



HOT PRICE
19⁹⁹

NABOB Roast & Ground Coffee
915-930 g



HOT PRICE
11⁹⁷

ROBIN HOOD FLOUR
10 kg



HOT PRICE
3⁴⁷

DR. OTHER Ristorante or Casa Di Mama Pizza 350-450 g or Giuseppe Garlic Fingers 317 g



Get **500** PTS

WHEN YOU SPEND *\$25+ ON COMPLIMENTS PRODUCTS IN A SINGLE TRANSACTION*

*See page 4 for details.
*Offer valid only February 28–March 1, 2024

Join us for
WORLD COMPLIMENT DAY
MARCH 1st

WE'RE FULL OF Compliments



Tre Stelle
PANEEER

HOT PRICE
3.99

TRE STELLE Paneeer Cheese 300 g

PO1_SBY_WK44_P90N_WST_BC

Scene+
MEMBER
DAY
GET 10% 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

Your family could

WIN*

1 million Scene+ Points towards free groceries

*see page 5 for details



STARTING AT

7.99

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



2/\$11

NATURAL SAUSAGE

HEALTHY CHOICE Simply Steamers 250-283 g



2/\$6

GLACEAU Vitaminwater 691 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 454-800 g



23.99

150 PPS 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 853 g, IVORY SNOW 3 L or CASCADE Auto Dish Tabs 51-90 pk



Scan to view full list of participating products

FEED THE DREAM





[illegible]

Saver - Member Day *Discount with minimum \$50 dry purchase and Saver's card. Minimum purchase must be made in a single transaction. See-in-store for details. **Points with minimum \$50 grocery purchase.** **Card Get 200 Saver's points for every \$20 in eligible grocery purchases. Minimum purchase must be made in a single transaction. See-in-store for details.**

PO2_SBY_WK44_FHN_WST_DC

1/2024 prices. Not guaranteed. Some prices indicated at any participating Empire locations must be indicated in increments of 10¢. Tax & 5¢ Service. All prices are per lb. Some prices may vary by purchase volume and availability. See full list of participating products across Canada at [safeway.com/participating-products](https://www.safeway.com/participating-products). You're in. Limited time.



STERLING SILVER PREMIUM CUT

**HAND-SELECTED
AAA BEEF**

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

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 Value Size



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



Fresh Pork Shoulder Picnic
Roast lock removed



Fresh Pork Shoulder Blade Roast
or Family Size Steak



value size

Fresh Pork Loin Back Ribs
cryovac



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

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

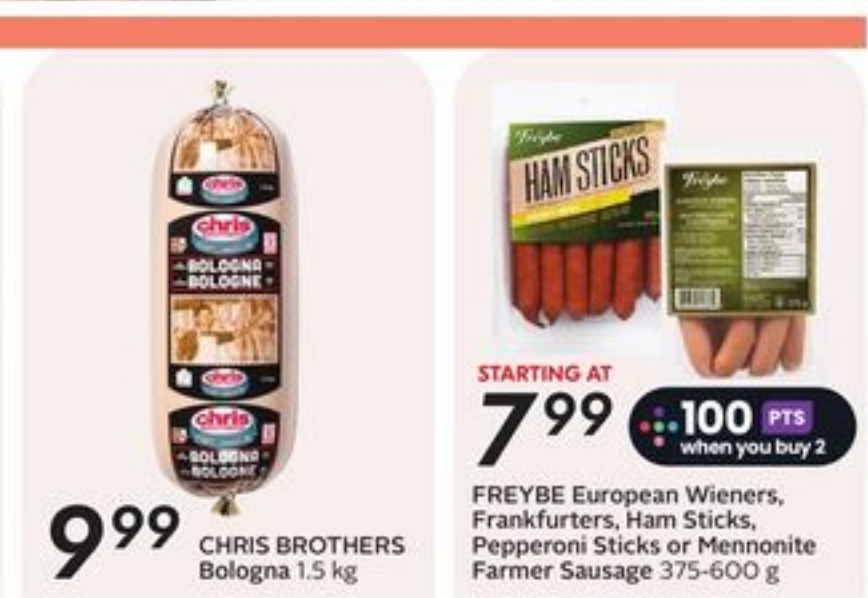
value size

Fresh Whole Skinless Pork Belly cryovac



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



STARTING AT 7⁹⁹ **100 PTS**
when you buy 2

FREYBE European Wieners, Frankfurters, Ham Sticks, Pepperoni Sticks or Mennonite Farmer Sausage 375-600 g



7⁹⁹

MARCANGELO, SCHNEIDERS or MEATMAN'S Sausages frozen 375-675 g



8⁹⁹

BEYOND MEAT Plant-Based Chicken Burgers, Breakfast Sausages or 2 Pack Burgers 226-235 g



200 PTS
when you buy 2

12⁹⁹

COMPLIMENTS Chicken 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 scan your Safeway membership card and pay with your Safeway Scene+ Visa Card.



100% SAVINGS
on 100% of your Safeway purchases

\$10.00
per transaction

seafood

99¢ /100 g Basa Fillets previously frozen	 CHOOSE CANADIAN SEAFOOD 1⁹⁹ /100 g Fresh Wild Sole Filets product of Canada subject to availability	 +150 PPS when you buy 2 Prepared In-Store Cooked or Raw Garlic Shrimp Grillers 250-280 g
 15⁹⁹ 40 FATHOMS Breaded Haddock or Cod Fillets 815 g	 2⁹⁹ /100 g ULTRA NATURAL Seasoned Cooked Shrimp Garlic & Parsley or Asian-Style Marinade previously frozen or frozen 454 g 13.9 ea	 15⁰⁰ MRS. FRIDAY'S Crab-Style Cake 55 g previously frozen or 8 pk frozen 12.00 ea
 7⁹⁹ MATLAW'S Ocean Stuffed Scallops 425 g	 +200 PPS without Scene+Card 7⁸⁸ EIGHT TREASURES Whole Raw Head-On Shrimp 40-50 ct per lb 400 g	 7⁹⁹ MEMBER PRICE without Scene+Card 9⁹⁹ PANACHE Battered Butterfly Shrimp or Coconut Breaded Shrimp 340 g selected
 9⁹⁹ COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g	 9⁹⁹ PREMIER SEAFOODS Smoked Pink Salmon Nuggets maple, honey garlic or teriyaki lime & pepper previously frozen 150 g	 13⁹⁹ WATERYVIEW MARKET Lemon & Garlic Shrimp and Pasta 907 g or Shrimp Lo Mein Meal Kit 877 g

deli & kitchen

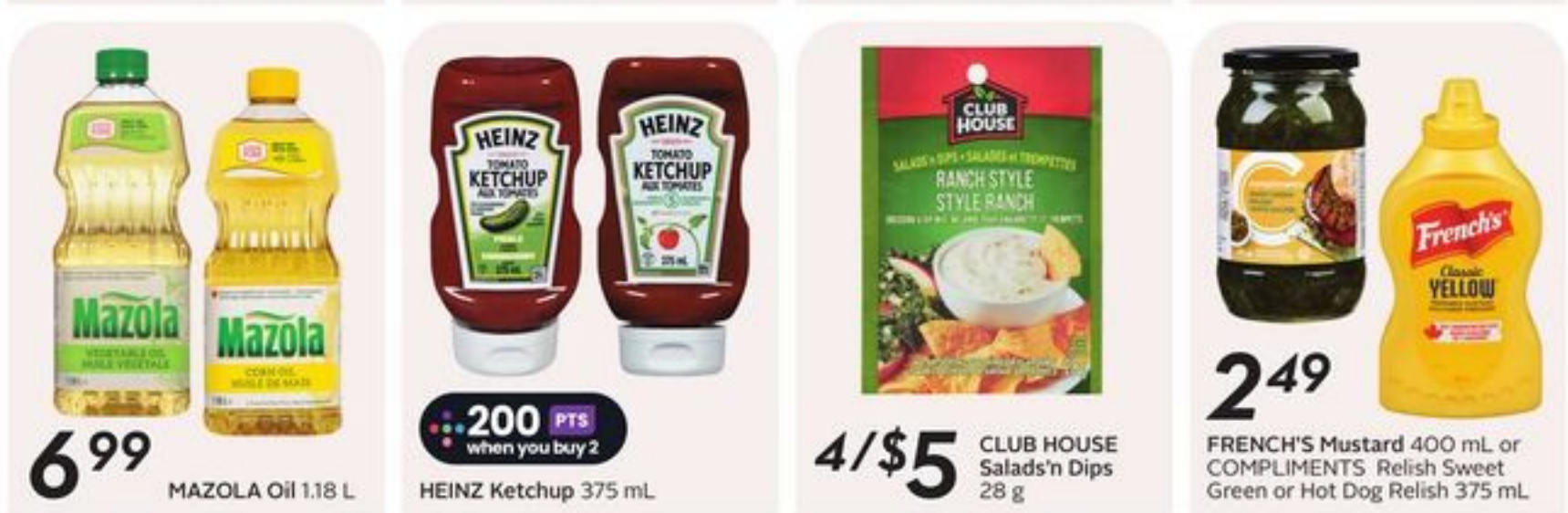
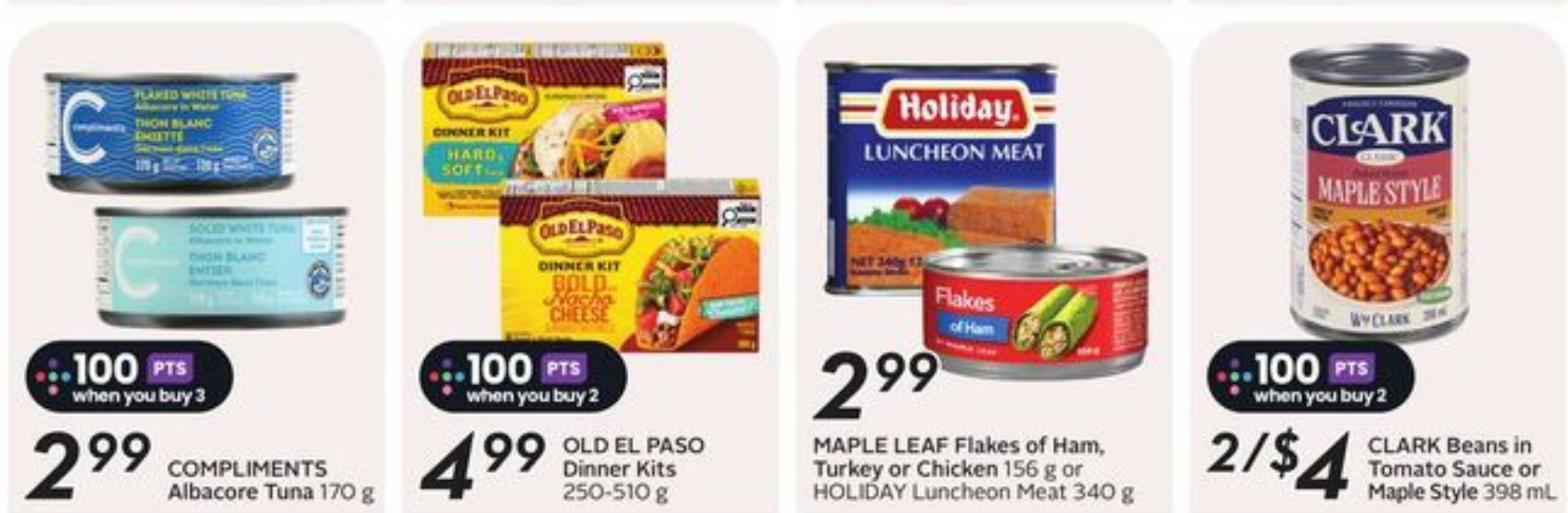
 7⁹⁹ MEMBER PRICE without Scene+Card 8⁹⁹ PILLER'S Charcuterie Sliced Salami selected 125 g	 \$14 value size COMPLIMENTS Cooked Ham 1 kg	 20% Entremont +200 PPS when you spend \$50 or more 7⁹⁹ ENTREMONT Double Cream Brie, CAMBOZZOLA, MANCHEGO or JARLSBERG Prices as marked
 4⁴⁹ /100 g MAPLE LEAF Natural Selections Ham or Turkey or SCHNEIDER'S Deli Best Ham, Cajun Turkey, Jumbo Summer Sausage or Turlinghaus Sausage	 +300 PPS when you buy 2 3⁹⁹ NANA'S Samosas sold by individual piece available hot or chilled from the Service Case	 +200 PPS when you buy 2 7⁹⁹ TIRE STELLA Bocconcini 200 g
 3⁴⁹ MEMBER PRICE without Scene+Card 3⁹⁹ COMPLIMENTS Regular Hummus, Topped Hummus or Dips 225-255 g		 NEW 8⁹⁹ GOLD LABEL Heat & Serve Snack Dips 375 g

+250 PPS
when you buy 3
3/\$18
Flatbreads 230-365 g

10⁹⁹
OLIVIERI Family Size Pasta or Gnocchi selected 520-700 g

*Reserve till Store open hours when you spend minimum of \$25 on Compliments products in single transaction before applicable base and changes and other discounts are discounted (Per Offer) Offer valid between March 26 - March 29, 2023. Prepaid bonus points earned cannot be cashed back nor applied towards future purchases. Bonus points will be awarded after each purchase. Points can't be used for gift cards. Fluffy dairy products at select regions may contain pork products and/or chicken, however, unless otherwise specified "gluten-free" products are gluten free. All packaged meats, poultry, seafood, produce, bakery and canned items have best-by dates printed on them. Please check expiration date carefully. Some products may require refrigeration. Always follow label instructions. *Some prices vary by location. ©2023 Foodland Group Inc.

meal makers



Here for your budget and lifestyle



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



\$3 COMPLIMENTS Cooked or Smoked Chicken



6⁹⁹ CASTELLO Blue Cheese 113-150 g selection varies by store



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

LIMITED TIME ONLY

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 BAKED IN STORE
All Butter Croissants or Pastries 4 pk 275-400 g



5⁹⁹ BAKED IN STORE
Almond or Butter Tarts 6 pk 270-400 g



6⁹⁹ BAKED IN STORE
Gourmet Cookies 6 pk 410-475 g



5⁹⁹ BAKED IN STORE
Hot Cross Buns 6 pk 515-545 g or 6-8 pk 450-515 g



4⁹⁹ STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g



2⁹⁹ BAKED IN STORE
ACE BAKERY Baguettes 350-380 g



6⁴⁹ BAKED IN STORE
PORTOFINO Breads 585-630 g



2⁹⁹ BAKED IN STORE
COMPLIMENTS White or Whole Wheat Sandwich Bread 675 g



4⁹⁹ BAKED IN STORE
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

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

3⁹⁹
OLD DUTCH Restaurant Tortilla Chips or Arriba 230 g-295 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

300 PTS when you buy 2
4⁴⁹ 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

200 PTS when you buy 3
3⁹⁹ SUNRYPE Slim 1.36 L

8⁹⁹ TWININGS Tea 50 pk

\$3
COMPLIMENTS Drink Boxes 10x200 mL

20% MORE SAVE MORE
\$2 COMPLIMENTS Juice 1 L 2.79 ea

100 PTS when you buy 2
18⁹⁹ 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

100 PTS when you buy 2
2⁹⁹ COMPLIMENTS Pretzel Sticks 320-400 g

100 PTS when you buy 2
1⁹⁹ BEST BUY Wafers 227 g

100 PTS when you buy 2
2⁹⁹ COMPLIMENTS Snack Crackers 200-225 g

300 PTS when you buy 2
1⁹⁹ 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



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 LIBERTE Greek Yogurt 900 g-1 kg or NATREL Lactose Free Milk with Protein 2 L



5⁹⁹ LIBERTE Probiotic Kefir 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 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 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



6⁴⁹ 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

PUREX 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 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+
Neutrogena Simply Clean
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



79⁹⁹

AND Blood Pressure Monitor
UABT0CNBL1 pk

Scene+
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

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

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

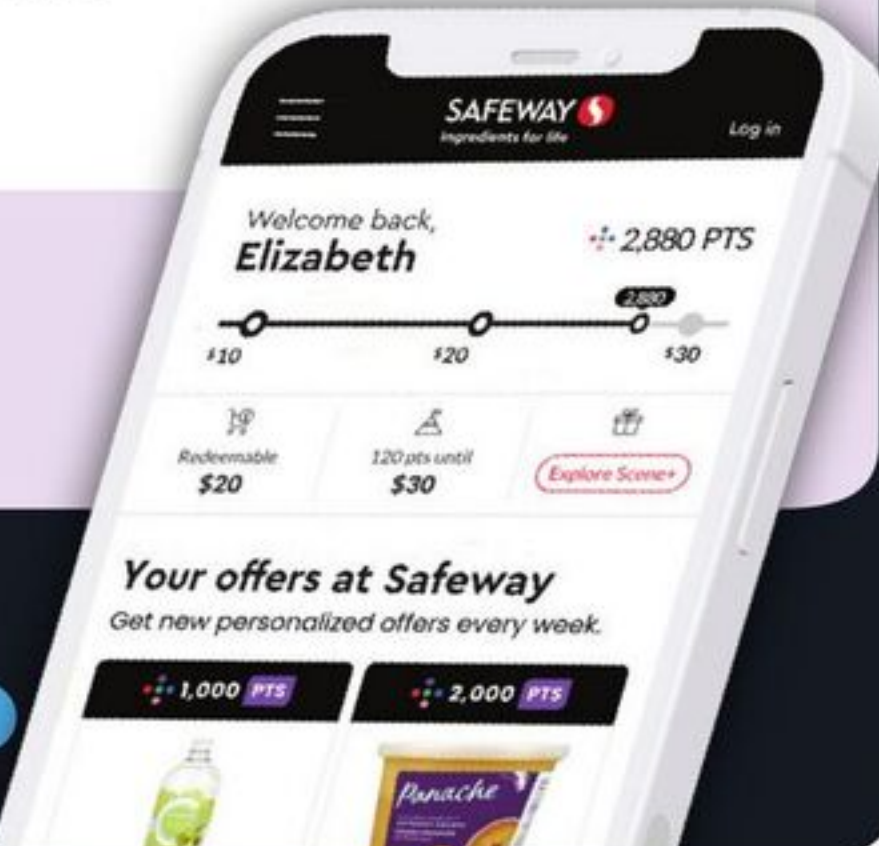


Get
1,000 PTS
when you buy 3
NEUTROGENA Hydro Boost selected products

A large white bag of Compliments Original Marshmallows. The bag features a red and orange circular logo with the word 'compliments' and 'ORIGINAL MARSHMALLOWS' in English and French. The marshmallows are visible through the clear plastic packaging.

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 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.

HAPPY MONTH OF Ramadan





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

10% off

on these NOBLE PREMIUM BISON or SUNGOLD products



9⁹⁹

NATURAL DELIGHTS Bard Valley Medjool Dates 907 g



2⁴⁹ /lb

Eggplant product of Mexico 5.49/kg



2⁹⁹ /lb

Indian Okra product of Honduras 6.59/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



HAND-SELECTED AAA BEEF

Well-marbled · Aged to perfection
Cut from Canada AAA Beef
Exclusive to 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 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-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
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
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.

NEW
100 PTS when you buy 1
4⁹⁹
COMPLIMENTS Exceptional Chocolate Chip Cookies 280 g



2⁴⁷
COMPLIMENTS Extraaaa! 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 Sobeys Capital Incorporated.

BEN & JERRY'S
SAY YES TO DESSERT

BEN & JERRY'S
Ice Cream 473 mL
select varieties only

5⁹⁹

MADE IN CANADA

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



A clear plastic bottle of Fanta Zero Sugar Orange Flavour stands centrally. The label is white with 'FANTA' in large blue letters, 'zero sugar' in smaller blue text, and 'orange flavour' in orange text. Below the text is an illustration of an orange slice and a glass of the beverage. To the left of the bottle is a pink circle with a yellow star and the word 'NEW' in white. The background is a solid orange color with white, stylized, abstract shapes resembling splashes or waves on either side of the bottle.

NEW

FANTA
zero sugar
orange flavour

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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

*Maintain good health. Multivitamin and multimineral supplement. For Emergen-C powders, consult a healthcare professional for dose frequency & timing. Always keep and follow the label. †Trackmarks earned or licensed by HALEON. © 2020 HALEON or licensee.

[illegible]

bubly
Sparkling Water Beverage

galactic mission

★ **100 PTS** ★
when you buy 2

BUBLY Sparkling Water Beverage
612/2.2 L mL any flavour

ROCKSTAR
Energy Drink

NEW

STARBUCKS
Frappuccino Light Coffee Drink

2/\$5

STARBUCKS Frappuccino Light Coffee Drink 281 mL any flavour

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

499

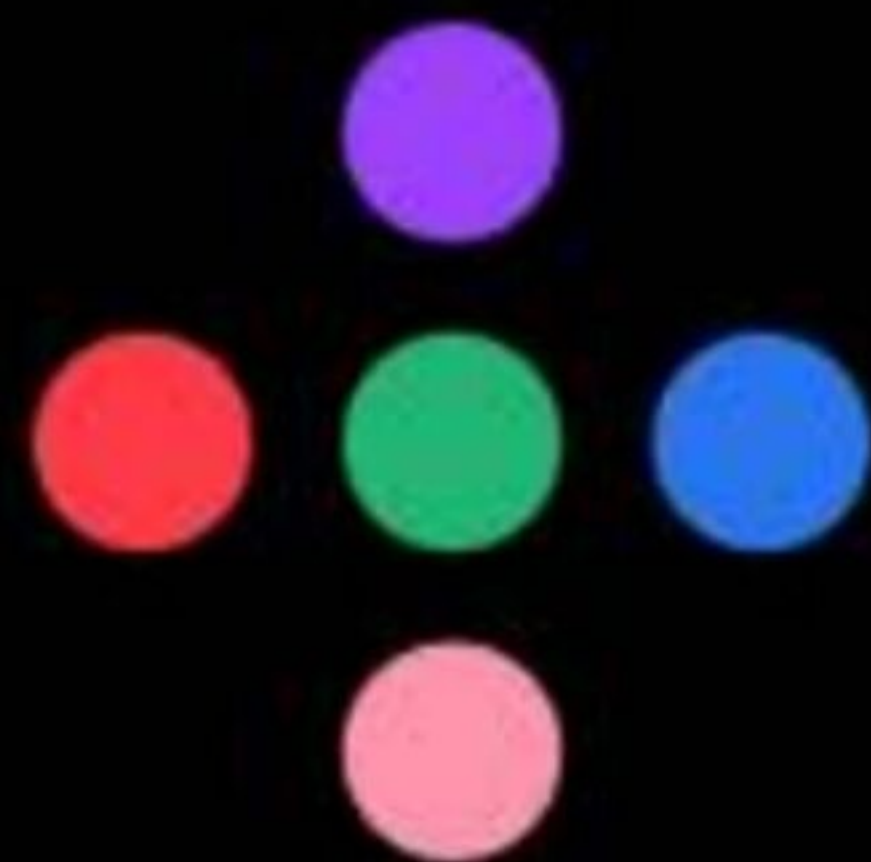
DEMPSTER'S Protein
Bagels 5 pk or Protein
Tortillas 8 1/2"

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