

sobey's
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE \$7

400 PTS
when you buy 2

Twisted Tea
Extreme Hard Iced Tea
Variety Pack
12 x 355 mL

24⁹⁹

NEW



SAVE \$11

**Molson Canadian
or Coors Light**
24 x 355 mL

42⁹⁹



SAVE \$3⁵⁰

Jackson-Triggs
Selected Varietals
750 mL

8⁹⁹



SAVE UP TO \$7

Oyster Bay
Selected Varietals
750 mL

14⁹⁹



SAVE \$10

J.P. Wiser's
Deluxe Canadian
Whisky, 750 mL

24⁹⁹



**Scene⁺
MEMBER
PRICING**

21⁹⁹
SAVE \$10

23⁹⁹
without
Scene+
Card
SAVE \$8

Absolut
Vodka, 750 mL



**Scene⁺
REDEMPTION
EVENT**

**ALL
WEEK LONG!**
FEBRUARY 19-25

GET 200 PTS

**WHEN YOU
REDEEM 1,000 PTS**

See terms and conditions on page 4.

Flyer prices and offers effective February, 2026
in select stores in Alberta

THU 19 | FRI 20 | SAT 21 | SUN 22 | MON 23 | TUE 24 | WED 25



**A PROUD
CANADIAN
COMPANY**

PLEASE DRINK RESPONSIBLY.
Prices do not include taxes and deposits.

Scene⁺

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

PO1_SWCB_WK43_AB_PRN

Winefest

An All-Inclusive Wine Experience

Edmonton
 FEBRUARY 20 & 21 | Edmonton Convention Centre

Tickets available at
 celebratewinefest.com
 Use code **SOBEYS** for \$10 off
 all Edmonton ticket types

Perfectly paired

Bold & expressive, Cabernet by Lost Peak delivers notes of black cherry with undertones of chocolate & coffee, making it the perfect choice to serve with pork loin.



Scene+ MEMBER PRICING

12⁹⁹

SAVE \$7

14⁹⁹ without Scene+ Card
SAVE \$5

19 Crimes
 Selected Varietals
 750 mL

AROMATIC AND ROBUST

AROMATIC AND ROBUST

AUSTRALIA

SAVE \$8

200 PTS
 when you buy 1

Copper Moon
 Selected Varietals, 4 L

39⁹⁹

4 L

WORKS OUT TO \$7.50 PER 750 ML

FRUITY AND VIBRANT

CHILE

SAVE UP TO \$5

Vivo
 Reserva Cabernet Sauvignon or Sauvignon Blanc
 750 mL

9⁹⁹

FRUITY AND MEDIUM-BODIED

FRUITY AND VIBRANT

CHILE

SAVE \$3

Apothic
 Red, 750 mL

11⁹⁹

FRUITY AND MEDIUM-BODIED

USA

SAVE \$5

50 PTS
 when you buy 1

Lost Peak
 Cabernet Sauvignon
 750 mL

14⁹⁹

AROMATIC AND ROBUST

USA

SAVE \$5

Wolf Blass
 Red Label Shiraz Cabernet or Unwooded Chardonnay, 750 mL

11⁹⁹

FRUITY AND VIBRANT

AROMATIC AND ROBUST

AUSTRALIA

SAVE \$6

Michel Torino
 Don David Malbec or Cabernet Sauvignon
 750 mL

13⁹⁹

AROMATIC AND SUPPLE

AROMATIC AND ROBUST

91 POINTS
 James Suckling (2023)

ARGENTINA

SAVE \$5

Freixenet
 Brut Cordon Negro Cava, 750 mL

14⁹⁹

FRUITY AND VIBRANT

SPAIN

SAVE \$5

50 PTS
 when you buy 1

Vintage Ink
 Selected Varietals
 750 mL

14⁹⁹

FRUITY AND MEDIUM-BODIED

AROMATIC AND SUPPLE

FRUITY AND VIBRANT

SAVE UP TO \$7

50 PTS
 when you buy 1

Anciano
 No. 10 Rioja Gran Reserva, 750 mL

16⁹⁹

No. 7 Rioja Reserva, 750 mL

13⁹⁹

FRUITY AND MEDIUM-BODIED

FRUITY AND VIBRANT

SPAIN

SAVE \$10

Rodney Strong
 Alexander Valley Cabernet Sauvignon or Russian River Valley Pinot Noir
 750 mL

24⁹⁹

AROMATIC AND SUPPLE

AROMATIC AND ROBUST

USA

2 | MIX & MATCH **BUY ANY 6 BOTTLES OF WINE AND GET 250 PTS** **OR** **BUY ANY 12 BOTTLES OF WINE AND GET 1,000 PTS**

Scene
MEMBER
PRICING

24⁹⁹

27⁹⁹ without
Scene+
Card
SAVE \$10

Wayne Gretzky
Canadian Cream Liquor
Selected Varieties, 750 mL



SAVE \$8

200 PTS
when you buy 1

The Kraken

Gold Spiced Rum
750 mL

28⁹⁹



SAVE UP TO \$7

J.P. Wiser's

Canadian Whisky
Selected Flavours
750 mL

28⁹⁹



SAVE \$4

300 PTS
when you buy 1

Lamb's

Rum, Selected Flavours
1.14 L

35⁹⁹



SAVE \$8

Tanqueray

London Dry Gin
1.14 L

37⁹⁹



Spirits for happy hour

Rosemary Fizz

- 1 ½ oz vodka
- ½ oz lemon juice
- ½ oz rosemary syrup
- Sparkling water
- Rosemary and lemon to garnish

Fill a highball glass with ice, strain vodka, rosemary syrup and freshly squeezed lemon juice over and top up with sparkling water. Garnish with a rosemary sprig and lemon twist.



SAVE \$7

300 PTS
when you buy 1

1800

Tequila, Selected
Flavours, 750 mL

39⁹⁹



SAVE \$14

Knob Creek

9-Year-Old Kentucky Straight
Bourbon Whiskey, 750 mL

42⁹⁹



SAVE \$8

Jameson

Irish Whiskey
1.14 L

49⁹⁹



SAVE \$16

The Glenlivet

14-Year-Old Single Malt
Scotch Whisky, 750 mL

59⁹⁹



SAVE \$8

200 PTS
when you buy 1

Mailroom

Premium Vodka
750 mL

27⁹⁹



My Liquor Offers
Scene+

Sign up & opt-in to receive emails at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) for your chance to win*

50,000

PTS

That's like **\$500** in points!



ONE WINNER EVERY MONTH
SCAN HERE & SIGN UP TODAY

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.



LIQUOR

Sign up for our eFlyer



discover savings
at your local store



discover what's
new in spirits,
wine and beer

subscribe now

Locally Crafted

BEER OF THE WEEK

The latest iteration of our Mulled Lambrusco Sour. Bright hazy purple-pink in the glass with a complex nose of fruit and spice, this award winning sour beer is infused with wine must from Italian lambrusco grapes, and infused with a blend of spices (cinnamon, allspice, clove, star anise, pink peppercorn) and citrus peel to create a beautiful fusion of beer and mulled wine.




SAVE \$3

Edmonton

Odd Company
Odd Duck Mulled
Lambrusco Sour, 4 x 473 mL

13⁹⁹

SAVE \$5

Wild Rose Brewery
The Herd Mixer Pack
8 x 473 mL

24⁹⁹



SAVE \$5

200 PTS
when you buy 1

Guinness
Draught, 8 x 440 mL

24⁹⁹



SAVE \$8

Corona
Extra, 12 x 330 mL

29⁹⁹



SAVE \$10

300 PTS
when you buy 1

Coors
Original, 24 x 355 mL

49⁹⁹



Scene+ MEMBER PRICING

28⁹⁹

SAVE \$11

31⁹⁹ without Scene+ Card
SAVE \$8

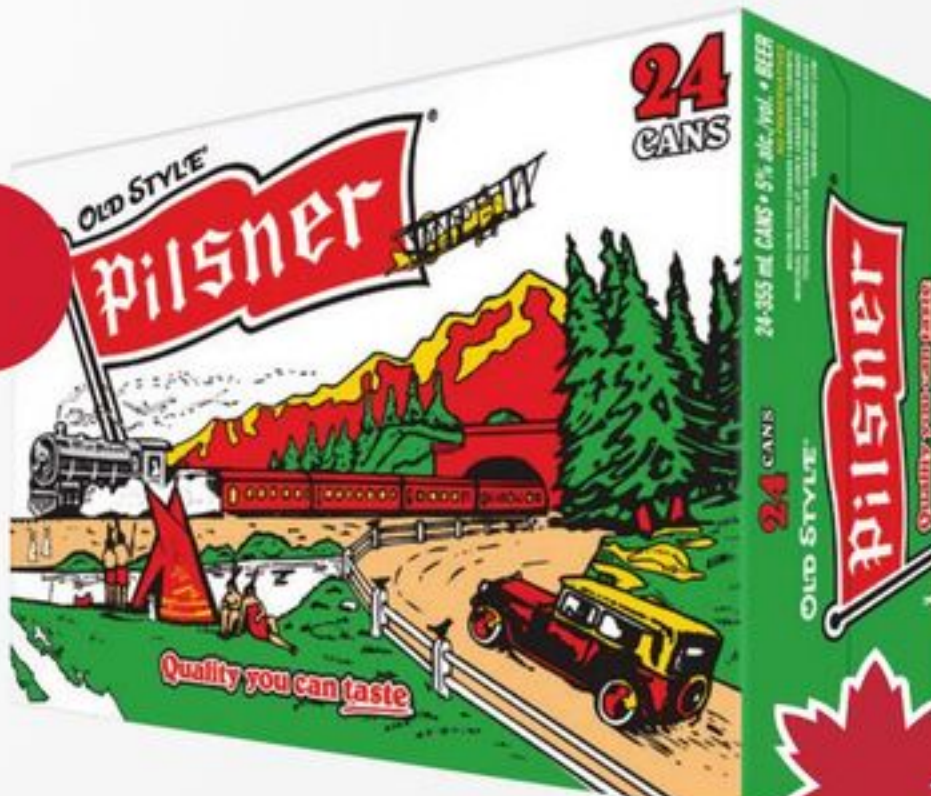
Brewhouse
Selected Varieties
24 x 355 mL



SAVE \$7

Old Style
Pilsner, 24 x 355 mL

36⁹⁹



Ready to enjoy



SAVE \$4

100 PTS
when you buy 1

Park Distillery
Mountain Joe Canadian Coffee
Cocktail, 4 x 250 mL

13⁹⁹

SAVE \$8

Mike's
Harder Lemonade
Mixer Pack
12 x 355 mL

23⁹⁹



SAVE \$7

White Claw
Hard Seltzer
Selected Varieties
12 x 355 mL

24⁹⁹



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Scene+

1,000 PTS = \$10 toward your purchase

The Scene+ Loyalty Program is available at all participating Sobeys Liquor and Safeway Liquor locations within Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (equivalent to \$500) per day. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

*Offer valid February 19 - 25, 2026, at Sobeys Liquor and Safeway Liquor locations in Alberta. Offer applies to qualifying uses of 1,000 or more Scene+ points for \$10 towards your purchases made in a single transaction. Limit of one (1) 200 Point offer per account number. No base Scene+ points earned. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Standard Scene+ Terms & Conditions apply. Scene+ Points will not appear on the receipt. No coupon required. Scene+ digital or physical membership card must be presented at time of purchase. 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.



LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at MyLiquorOffers.ca before you shop

JANUARY 29 – FEBRUARY 25, 2026



SAVE \$18
when you buy 1

Espolon Tequila Blanco
750 mL (Reg. \$49.99)



SAVE \$12
when you buy 1

Forty Creek Barrel Select
Canadian Whisky
1.14 L (Reg. \$48.99)



SAVE \$6
when you buy 1

Red Tassel Vodka
750 mL (Reg. \$23.99)



SAVE \$20
when you buy 1

Zaya Gran Reserva Rum
750 mL (Reg. \$66.99)



SAVE \$7
when you buy 1

Wirra Wirra Church Block
Cabernet Sauvignon Shiraz Merlot
750 mL (Reg. \$24.99)



SAVE \$6
when you buy 1

Martini & Rossi Asti
Spumante
750 mL (Reg. \$17.99)



SAVE \$7
when you buy 1

Montecillo Crianza
750 mL (Reg. \$19.99)



SAVE \$7
when you buy 1

Norton Malbec Reserva
750 mL (Reg. \$20.99)



SAVE \$3
when you buy 1

Annex Ale Forward Progress
6 x 355 mL (Reg. \$18.99)



SAVE \$3⁵⁰
when you buy 1

Cabin Brewing Super
Saturation New England IPA
4 x 473 mL (Reg. \$18.49)



GET 400 PTS
when you buy 1

Muddlers Moscow Mule
6 x 355 mL (Reg. \$16.99)



SAVE \$6
when you buy 1

Rival Trade
What? Nooo Waaay!
12 x 355 mL (Reg. \$31.99)

Activate Your Offers

All participating products featured on this page are available to be loaded from January 29 – February 25, 2026 on MyLiquorOffers.ca*

Offer valid January 29 – February 25, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ membership card. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.