

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
oked Breakfast
Sausages or
edded Chicken
250-300 g

2/\$11
HEALTHY CHOICE
Simply Steamers

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

2/\$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



1.99 COMPLIMENTS
Cooked Ham or
Bologna

*/100 g

*See page 4 for details

***TWO DAYS ONLY! February 28 – March 1, 2026.**

cut by your meat expert from Canada AAA grade beef 22.02/kg

COOKED / CUITES

300 g 65-75 43

BEST BUY Cooked Shrimp
65-75 ct per lb 300 g

CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL

DEMPSTER'S Whole Grain or Signature Bread 600 g or Bagels 5-6 pk (excludes Protein Bagels) **2/\$7** DORITOS Tortilla Chips 210-280 g **5/\$9** HELLMANN'S Mayonnaise 710-890 mL

KELLOGG'S Family Size Cereal 450-650 g or
COMPLIMENTS Bagged Cereal 400-794 g

Salmon Caviar is produced and sold under license from the Atlantic Salmon Producers' Association. Canadian origin products are comprised of healthy, responsibly sourced, wild-caught and farmed salmon products in Canada according to the following criteria: In 2023, using data from the National C.A.S.I. (Canadian Atlantic Salmon Inventory) database for Non-Pink® Canadian Origin Salmon from the following number 15, 2023 Copyright © 2023 Nestlé Canada LLC. United States: Canadian based origin data reported through the C.A.S.I. (Canadian Atlantic Salmon Inventory) database for Non-Pink® Canadian Origin Salmon from the following number 15, 2023 Copyright © 2023 Nestlé Canada LLC.

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

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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

*\$30 in groceries - \$5 store points redeemed at any participating Empire location must be requested in increments of 1000. *Get 2 \$20 e-gift cards when you spend \$200 or more on groceries. See full details of program restrictions and limitations at [www.empire.ca](#). Other conditions apply. See full details of program restrictions and limitations at [www.empire.ca](#).

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 OLYME! Breakfast or Dinner Pork Sausage 375-450 g
Fresh Pork Shoulder Picnic Rock lock removed	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 Cut Chop Tenderloin or Back Ribs
Fresh Pork Side Ribs Breast bone removed, regular cut or sweet & sour cut.	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	9⁹⁹ CHRIS BROTHERS Bologna 1.5 kg	200 Pts when you buy 2 6⁹⁹ COMPLIMENTS Peppermint Sticks 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	200 Pts when you buy 2 12⁹⁹ COMPLIMENTS Cheddar 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 join your Scene+ membership card and pay your Scotiabank Scene+ Visa Card

FREE DELIVERY every time

UP TO \$100 OFF your next purchase

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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 26, 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 STARTING AT 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!

LIMITED TIME ONLY

Egg Salad

Chicken Club 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

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



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 [sobeys.com/giftcards](https://www.sobeys.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
Gillette or Satin Care
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+
or 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

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Scene+
**DIGITAL
EXCLUSIVE**

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



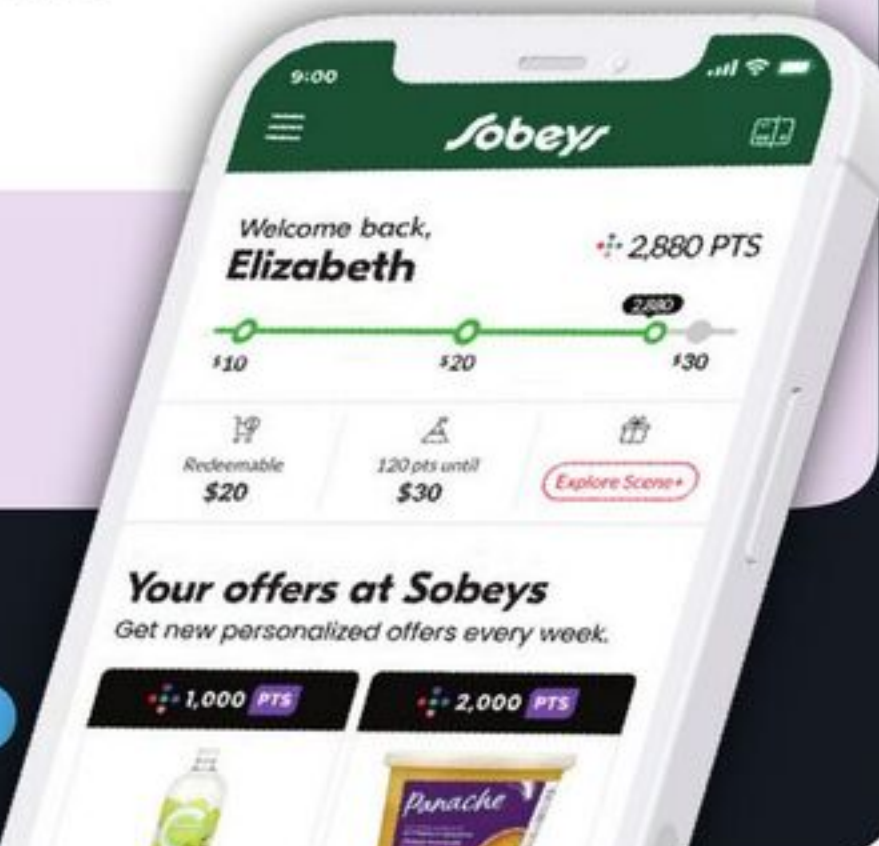
Get
1,000 PTS
when you buy 3

NEUTROGENA Hydro Boost selected products



**SAVE
\$1**

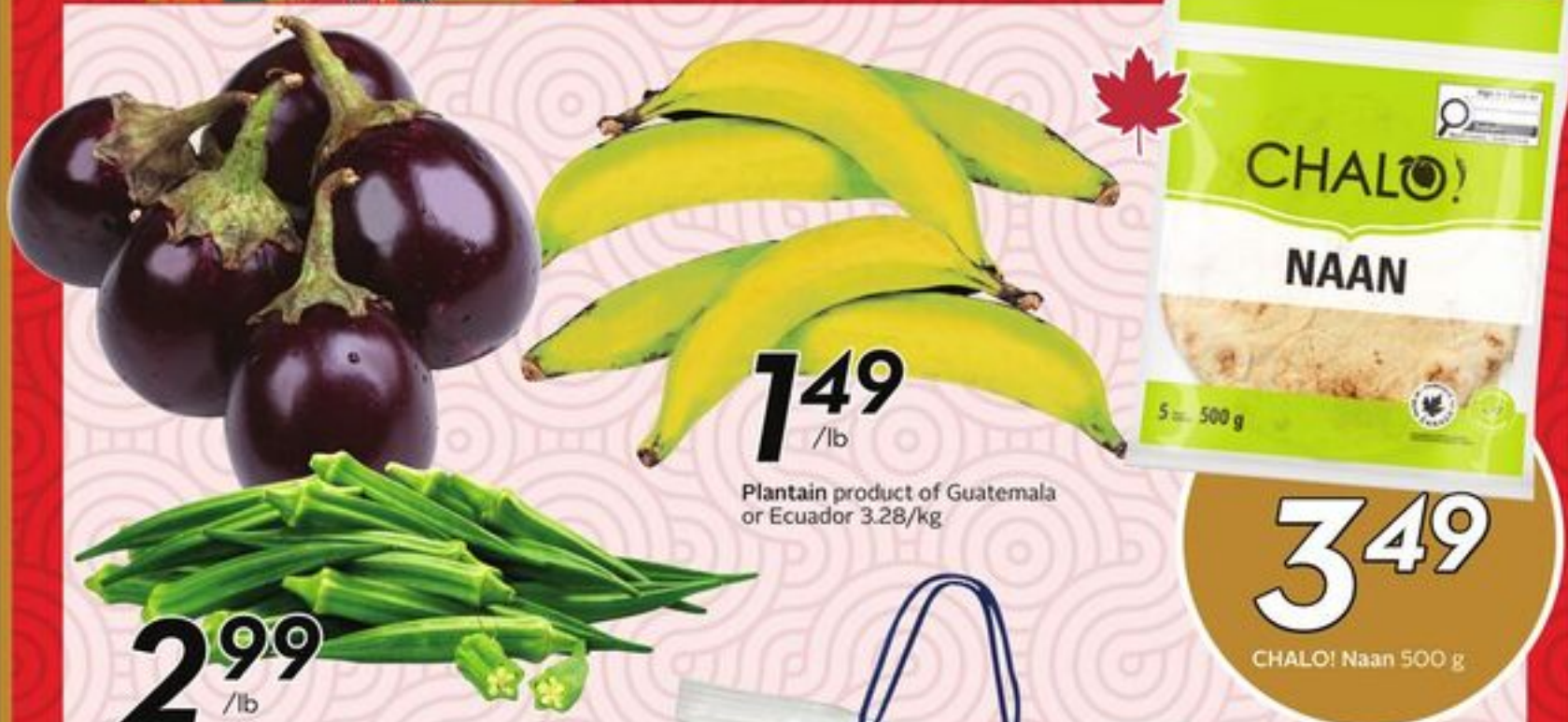
LOAD THIS OFFER
AND SAVE \$1 ON
COMPLIMENTS Large White
Marshmallows 400 g



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





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



4⁹⁹
/lb

Indian Okra product of Honduras 11.00/kg



11⁹⁹
+100 PTS
when you buy 1

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



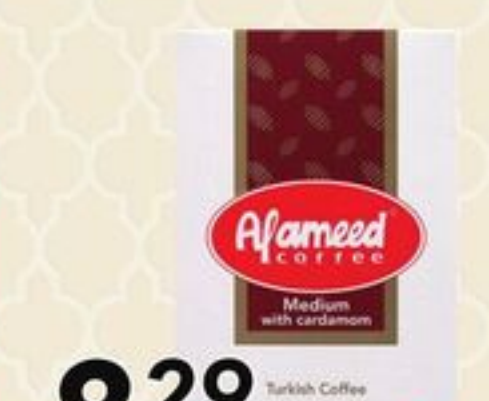
8⁴⁹

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



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.

*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.

Becel
Prepared in Canada

FEEL GOOD ABOUT EVERY BITE
CANADA'S #1 SPREAD*

Original Original

7.99
BECel Margarine
637/850 g

*Based on number of units sold in the margarine or similar products category of spreads for the month 12 months ending August 31, 2020, according to Nielsen's MarketScan.

8.99
IMPERIAL
IMPERIAL Margarine
1.26 Kg

9.99
IMPERIAL
IMPERIAL Margarine
Quarters 1.36 Kg

MAXWELL HOUSE
MADE BY THE COFFEE PEOPLE

SMOOTH AND RICH FROM THE FIRST SIP TO THE LAST.

MAXWELL HOUSE
CLASSIC HOUSE
COFFEE
100% ARABICA COFFEE
100% FULLY SWEETENED
100% NON-DIET
100% NON-DIET
100% NON-DIET

MAXWELL HOUSE
CLASSIC HOUSE
COFFEE
100% ARABICA COFFEE
100% FULLY SWEETENED
100% NON-DIET
100% NON-DIET
100% NON-DIET

MAXWELL HOUSE THE WORLD'S MOST TRUSTED NAME IN COFFEE

SMOOTH AND RICH FROM THE FIRST SIP TO THE LAST.

MAXWELL HOUSE
FRENCH VANILLA
150-247 g (instant)
100g x 2 (instant)

MAXWELL HOUSE
FRENCH VANILLA, VANILLA BEANS
150-247 g (instant)
100g x 2 (instant)

MAXWELL HOUSE
CARAMELIZED COFFEE
150-247 g (instant)
100g x 2 (instant)

799 **200 g (100g x 2)**

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

bubly
Sparkling Water Beverage

galactic mission

limited time offer

+100 PTS
when you buy 2

BUBLY Sparkling Water Beverage
6x22.2 mL any flavour

ROCKSTAR
Energy Drink

NEW

Rockstar Energy Drink
473 mL
any flavour
3.79 ea

Starbucks
Frappuccino Lite
Coffee Drink 281 mL, any flavour

NEW

2/\$5

bubly
Sparkling Water Beverage

galactic mission

limited time offer

+100 PTS
when you buy 2

BUBLY Sparkling Water Beverage
6x22.2 mL any flavour

ROCKSTAR
Energy Drink

NEW

Rockstar Energy Drink
473 mL
any flavour
3.79 ea

Starbucks
Frappuccino Lite
Coffee Drink 281 mL, any flavour

NEW

2/\$5

Get 250 PTS
When you buy any 2 participating Dempster's Protein products*
before taxes

349
DEMPSTER'S Protein
Grain or White Bread
600 g

4.99
DEMPSTER'S Protein
Tortillas
13 g PROTEIN

4.99
DEMPSTER'S Protein
Bagels 5 pk or Protein
Tortillas 8.5"

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