SCHICK or BIC Razors or Gillette or Satin Care Shave Gel 1-75 pk 75 mL, or 198-311 g selected</p>	<p>4.99 STARTING AT OLD SPICE or SECRET Deodorant 45-85 g selected</p>	<p>5.49 250 PTS when you buy 2 ALWAYS Pads, Liners or TAMPAX Tampons 12-60 pk selected</p>	<p>20% off 400 PTS when you buy 2 Aveeno Body Lotion 532 mL or 340 g selected</p>
<p>2/\$5 BABY GOURMET Simply Snacks 32 g</p>	<p>5/\$11 BABY GOURMET Purée Pouches 92-128 mL selected</p>	<p>49.99 250 PTS when you buy 1 ENFAMIL A+ NearPro Tubs 553-587 g</p>	<p>28.99 HUGGIES Giga Pack Pull-Ups 21-61, 48-74 pk or GOODNITES 34-44 pk</p>

pharmacy

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

<p>10% off 250 PTS when you buy 2 VOLTAREN Emulgel 60-150 g</p>	<p>49.99 500 PTS when you buy 1 COLD-FX 100-150 pk</p>	<p>14.99 ENSURE 235 mL or GLUCERNA 237 mL selected</p>	<p>10% off 150 PTS when you buy 2 Children's TYLENOL, MOTRIN or BENYLIN selected*</p>
<p>10% off 150 PTS when you buy 2 TYLENOL, BENYLIN or SINUTAB Cough, Cold & Sinus selected*</p>	<p>10% off 200 PTS when you buy 2 NEUTROGENA Acne Products selected</p>	<p>79.99 600 PTS when you buy 1 A&D Blood Pressure Monitor UABIOC/NBLE 1 pk</p>	<p>\$6 Blood Pressure Monitor Bluetooth CLINICAL GRADE ACCURACY</p>

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

Scene+
**DIGITAL
EXCLUSIVE**

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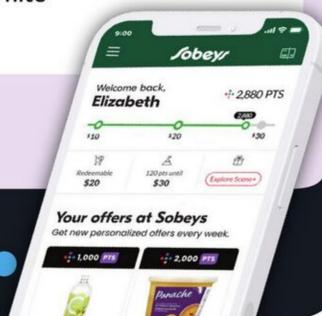
Get
1,000 PTS
when you buy 3

NEUTROGENA Hydro Boost selected products



**SAVE
\$1**

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



Download on the
App Store

GET IT ON
Google Play

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.



Your destination for variety and value

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

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

3.49
CHALO! Naan 500 g

20.99
AASHIRVAAD Whole Wheat Flour 2.07 kg

13.99
INDIA GATE Pure Basmati Rice 4.54 kg

15.99
BRAR'S Desi Ghee 800 g

4.79
KFI Sauces selected varieties 375-455 ml

1.49
DEEP Premium Select Baby Bhindi Okra 340 g

2.99
DEEP Paratha 333-384 g or Naan 375 g

3.99
DEEP Mango Pulp 850 g

1.29
PARLE-G Biscuits 300 g

4.99
SHERBON Juice Drink selected varieties 2 L

2.79
SURATI Snacks selected 341 g

6.49
BRAR'S Samosas selected 624 g

7.79
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
3⁴⁹ /lb Indian Okra product of Honduras 7.69/kg



11⁹⁹ 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



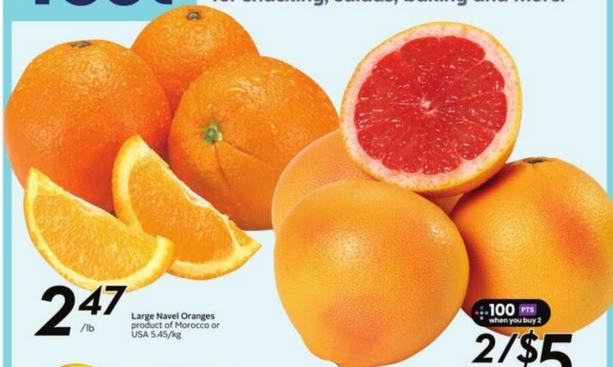
2⁷⁹ RUBICON Exotic Juice 1 L selected varieties
8²⁹ ALAMEED Coffee 226 g selected varieties
6⁹⁹ AHMAD TEA 100 pk selected varieties



Find more variety and value in store

**fresh
fest**

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



2.47
/lb

Large Navel Oranges
product of Morocco or
USA 5.45/kg

100 Pts
when you buy 2
27/\$5

Large Red Grapefruit
product of Israel



75 Pts
when you buy 2
99¢

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

200 Pts
when you buy 1
5.88

HALOS Clementines or
Mandarins 2 lb 307 g
bag product of USA

Citrusy & sweet? Yes please!



15.99

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

5.99

Snack or Classic Meal
Boxes 300-320 g

MEMBERS SAVE *2
7.99
MEMBER
9.99
without
Scene+ Card

Small Bar Cakes 325-575 g

**BUY 4 GET 5TH
FREE**

Patisseries Small or Large

More for your citrus fix...



2.44
ea when you
buy 2 or more

OASIS Juice 960 mL
2.88 ea

4.99

SHUCKER'S Pure Jam
or Marmalade 250 mL
selected varieties

8.49

SANPELLEGRINO Sparkling Beverage
6x330 mL

Your family could

WIN*

1 million Scene+ Points towards groceries



FEED THE DREAM



Sobeys

OFFICIAL GROCER



*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at sobeys.com/feed-the-dream/participating-suppliers/rules. Contest runs from January 8, 2026 and ends on March 18, 2026. Open to legal residents 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 three (3) grand prizes to be won. Each grand prize consists of 1,000,000 Scene+ points (ARV \$10,000.00 (CAD) each). There are two hundred (200) secondary prizes to be won. Each secondary prize consists of 25,000 Scene+ points (ARV \$250.00 (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. Corona Cero is an alcohol-free beer with natural flavour and vitamin D. Enjoy responsibly. Must be legal drinking age. ©/MD Trademarks Grupo Modelo, S. de R.L. de C.V., Lic. Use/Sous Lic.

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.



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.

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 **100 PTS**
when you buy 2
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


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.

taste the world's **CRUNCHIEST SKITTLES**

100 PTS when you buy 1

SKITTLES Pop'd original or sour 155 g

STIMULATE YOUR SENSES
FLAVOUR BINDING GUM

LOOKS LIKE GUM, TASTES LIKE SKITTLES

EXCEL, JUICY FRUIT or HUBBA BUBBA Bottle Gum 40-100 pk

7.99 5 Gum Slimpack 15 pk

4.69

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Bece! Prepared in Canada Original Original

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 butter products category of stores for the base 12 weeks ending August 9, 2025, according to NielsenIQ MarketScan

8.99 IMPERIAL Margarine 1.26 kg

9.99 IMPERIAL Margarine Quarters 1.36 kg

MAGNUM ICE CREAM

MORE CHOCOLATE MORE INDULGENCE

MAGNUM Ice Cream Bars 3 pk or Mini 4 pk select varieties

5.99

MAXWELL HOUSE

SMOOTH AND RICH FROM THE FIRST SIP TO THE LAST.

MAXWELL HOUSE

MAXWELL HOUSE

MAXWELL HOUSE

MAXWELL HOUSE

7.99 200 PTS when you buy 2

MAXWELL HOUSE Instant Coffee 150-247 g or Iced Latte 165 g

BEN & JERRY'S

SAID YES TO DESSERT

MADE IN CANADA

BEN & JERRY'S Ice Cream 4.75 mL select varieties

5.99

© 2025 Ben & Jerry's Homemade, Inc. © 2025 Cones & Creams Select 1/2025

SUGAR? NONE. FLAVOUR? TONS! WANTA?

NEW

FANTA

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bubly galactic mission

100 PTS when you buy 2

BUBLY Sparkling Water Beverage 6x222 mL any flavour

ROCKSTAR Energy Drink 473 mL any flavour 3.79 ea

2/\$5

STARBUCKS Frappuccino Lite Coffee Drink 261 mL any flavour

HALEON

Made For Your Everyday.

Support your health with a daily vitamin routine.*

Get 200 PTS When you buy 1 on select EMERGEN-C or Centrum products* before taxes

15% off Select EMERGEN-C or CENTRUM Products

*Maintains good health. Maintains and restores energy. For EMERGEN-C products, consult a health care practitioner for use beyond 6 months. Always read and follow the label. *Trademarks owned or licensed by Haleon. © 2025 Haleon or licensee.

NEW

Get 250 PTS When you buy any 2 participating Dempster's Protein products, Sun-Maid Raisin or Cinnabon Bread* before taxes

4.99

DEMPSTER'S Protein Bagels 5 pk or Protein Tortillas 8.5"

3.49

DEMPSTER'S Protein Grain or White Bread 600 g

4.99

CINNABON Cinnamon Bread or SUN-MAID Raisin Bread 450 g

LIMITED TIME ONLY

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW

♦Conditions Apply

