

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

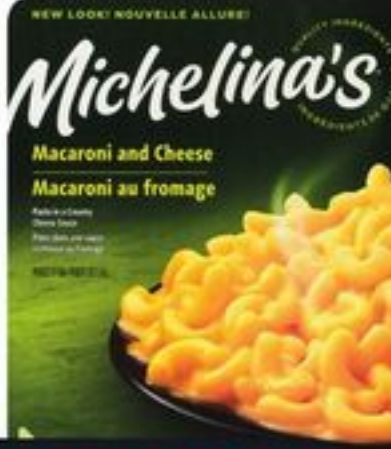


SAVE UP TO 46%
WITH
MEMBER
PRICING

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¢

\$1⁴⁹
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
75 g or **MAPLE**
F Natural Fully
oked Breakfast
Sausages or
edded Chicken
250-300 g

2/\$11
HEALTHY CHOICE
Simply Steamers



Healthy Choice
simply
essentials

Salmon/Chicken & Broccoli Alfredo
Pasta with a broiled salmon fillet

28g
protein

As a healthy meal choice, this dish is a delicious combination of salmon, chicken, and broccoli.

Use as a healthy meal choice, this dish is a delicious combination of salmon, chicken, and broccoli.

© 2010 Huggins & Associates, Inc.

GLACEAU
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

2/\$9

150 PTS
when you buy 1

23

99

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



Sobeys
OFFICIAL SPONSOR

FLO2_SBY_WK44_PEN_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 4.18/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

+200 PTS when you buy 2

13⁹⁹

SCHNEIDERS Juicy Jumbos Family Pack 750-900 g

9⁹⁹

CHRIS BROTHERS Bologna 1.5 kg

+200 PTS when you buy 2

6⁹⁹

COMPLIMENTS Peppercorn Steaks 300 g

7⁹⁹

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g

+200 PTS when you buy 2

13⁹⁹

COMPLIMENTS Traditional Beef or Smashed Burgers 680-907 g

+300 PTS when you buy 2

GET TO FREE GROCERIES FASTER

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

10000 points = \$10 in groceries. *Some points redeemed at any participating Empire locations must be redeemed in increments of 1000. †Get 2 Sobeys gas in every \$1 Sobeys. On eligible everyday purchases & participating grocery items. Other conditions apply. ©2019 Sobeys. All rights reserved.

WISER CHOICES
KEEP ROLLING IN

6.99

**COMPLIMENTS
NATURALLY SIMPLE**

**Wild Pink Salmon,
Cod or Haddock
Loins 2oz**

Wild Pacific Pink Salmon Loins
Longer the salmon runs, more omega-3 fatty acids. **Wild Pacific**



100 PTS
when you buy 1

77⁹⁹

COMPLIMENTS
of the price.

COMMENTS: WHAT'S NEW?
RENTAL CARTRIDGE, BASS
AND THE GUY WITH THE
GUN & A CRACKER

COMMON
CRACKER

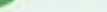
A CRACKER



150 PTS
when you buy 1

15.88

deli & ki



A promotional image for Tre Stelle Bocconcini. It features a white bowl of salad with cherry tomatoes, green beans, and a mozzarella ball, alongside a tub of Tre Stelle Bocconcini 200g. A black banner with white text reads '200 PTS when you buy 2'. Below this, the price '7.99' is displayed in large black font, followed by 'TRE STELLE Bocconcini 200 g'.

200 PTS
when you buy 2

7.99

TRE STELLE Bocconcini 200 g

Topped Hummus or Dips 227-255 g

READY FOR YOU




10⁹⁹

OLIVIERI Family Size Pasta or Gnocchi

CHOOSE CANADIAN SEAFOOD

Seafood!

We work hard to bring you quality Canadian Seafood from Coast-to-Coast. Explore our delicious offerings to make tonight a seafood night.



SUSTAINABLE
BY DESIGN



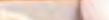
OCEAN WISE
SUSTAINABLE SEAFOOD

PO WATKINS & SONS
A Division of The Food Company

Get **300 PTS**
When you spend
\$25 or more

From
Nova Scotia

16⁹⁹
/lb



Nothing Added
Everything Gained™

- ✓ No Artificial Additives
- ✓ No Antibiotics
- ✓ No Preservatives
- ✓ No Phosphates



Shrimp cooked or raw 51-70 ct per lb 300 g 26

5.99 Fresh Mussels 907 g product of Canada or MUSSEL KING Whole Cooked PEI Mussels frozen 454 g

MILS D'ESTER ELMO
—HAUT CHIFFON — POMPOMME CORTES—
PRIX DE BORDAS UNIFORMES
**NOUVEAU-
BRUNSWICK**



**NEWFOOTNDLAND
AND LABRADOR**
—HIGHER QUALITY—
**TERRA-NEUVE-
ET-LABRADOR**



Three boxes of Ultra Shrimp products are shown. From left to right: Panko Shrimp, Coconut Shrimp, and Tempura Shrimp. Each box features the Ultra logo and a picture of the shrimp.

12⁹⁹ **ULTRA NATURAL** Gluten-Free
Shrimp Appetizers 340 g

ct per lb 340 g



200 PTS
when you buy 2

7.99

TRE STELLE Bocconcini 200 g

On the Border Mexican Snacks & Sides

Sweet Potato Snack Dips
Sweet Potato Snack Dips

Chicken Poblito Snack Dips
Chicken Poblito Snack Dips

Wild Rice Snack Dips
Wild Rice Snack Dips




Frieri Family Size Pasta or Gnocchi

PO4_SBY_WK44_P01N_ONT

meal makers



8⁹⁹
KELLOGG'S Jumbo
Cereal 700 g-1.1 kg



4⁷⁹
POST Cereal
selected 283-525 g



3⁴⁹
DEL MONTE Fruit
Bowls or Gels
4 pk



4⁹⁹
JIF Peanut Butter 500 g or
SMUCKER'S Pure Jam 250 mL
selected



8⁹⁹
FLOURISH Pancake
Mix 430 g



2⁹⁹
LANTIC Sugar Icing,
Brown or Yellow 1 kg



5⁹⁹
FLEISCHMANN'S Traditional
Yeast selected varieties 100-113 g



3⁹⁹ **100 PTS**
when you buy 2
CAMPBELL'S
Chunky Chili 425 g



3⁹⁹
ROBIN HOOD Oats 1 kg,
FLEISCHMANN'S Baking Soda
400 g or CRISCO Shortening
selected 454 g



4⁹⁹
CROSBY'S Molasses 675 g,
COMPLIMENTS Pure Pumpkin
796 mL or WINDSOR Flavoured
Salts 124-147 g



5⁹⁹ **200 PTS**
when you buy 2
E.D. SMITH Cherry Cheeses
selected 540 mL 6.49 ea



2⁹⁹ **100 PTS**
when you buy 2
COMPLIMENTS
Albacore Tuna 170 g



4⁹⁹ **100 PTS**
when you buy 2
OLD EL PASO
Dinner Kits
250-510 g



2⁹⁹
MAPLE LEAF Flakes of Ham,
Turkey or Chicken 156 g or
HOLIDAY Luncheon Meat 340 g



2/\$4 **100 PTS**
when you buy 2
CLARK Beans in
Tomato Sauce or
Maple Style 396 mL



6⁹⁹ **200 PTS**
when you buy 2
MAZOLA Oil 1.18 L



2⁰⁰ **PTS**
when you buy 2
HEINZ Ketchup 375 mL



4/\$5
CLUB HOUSE
Salads'n Dips
28 g



2⁴⁹
FRENCH'S Mustard 400 mL or
COMPLIMENTS Relish Sweet
Green or Hot Dog Relish 375 mL



4⁹⁹ **200 PTS**
when you buy 2
COMPLIMENTS Raisin Bread
600 g



3⁹⁹
VACHON Snacks
248-336 g



1⁹⁹
DEMPSSTER'S Half Loaf White or
Whole Wheat Bread 350 g or
FRONTIER BAKERY Pita 5 pk



7⁹⁹
MINUTE RICE
1.2-1.4 kg selected

Here for your budget and lifestyle



4⁹⁹ **200 PTS**
when you buy 2
COMPLIMENTS Salsa 650 mL



99¢ **100 PTS**
when you buy 5
COMPLIMENTS Taco or Fajita
Seasonings 35-39 g



14⁹⁹ **150 PTS**
when you buy 1
COMPLIMENTS
Chocolate Chips
775 g



15% off
COMPLIMENTS Baking Nuts
100 g selected (excludes Pine
Nuts)



9⁹⁹ **100 PTS**
when you buy 1
PANACHE Maple Syrup 500 mL



2/\$5
COMPLIMENTS
Canned Fruit
308 mL



2/\$4
COMPLIMENTS
Tomato Sauce
398 mL



100 PTS
when you buy 1
COMPLIMENTS
Balsamic
Vinegar of
Modena
500 mL

FEED THE DREAM

PRIZES ARE FEED THE DREAM CONTEST 2024. THE "FEED THE DREAM" IS A NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.feedthedream.com/feed-the-dream-2024. Contest runs from January 8, 2024 and ends on March 18, 2024. Open to legal residents across all provinces of Canada including Quebec who have a valid Feeder 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: 100,000,000 Feeder points, 20,000,000 Feeder points, 10,000,000 Feeder points, 5,000,000 Feeder points, 2,500,000 Feeder points, 1,250,000 Feeder points, 625,000 Feeder points. The prizes have no monetary cash value, are non-transferable and no substitutions will be made. Correctly answered daily contest questions required. Odds of winning depend on the number of eligible entries received.

POS_2024_WW_24_FTD_2024

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

Egg Salad

Black Forest Ham & Cheddar Cheese and Turkey & Cheddar Cheese

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



5⁹⁹ 100 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 BAKED IN STORE
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
DEMPSTER'S 10" Tortillas 366-610 g

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

drinks & snacks



100 PTS
when you buy 2

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'S 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



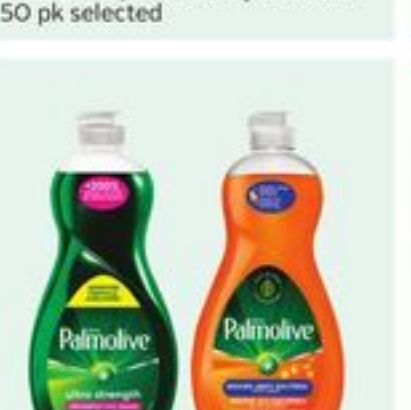
19⁹⁹

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
UABT0CNBL1 pk



6⁰⁰

Blood Pressure Monitor
Bluetooth

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

504_Scene+_001

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

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)



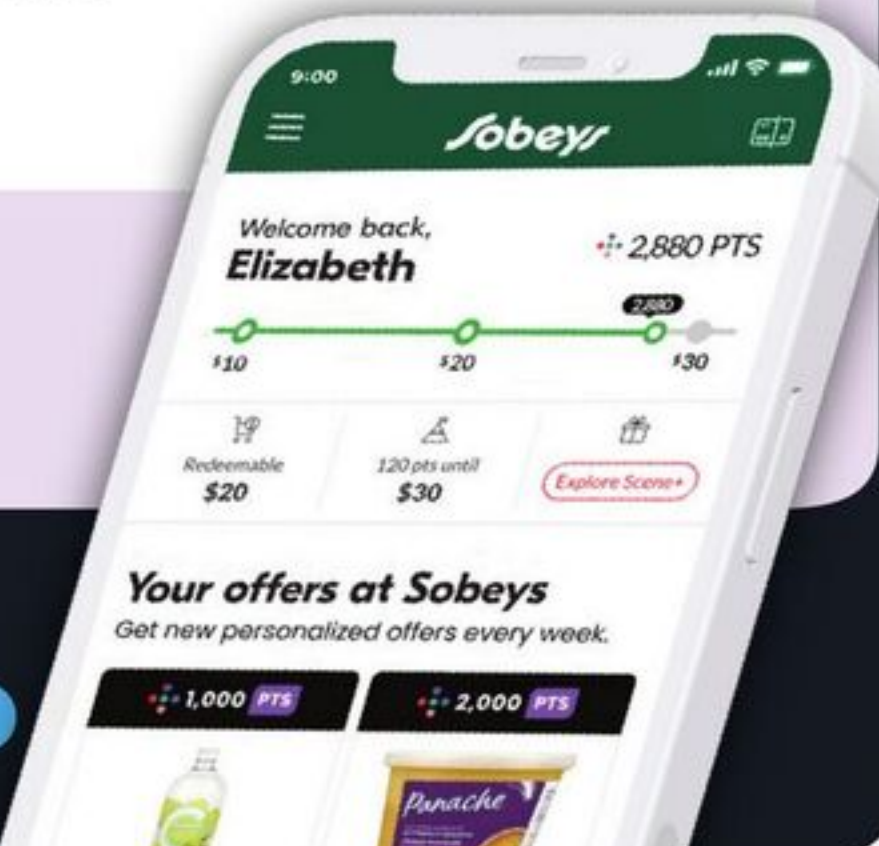
Get
1,000 PTS
when you buy 3

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 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 & 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



18⁹⁹

AMSTERDAM BREWERY
Boneshaker IPA 6x473 mL
tall cans



3⁴⁹

NICKEL BROOK Head
Stock IPA or BEAU'S
Lug-Tread Lagered Ale
473 mL tall can



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



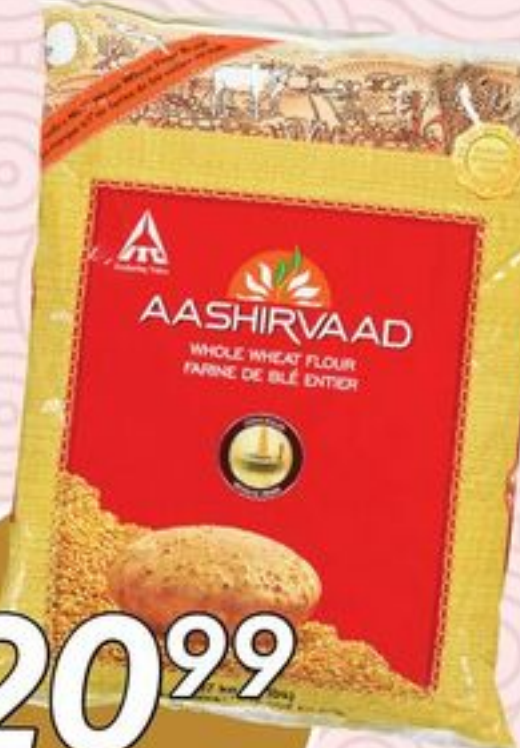
Your destination for
variety and value



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

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 CERTIFIÉ*



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 Sobeys 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 RHYMING GUM

5

7 99 5 Gum
Slimpack
15 pk

**LOOKS LIKE GUM,
TASTES LIKE Skittles**

4 69

EXCEL, JUICY FRUIT® or
HUBBA BUBBA
Bubble Gum
40-60 pk

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Becel

**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 grocers for the last 12 weeks ending
August 9, 2025, according to NielsenIQ MarketTrack

8 99

IMPERIAL Margarine
1.26 kg

9 99

IMPERIAL Margarine
Quarters 1.36 kg

MAGNUM
ICE CREAM

MORE

5 99

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

MORE CHOCOLATE MORE INDULGENCE

MAXWELL HOUSE
SINCE 1910 THE LAST SIPP

**SMOOTH AND
RICH FROM THE
FIRST SIP TO
THE LAST.**

7 99 **200 PTS**
when you buy 2

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

BEN & JERRY'S
SAY YES TO DESSERT

MADE IN CANADA

5 99

BEN & JERRY'S
Ice Cream 4.73 mL
select varieties

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**SUGAR? NONE.
FLAVOUR? TONS!
WANTA?**

NEW

FANTA
SUGAR FREE

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bubly
galactic mission

100 PTS
when you buy 2

BUBLY Sparkling
Water Beverage
6x222 mL any flavour

ROCKSTAR
Energy Drink

2 99
when you
buy 2 or more

STARBUCKS
Frappuccino Lite
Coffee Drink 261 mL any flavour

2/\$5

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. Multivitamin and multivitamin supplement. For Emergen-C products,
consult a health care practitioner for use beyond 6 months. Always read and follow the label.
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NEW

PROTEIN

4 99

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

NEW

PROTEIN

3 49

DEMPSTER'S Protein Grain or
White Bread 600 g

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

4 99

CINNABON Cinnamon Bread or
SUN-MAID Raisin Bread 450 g

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

APPLY NOW

♦Conditions Apply

