

FEED THE DREAM

SAFEGWAY

Sobey's

All Fresh Pork!
BUY 2 GET 3RD FREE

VERIFIED
5.88 /lb

Fresh Lean Ground Beef Family Size 12.96/kg

VERIFIED
MEMBERS SAVE 10%
9.99 MEMBER PRICE

MAPLE LEAF Prime Raised Without Antibiotics or without SCHNEIDER'S Breaded Chicken or Wings 450-700 g Scene+ Card

VERIFIED
4.44

Bagged Apples Gala, Ambrosia or McIntosh product of Canada, Canada fancy grade or Granny Smith product of USA fancy grade 1.36 kg 3 lb bag

BUY 1 GET 1 FREE

COMPLIMENTS Cooked or Raw Shrimp 31-40 ct per lb or Bay Scallops 80-120 ct per lb 340 g

VERIFIED
2.49 /lb

Asparagus product of Mexico 5.49/kg

VERIFIED
19.99

NABOB Roast & Ground Coffee 915-930 g

value size
VERIFIED
11.97

ROBIN HOOD Flour 10 kg

VERIFIED
3.47

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

300 PTS when you buy 2

VERIFIED
5.99

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

VERIFIED
3.97

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

VERIFIED
6.47

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

Scene+ Get 500 PTS WHEN YOU SPEND \$25+ ON COMPLIMENTS PRODUCTS IN A SINGLE TRANSACTION

Join us for **WORLD COMPLIMENT DAY** MARCH 1ST

WE'RE FULL OF COMPLIMENTS

VERIFIED
3.99

TRE STELLE Paneer Cheese 300 g

VERIFIED PRICE GUARANTEE

LOWEST PRICE on select flyer items or automatically receive the difference in Scene+ points!

VST_A82

Scene⁺
MEMBER
PRICING

Swipe your Scene+ Card and Save



\$4 **MEMBER** **\$6** without Scene+ Card
SAVE **43%** WITH MEMBER PRICING

TAYLOR FARMS Chopped or Leaf Salad Kits 207-383 g product of USA



10⁹⁹ **MEMBER** **13⁹⁹** without Scene+ Card
SAVE UP TO **47%** WITH MEMBER PRICING

HIGH LINER Signature Cuts, Pan-Seared or Breaded or Battered Premium Fish 423-540 g



\$1 **MEMBER** **1⁴⁹** without Scene+ Card
MEMBERS SAVE **49¢**

MICHELINA'S Frozen Entrées 128-284 g



50% off **MEMBER** **30% off** without Scene+ Card

JAMIESON Multivitamins or Supplements selected varieties and sizes

Look for more Member Pricing throughout the flyer and in-store.

Scene⁺
MEMBER
DAY

GET 15% OFF
OR 200 PTS

FOR EVERY *20 SPENT* ON A MINIMUM \$50 GROCERY PURCHASE!
See back page for details

TUESDAY, MARCH 3, 2026 ONLY!
EXCLUSIVELY FOR SCENE+ MEMBERS

Photo: Scene+ Members Only

Your family could

WIN*

1 million Scene+ Points towards free groceries

*see page 5 for details

STARTING AT 7.99

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

NATURAL SAUSAGE

2/\$11

HEALTHY CHOICE Simply Steamers 255-283 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 when you buy 1

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 852 g, IVORY SNOW 3 L or CASCADE Auto Dish Tabs 51-90 pk

Scan to view full list of participating products

Sobeys Safeway

FULL_PAGE_PRICE_LIST_141_141_141

TASTE OF THE TROPICS
it's like biting into sunshine

100% fresh GUARANTEE

2/\$5
Ataulfo Mangoes product of Mexico

200 FREE
when you buy 2

7.99
BOLTHOUSE Juices or Smoothies 946 mL selected

4.99
Avocado Bags product of Mexico 3 pk

2.47
/lb
Papaya product of Mexico 5.45/kg

3.99
Coconut product of Vietnam

5.99
Large Whole Pineapples product of Guatemala or Prepared Fresh Daily In-Store Cored Pineapples product of Costa Rica

We offer cored or whole pineapples for the same price

15% off
Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

3.27
/lb
Plantain product of Guatemala or Ecuador 7.21/kg

2.99
Living Lettuce Green, Red or Multileaf product of Western Canada

3/\$5
Green Onion, Bunched Cilantro, Parsley or Italian Parsley product of USA or Mexico

2.99
/lb
Green Peppers product of Mexico or USA 6.59/kg

1.99
/lb
Acorn, Butternut, Kabocha or Spaghetti Squash product of Canada or Mexico Canada no 1 grade 4.39/kg

4.99
Strawberry product of USA or Mexico no 1 grade 454 g 1 lb

3.99
/lb
Extra Large Black or Red Seedless Grapes product of Peru 8.80/kg

2/\$5
Large Red Grapefruit product of Israel

2.47
/lb
Red Prince Apples product of Canada, Canada extra fancy grade 5.45/kg

4.99
GOODLEAF Lettuce Blends product of Canada 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
BUY 1 GET 2ND
Prepared Fresh Daily Taco or Guacamole Dip or Mango or Pineapple Salsa assorted sizes

2.99
/lb
Indian Eggplant product of Mexico or Dominican Republic or Indian Okra product of Honduras 6.59/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 Canada 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

5.99
Tulips assorted colours 5-stem bunch grown in British Columbia

9.49
Potted Tulip assorted colours 6" pot grown in British Columbia

18.99
Farm Fresh bouquet assorted colours

11.99
Potted Mums assorted colours grown in British Columbia

Give them more with the Grocery Essentials Card

Visit sobey.com/giftcards or safeway.ca/giftcards for details

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, Tickler Extra Mature or 1yr 200 g</p>
<p>4.49 PILLER'S Salami selected</p>	<p>\$3 COMPLIMENTS Cooked or Smoked Chicken</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

bakery

<p>BUY 1 GET 1 FREE</p> <p>Cream Pies 5" 265-370 g or Brownie Cakes 235-390 g</p>	<p>12.99 17.99 without Scanner Card</p> <p>Single Layer Shortcakes 905-950 g</p>	
<p>5.99 All Butter Croissants or Pastries 4 pk 275-400 g</p>	<p>5.99 Almond or Butter Tarts 6 pk 270-400 g</p>	<p>6.99 Gourmet Cookies 6 pk 410-475 g</p>
<p>5.99 Hot Cross Buns 6 pk 515-545 g or 6-8 pk 450-515 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>6.49 PORTOFINO Breads 585-630 g</p>	<p>2.99 COMPLIMENTS White or Whole Wheat Sandwich Bread 675 g</p>	<p>4.99 DEMPSTER'S 10" Tortillas 366-610 g</p>

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

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 Restaurante Tortilla Chips or Arriba 230 g-295 g or TWIGZ Pretzels 130 g

10.29 FRITO-LAY Multipacks 16 pk

2.99 CADBURY Tablet 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 **200 Pts** when you buy 3 SUNRYPE Slim 1.36 L

8.99 TWININGS Tea 50 pk

\$3 COMPLIMENTS Drink Boxes 10x200 mL

\$2 COMPLIMENTS Juice 1 L 2.79 ea

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

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 Pretzel Sticks 320-400 g

1.99 **100 Pts** when you buy 2 BEST BUY Wafers 22.7 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 or safeway.ca/giftcards for details.

dairy & frozen

10⁹⁹ DANONE Oikos Greek Yogurt 12 pk or 1.5 kg

3⁹⁹ KRAFT Cool Whip Aerosol Whipped Topping 225 g

2⁹⁹ **+100 PFS** when you buy 2
COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea

3⁹⁹ **+100 PFS** when you buy 2
COMPLIMENTS Lemonade 1.54 L

6⁹⁹ YOP/LAT Source 16 pk or LIBERTE Greek Yogurt 900 g-1 kg or NATREL Lactose Free Milk with Protein 2 L

5⁹⁹ **+150 PFS** when you buy 2
LIBERTE Probiotic Kefir 1 L or YOP Drinkable Yogurt 6 pk

5⁹⁹ **+50 PFS** when you buy 1
COMPLIMENTS BALANCE Margarine 850 g

4⁴⁹ **+100 PFS** when you buy 2
DEL MONTE Juice 1.6 L

\$4 KELLLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g

6⁴⁹ NANAPOPS! Frozen Bars 4 pk. selected

10⁹⁹ PORTA Pizza 431-471 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 **+100 PFS** when you buy 2
COMPLIMENTS Sour Cream 500 mL

8²⁹ **+100 PFS** when you buy 1
COMPLIMENTS Butter Sticks salted or unsalted 454 g

4⁹⁹ PANACHE Premium Ice Cream 1 L or Novelties 4-cj 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 **+100 PFS** when you buy 2
MADE GOOD Bars, Minis or Rice Crisps 120-150 g

3⁹⁹ EARTH'S OWN Select Beverages 1.75-1.89 L

6⁴⁹ **+100 PFS** when you buy 1
NATREL Organic Milk 2 L

4⁹⁹ **+200 PFS** when you buy 2
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 **+200 PFS** when you buy 2
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 sobseys.com/giftcards or safeway.ca/giftcards for details

home & pet care

9.99
PURINA Beneful Dry Dog Food 1.6-1.8 kg

15.99
PURINA Beyond or IAMS Pro-Health Dry Cat Food 1.36-1.59 kg

18.99
ARM & HAMMER Slide Cat Litter 9.1 kg

8.49
PUREX Bathroom Tissue 8=16 rolls or SPONGETOWELS Ultra 2=4 pk

6.29 COMPLIMENTS Indoor Waste Bags 30-52 pk

7.99 ALCAN Foli 50-100 ft, REYNOLDS Parchment Paper 75 ft, Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected

11.99 PUREX Laundry Detergent 4.0L-4.43 L, SINGLESIFT 4.0 L, PERSIL Liquid 1.86 L or Discs 32-42 pk or SINGLES Fabric Softener 2.77 L or Sheets 200 pk

19.99 CHARMIN Bathroom Tissue 12=48 rolls or BOUNTY Paper Towels 6=12 rolls

2.50 COMPLIMENTS Sandwich Bags 100 pk or Freezer Bags 15-20 pk

2.99 PALMOLIVE Dish Detergent 591 mL

5.99 FLEECY Fabric Softener 1.36 L or Sheets 80 pk

4.99 AIR WICK Plug In 2 pk, Oil Kit 20 mL, Air Freshener 64, 20 mL, Essential Mist Refill 20 mL or Freshmatic Refill 175-180 g selected

health, beauty & baby

4.49 CREST Pro-Health or 3D White Toothpaste or ORAL-B Toothbrushes or Floss 63-120 mL or 1-75 pk selected

7.99 LISTERINE Total Care Mouthwash or Clinical Solutions Rinse 500 mL-1 L selected

6.99 L'OREAL Hair Expertise Hair Care 150-385 mL selected

5.99 SENSODYNE Whitening or Pronamel 75-100 mL selected

15% off GILLETTE Fusion or Mach3 Blades, SCHICK or BIC Razors or Gillette or Gillette or Satin Care Shave Gel 1-75 pk 75 mL, or 198-311 g selected

4.99 OLD SPICE or SECRET Deodorant 45-96 g selected

5.49 ALWAYS Pads, Liners or TAMPAX Tampons 12-60 pk selected

20% off AVEENO Body Lotion 532 mL or 340 g selected

2/\$5 BABY GOURMET Simply Snacks 32 g

5/\$11 BABY GOURMET Purée Pouches 92-128 mL selected

49.99 ENFAMIL A+ NearPro Tubs 553-587 g

28.99 HUGGIES Giga Pack Pull-Ups 21-61, 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

49.99 COLD-FX 100-150 pk

14.99 ENSURE 235 mL or GLUCERNA 237 mL selected

10% off Children's TYLENOL MOTRIN or BENYLIN selected*

10% off TYLENOL, BENYLIN or SINUTAB Cough, Cold & Sinus selected*

10% off NEUTROGENA Acne Products selected

79.99 A&D Blood Pressure Monitor UABIOC/NBLE 1 pk

10% off BLOOD PRESSURE MONITOR

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

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

Scene
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

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

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

x+
Global
Market

Your destination for
variety and value

2⁹⁹
lb
Indian Eggplant product of Mexico or
Okra product of Honduras 6.59/kg

3²⁷
/lb
Plantain product of Guatemala
or Ecuador 7.21/kg

3⁴⁹
CHALOY Naan 500 g

20⁹⁹
AASHIRVAAD
Whole Wheat Flour
9.07 kg

13⁹⁹
INDIA GATE Pure
Basmati Rice 4.54 kg

4⁷⁹
KFI Sauces
selected varieties
375-455 mL

3⁹⁹
DEEP Mango Pulp
850 g

28⁹⁹
NANAK Desi
Ghee
PET Jars 1.6 kg

7²⁹
PARLE-G Biscuits
300 g

4⁹⁹
SHERBON Juice Drink
selected varieties 2 L

2⁷⁹
SURATI Snacks
selected 341 g

34[¢]

9⁹⁹
NANAK Rasmalai
selected 850 g

85[¢]

7⁷⁹
NANAK Gulabjamun 908 g

908[¢]

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 Mexico 5.49/kg **2⁴⁹** /lb

Indian Okra product of Honduras 6.59/kg **2⁹⁹** /lb

WONDERFUL Pistachios salted or lightly salted 450 g **11⁹⁹** +100 PPS 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**

KASH Golden Tahini 900 g **8⁴⁹**

KASH 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**

Global Market
Find more variety and value in store



Add some sunshine to your day with our variety of fresh citrus



1.99 /lb

Large Navel Oranges product of Morocco or USA 4.39/kg



100 PTS when you buy 2
2/\$5

Large Red Grapefruit product of Israel

200 PTS when you buy 1
6.88

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

Citrusy & sweet? Yes please!



5.99

Snack or Classic Meal Boxes 300-320 g



15.99

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

MEMBERS SAVE 12
7.99

Small Bar Cakes 325-575 g

BUY 4 GET 5TH FREE

Patisseries Small or Large

More for your citrus fix...



2.44

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

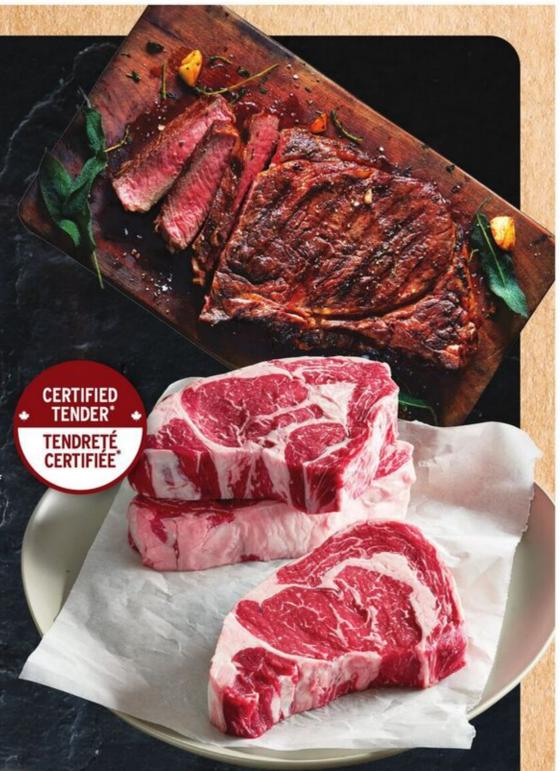


HAND-SELECTED AAA BEEF

Well-marbled · Aged to perfection
Cut from Canada AAA Beef
Exclusive to Sobeys or Safeway

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.



Exclusive cuts available at Sobeys or Safeway

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

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

Earn one entry for every \$15 spent on Sterling Silver Beef when you scan your Scene+™ card for a chance to

WIN 1,000,000 PTS

That's like \$10,000 toward groceries!

Contest runs February 26 to March 25, 2026



*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at safeway.ca/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-transferable 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
Fresh Sole



1.99
/100 g

Fresh Wild Sole Fillets
product of Canada
subject to availability

EASTER made sweeter



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

 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 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 BUBBLING GUM

LOOKS LIKE GUM,
TASTES LIKE SKITTLES

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

7.99 5 Gum
Simpack
15 pk

4.69

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Bece!
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 8, 2024, according to NielsenIQ MarketScan

8.99 IMPERIAL Margarine
1.26 kg

9.99 IMPERIAL Margarine
Quarters 1.36 kg

MAGNUM
ICE CREAM

MORE

MORE CHOCOLATE MORE INDULGENCE

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

5.99

MAXWELL HOUSE
MADE BY THE LAST

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

BEN & JERRY'S Ice Cream 4.75 mL select varieties

5.99

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6x222 mL any flavour

ROCKSTAR
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STARBUCKS
Frappuccino Lite Coffee Drink 261 mL any flavour

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When you buy any 2 participating Dempsters' Protein products
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Dempsters' Protein Grain or White Bread 600 g

NEW

4.99

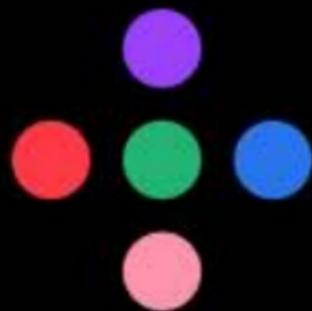
Dempsters' Protein Bagels 5 pk or Protein Tortillas 8.5"

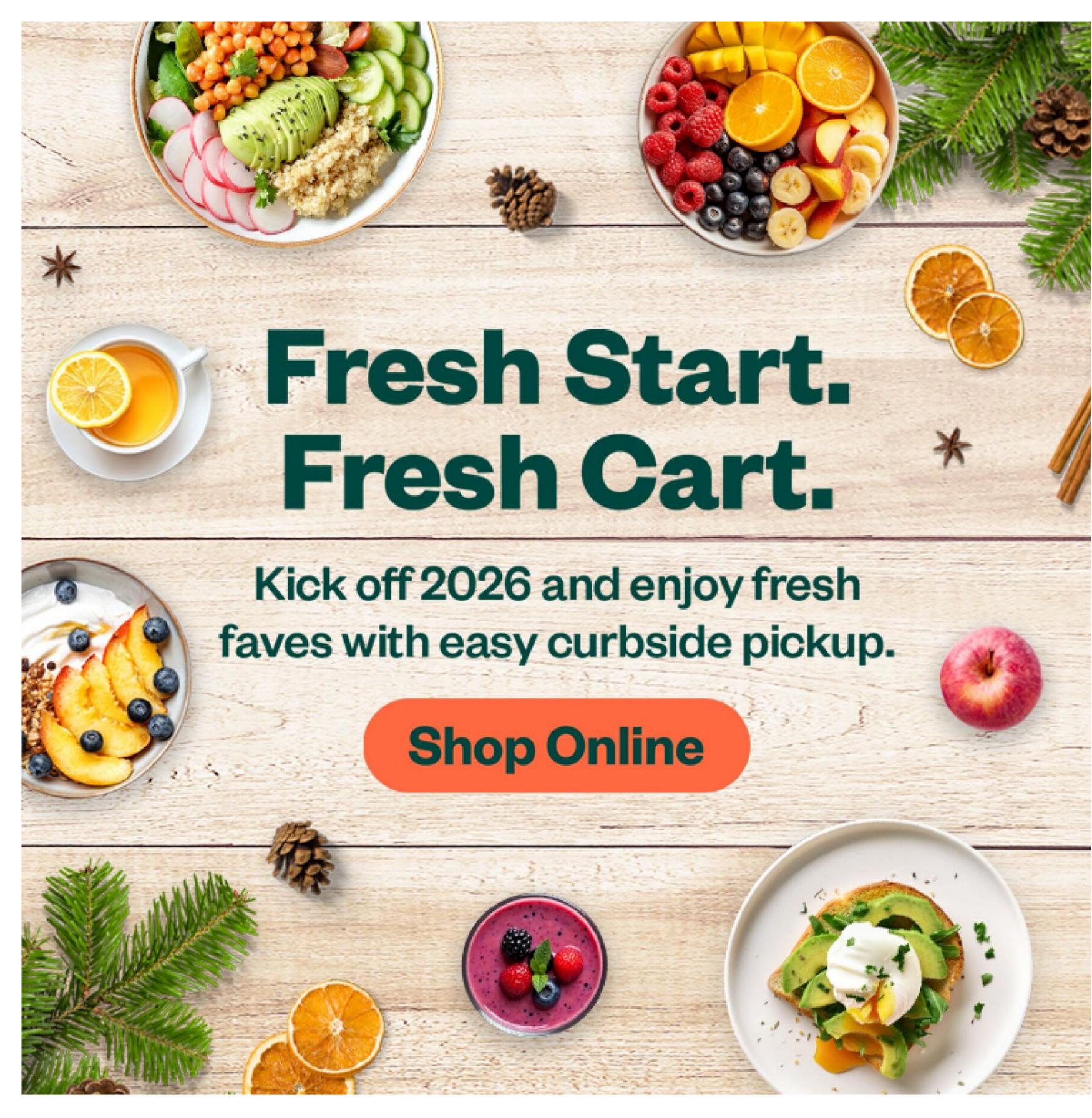
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