

ATLANTIC FEED THE DREAM **Sobeys** OFFICIAL GROCER

**All Fresh Pork!**  
BUY 2 GET 3RD FREE

**Verified 5.88** /lb  
Fresh Lean Ground Beef  
Family Size 12.96/kg

**Verified 9.99** MEMBER SAVE \*4  
MAPLE LEAF Prime Raised Without Antibiotics or SCHNEIDERS Breaded Chicken or Wings 450-700 g

**Verified 4.44**  
COMPLIMENTS Bagged Apples Gala, McIntosh, Ambrosia, Cortland or Red Delicious product of Atlantic Canada, Canada fancy grade 1.36 kg 3 lb bag

**Verified 9.99** /lb  
Fresh Steelhead Trout Fillets subject to availability product of Newfoundland 22.02/kg

**Verified 2.99** /lb  
Asparagus product of Mexico 6.59/kg

**Verified 15.97**  
MAXWELL HOUSE Roast & Ground Coffee 631-900 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 5**  
**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**  
iGOGO 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 1<sup>ST</sup>**

**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\*  
\*Conditions apply. See sobeys.com for details.

ATL US NEP/HELD

# Scene+ MEMBER

## PRICING

Swipe your Scene+ Card and Save



**MEMBERS SAVE \*2**  
**9<sup>99</sup>** **MEMBER PRICING**  
without Scene+ Card **11<sup>99</sup>**

Prepared Fresh Daily Fruit or Vegetable Trays 1-1.3 kg



**10<sup>99</sup>** **MEMBER PRICING**  
without Scene+ Card **15<sup>99</sup>**  
SAVE UP TO **46%** WITH MEMBER PRICING

HIGH LINER Signature Cuts, Pan-Seared or Breaded or Battered Premium Fish 425-540 g



**MEMBERS SAVE 49\***  
**\$1** **MEMBER PRICING**  
without Scene+ Card **1<sup>49</sup>**

MICHELINA'S Frozen Entrées 128-284 g



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

JAMIESON Vitamins or Supplements selected varieties and sizes

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

FULL SITE: 0001\_0001\_0001\_0001\_0001

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

**2/\$11**  
 HEALTHY CHOICE Simply Steamers 255-263 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 853 g, IVORY SNOW 3 L or CASCADE Auto Dish Tabs 51-90 pk

Scan to view full list of participating products

FILE:SP110414/PHOTO:ALAN HAYES/CPA



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SCORE\* exclusive offers just by playing



PHOTO: GETTY IMAGES

## Taste of the tropics!

It's like biting into sunshine

**100% fresh GUARANTEE**

- 2/\$6** Ataulfo Mangoes product of Mexico
- 4.99** Avocado Bags product of Mexico 5 lb
- 1.99** Coconut product of Vietnam
- 7.99** BOLTHOUSE Juices or Smoothies 946 mL selected
- 2.47** Papaya product of Mexico or Guatemala 5.45/kg
- 5.99** Large Whole Pineapples or Prepared Fresh Daily In-Store Coreed Pineapples product of Costa Rica
- 1.49** Plantain product of Guatemala or Ecuador 3.28/kg
- 15% off** Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

We offer coreed or whole pineapples for the same price

- 99¢** Cabbage product of Atlantic Canada, Canada no 1, 2.18/kg
- 3/\$5** Bunched Cilantro, Parsley or Italian Parsley product of Mexico
- 3.79** Green Peppers product of Mexico or USA 8.36/kg
- 7.99** ECO SPUDS Potatoes 10 lb product of Prince Edward Island Canada no 1 \*see bag for contest details

- 5.99** Strawberry product of USA or Mexico no 1 grade 454 g 1 lb
- 3.99** Extra Large Black or Red Seedless Grapes product of Peru 8.80/kg
- 2/\$6** Large Red Grapefruit product of Israel
- 2.99** Red Prince Apples product of Atlantic Canada, Canada extra fancy grade 6.59/kg

- 5.99** GOODLEAF Lettuce Blends product of Canada 113 g
- 1.99** BELLEISLE Coleslaw product of Atlantic Canada 227 g
- 15% off** Prepared Fresh Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes
- 25% OFF** Prepared Fresh Daily Tacos or Guacamole Dip or Mango or Pineapple Salsa assorted sizes

- 2.99** Indian Eggplant product of Mexico or Dominican Republic or Oira product of Honduras 6.59/kg
- 9.99** BARD VALLEY Medjool Dates 907 g
- 4.49** Organic Carrots product of USA no 1 grade 2 lb
- 4.44** 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

- \$14** Phalaenopsis Orchids in Ceramic selection may vary by store grown in Canada
- 7.99** Gerbera Daisy 4" grown in Canada
- \$16** Gerbera Daisy Bouquet 10-stem large or 15-stem mins grown in Canada
- 24.99** Holi Celebration or Glorious Day Bouquet

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](http://sobeys.com/giftcards) for details

\*Price may vary by product. Excludes some items. See the product label for details. Offer good while supplies last. © 2023 Sobeys Inc. All rights reserved.

**So tender**  
**Starling**  
**HAND-SELECTED AAA BEEF**  
 Well-marbled Aged to perfection  
 Cut from Canada AAA Beef  
 Exclusive to Sobeys

**12<sup>99</sup>** /lb  
**STERLING SILVER** Fresh Boneless Blade or Cross Rib Roast or Family Size Simmering Steak cut by your meat expert from Canada AAA grade beef 28.64/kg

**14<sup>99</sup>** /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

**Country Ribbon**

**300 PTS** when you spend \$30 or more  
**COUNTRY RIBBON** 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  
**7<sup>99</sup>** /lb  
**Fresh Lean Ground Beef Burgers** 4 pk Family Size 100% pure no additives or fillers 17.61/kg

**4<sup>99</sup>** /lb  
**Homestyle Seasoned Whole Chicken** 11.00/kg

**5<sup>49</sup>** MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g

**5<sup>99</sup>** OLYMEL Breakfast or Dinner Pork Sausage 375-450 g

**18<sup>99</sup>** /lb  
**Fresh Canadian Lamb Loin Chop** 41.87/kg

**All Fresh Pork!**  
**BUY 2 GET 3RD FREE**

**value size** Fresh Pork Shoulder Picnic Roast tock removed

**value size** Fresh Pork Shoulder Blade Roast or Family Size Steak

**value size** Fresh Pork Loin Back Ribs cryovac

**value size** 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

Fresh Whole Skinless Pork Belly cryovac

**quick & easy**

**7<sup>49</sup>** GREENFIELD Bacon, Back Bacon, Wieners or Smoked Sausages 200-375 g

**13<sup>99</sup>** SCHNEIDERS Juicy Jumbos Family Pack 900 g

**9<sup>99</sup>** CHRIS BROTHERS Bologna 1.5 kg

**6<sup>99</sup>** COMPLIMENTS Pepperoni Sticks 200 g

**7<sup>99</sup>** MARCANGELO or SCHNEIDERS

**8<sup>99</sup>** BEYOND MEAT Plant-Based Chicken Tenders, Breakfast Sausages or 2 Pack Burgers 226-235 g

**12<sup>99</sup>** COMPLIMENTS Chicken Burgers or BUTTERBALL Turkey Burgers 852 g

**13<sup>99</sup>** COMPLIMENTS Traditional Beef or Smashed Burgers 680-907 g

**GET TO FREE GROCERIES FASTER** when you use your Sobeys membership card and pay with your Sobeys® Scene+ Visa Card. **\$100** in savings

\*See in-store. Sobeys points redeemed at any participating Sobeys location. Excludes groceries, alcohol, tobacco, and other restricted items. Offer valid while supplies last. ©2024 Sobeys. All rights reserved.



# meal makers

 <p><b>8<sup>99</sup></b> KELLOGG'S Jumbo Cereal 700 g-11 kg</p>	 <p><b>4<sup>49</sup></b> POST Cereal selected 283-525 g</p>	 <p><b>3<sup>49</sup></b> DEL MONTE Fruit Bowls or Gels 4 pk</p>
 <p><b>4<sup>99</sup></b> JIF Peanut Butter 500 g or SMUCKER'S Pure Jam 250 mL selected</p>	 <p><b>8<sup>99</sup></b> FLOURISH Pancake Mix 430 g</p>	 <p><b>2<sup>99</sup></b> LANTIC Sugar Icing Brown or Yellow 1 kg</p>
 <p><b>3<sup>99</sup></b> CAMPBELL'S Chunky Chili 425 g</p>	 <p><b>3<sup>99</sup></b> ROBIN HOOD Oats 1 kg, FLEISCHMANN'S Baking Soda 400 g or CRISCO Shortening selected 454 g</p>	 <p><b>4<sup>99</sup></b> CROSBY'S Molasses 675 g, COMPLIMENTS Pure Pumpkin 796 mL or WINDSOR Flavouring Salts 124-147 g</p>
 <p><b>5<sup>99</sup></b> <b>+200 Pts</b> when you buy 2 E.D. SMITH'S Cherry Cereals selected 540 mL 6.49 ea</p>	 <p><b>2<sup>99</sup></b> <b>+100 Pts</b> when you buy 2 COMPLIMENTS Albacore Tuna 170 g</p>	 <p><b>4<sup>99</sup></b> <b>+100 Pts</b> when you buy 2 OLD EL PASO Dinner Kits 250-510 g</p>
 <p><b>2<sup>99</sup></b> MAPLE LEAF Flakes of Ham, Turkey or Chicken 156 g or HOLIDAY Luncheon Meat 340 g</p>	 <p><b>2/\$4</b> <b>+100 Pts</b> when you buy 2 CLARK Beans in Tomato Sauce or Maple Style 398 mL</p>	
 <p><b>6<sup>99</sup></b> MAZOLA Oil 118 L</p>	 <p><b>+200 Pts</b> when you buy 2 HEINZ Ketchup 375 mL</p>	 <p><b>4/\$5</b> CLUB HOUSE Salad Dips 28 g</p>
 <p><b>2<sup>49</sup></b> FRENCH'S Mustard 400 mL or COMPLIMENTS Relish Sweet Green or Hot Dog Relish 375 mL</p>	 <p><b>4<sup>99</sup></b> <b>+200 Pts</b> when you buy 2 COMPLIMENTS Raisin Bread 600 g</p>	 <p><b>3<sup>99</sup></b> VACHON Snacks 248-336 g</p>
 <p><b>4<sup>99</sup></b> HAMILTON'S Milk Lunch Biscuits 300 g</p>	 <p><b>7<sup>99</sup></b> MINUTE RICE 1.2-1.4 kg selected</p>	

### Here for your budget and lifestyle

 <p><b>4<sup>99</sup></b> <b>+200 Pts</b> when you buy 2 COMPLIMENTS Salsa 650 mL</p>	 <p><b>99¢</b> <b>+100 Pts</b> when you buy 5 COMPLIMENTS Taco or Fajita Seasonings 35-39 g</p>	 <p><b>14<sup>99</sup></b> <b>+150 Pts</b> when you buy 1 COMPLIMENTS Chocolate Chips 775 g</p>	 <p><b>15% off</b> COMPLIMENTS Baking Nuts 100 g selected (excludes Pine Nuts)</p>
 <p><b>9<sup>99</sup></b> <b>+100 Pts</b> when you buy 1 PANACHE Maple Syrup 500 mL</p>	 <p><b>2/\$5</b> COMPLIMENTS Canned Fruit 398 mL</p>	 <p><b>1<sup>79</sup></b> COMPLIMENTS Balsamic Vinegar of Modena 500 mL</p>	 <p><b>+100 Pts</b> when you buy 1 COMPLIMENTS Tomato Sauce 398 mL</p>

**FEED THE DREAM**

PLEASE READ THE DREAM CONTEST 2024. The "winner" is the first person to purchase a product from the list of participating brands in the contest area from January 8, 2024, to March 18, 2024. Open to legal residents of the province of Ontario, Canada, including Quebec, who have a valid Green Account and who have reached the age of majority on the date they enter the Contest. There are three (3) prizes available for each brand: a grand prize of \$200,000 (two prizes of \$100,000 each), a runner-up prize of \$20,000 (two prizes of \$10,000 each), and a consolation prize of \$2,000 (two prizes of \$1,000 each). The prizes have no cash value and no substitutions will be made. Correctly assembled and sealed qualified receipts. Odds of winning depend on the number of eligible entries received.

# deli & kitchen

<p><b>8.49</b> MAPLE LEAF Natural Selections Sliced Meats 175 g selected</p>	<p><b>7.79</b> PANACHE Italian Sliced Meats selected 100 g</p>	<p><b>8.49</b> CASTELLO Aged Gouda, Aged Havarti, Ticker Extra Mature or 1yr 200 g</p>
<p><b>3.79</b> PILLER'S Salami selected /100 g</p>	<p><b>2.79</b> CHRIS BROTHERS Mild or Hot Pepperoni /100 g</p>	<p><b>6.99</b> 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
- Chicken Salad

**LIMIT TIME ONLY**

# bakery

<p><b>MIX &amp; MATCH</b> <b>BUY 1 GET 1 FREE</b></p> <p>Cream Pies 5" 265-370 g or Brownie Cakes 295-390 g</p>	<p><b>12.99</b> <del>17.99</del> MEMBERS ONLY without Scanner Card</p> <p>Single Layer Shortcakes 905-950 g</p>	
<p><b>100 PTS</b> when you buy 2</p> <p><b>5.99</b> All Butter Croissants or Pastries 4 pk 275-400 g</p>	<p><b>100 PTS</b> when you buy 2</p> <p><b>5.99</b> Almond or Butter Tarts 6 pk 270-400 g</p>	<p><b>100 PTS</b> when you buy 2</p> <p><b>6.99</b> Gourmet Cookies 6 pk 410-475 g</p>
<p><b>75 PTS</b> when you buy 2</p> <p><b>5.99</b> Hot Cross Buns 6 pk 515-545 g</p>	<p><b>4.99</b> STUYVER'S Ciabatta or Portuguese Buns 4 pk 340-400 g</p>	<p><b>2.99</b> ACE BAKERY Baguettes 350-380 g</p>
<p><b>200 PTS</b> when you buy 2</p> <p><b>5.49</b> PORTOFINO Breads 585-600 g</p>	<p><b>EVERYDAY VALUE</b></p> <p><b>\$2</b> COMPLIMENTS English Muffins 6 pk</p>	<p><b>5.49</b> DEMPSTER'S 10" Tortillas 366-610 g</p>

RECIPES, STORIES, TIPS & TRICKS and more, all at [Sobeys.com](http://Sobeys.com)

# 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 Restaurant Tortilla Chips 275-320 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** SUNRYPE Slim 1.36 L **+200 Pts** when you buy 3

**8.99** TWININGS Tea 50 pk

**\$3** COMPLIMENTS Drink Boxes 10x200 mL

**\$2** COMPLIMENTS Juice 1 L 2.49 ea **BUY MORE SAVE MORE**

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

**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 Pretzels 320-400 g

**1.99** **+100 Pts** when you buy 2 BEST BUY Wafers 227 g

**2.99** **+100 Pts** when you buy 2 COMPLIMENTS Snack Crackers 200-225 g

**3.00** **+300 Pts** when you buy 2 COMPLIMENTS De-Alcoholized Beer 355 mL 6 pk

**2.99** **+75 Pts** when you buy 2 BIG B Spring Water 4 L

Give them more with the Grocery Essentials Card [Visit sobeys.com/giftcards](http://sobeys.com/giftcards) for details

# dairy & frozen

<p><b>10<sup>99</sup></b> DANONE Oikos Greek Yogurt 12 pk or 1.5 kg</p>	<p><b>3<sup>99</sup></b> KRAFT Cool Whip Aerosol Whipped Topping 225 g</p>	<p><b>2<sup>99</sup></b> COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea</p>	<p><b>3<sup>99</sup></b> COMPLIMENTS Lemonade 1.54 L</p>
<p><b>6<sup>99</sup></b> YOPLAIT Source 16 pk or LIBERTE Greek Yogurt 900 g 1 kg</p>	<p><b>5<sup>99</sup></b> LIBERTE Probiotic Kefir 1 L or YOP Drinkable Yogurt 6 pk</p>	<p><b>5<sup>99</sup></b> COMPLIMENTS BALANCE Margarine 850 g</p>	<p><b>4<sup>49</sup></b> DEL MONTE Juice 1.6 L</p>
<p><b>\$4</b> KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g</p>	<p><b>6<sup>49</sup></b> NANAPOPS! Frozen Bars 4 pk selected</p>	<p><b>5<sup>99</sup></b> COMPLIMENTS Flatbread Pizzas 300-310 g</p>	<p><b>4<sup>99</sup></b> NATREL Lactose Free Ice Cream 473 mL</p>
<p><b>5<sup>99</sup></b> MCCAIN Pizza Pockets 6 pk</p>	<p><b>2/\$11</b> MARIE CALLENDER'S Bowls 312-349 g</p>	<p><b>4<sup>79</sup></b> MICHELINA'S Pizza Snack Rolls 496 g</p>	<p><b>4<sup>49</sup></b> MCCAIN Breakfast Potatoes 600-650 g</p>

**Here for your budget and lifestyle**

<p><b>3<sup>49</sup></b> COMPLIMENTS Sour Cream 500 mL</p>	<p><b>8<sup>29</sup></b> COMPLIMENTS Butter Sticks salted or unsalted 454 g</p>	<p><b>4<sup>99</sup></b> PANACHE Premium Ice Cream 1 L or Novelties 4-pk selected</p>	<p><b>2/\$3</b> BEST BUY Frozen Spinach 300 g</p>
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# natural health

<p><b>3<sup>99</sup></b> ALTER ECO Chocolate Bars 80 g</p>	<p><b>3/6<sup>99</sup></b> COVE Gut Healthy Soda 355 mL</p>	<p><b>4<sup>99</sup></b> G.H. CRETORS Caramel Corn or Chicago Mix 213-227 g</p>	<p><b>2<sup>99</sup></b> MADE GOOD Bars, Minis or Rice Crisps 120-150 g</p>
<p><b>3<sup>99</sup></b> EARTH'S OWN Select Beverages 1.75-1.89 L</p>	<p><b>7<sup>29</sup></b> NATREL Organic Milk 2 L</p>	<p><b>4<sup>99</sup></b> DAIYA Cheese-Style Shreds, Slices or Blocks 185-220 g, Cream Cheese 227 g or Thin Crust Gluten-Free Pizza 492 g</p>	<p><b>2<sup>99</sup></b> ANNIE'S Macaroni &amp; Cheese 145-170 g</p>
<p><b>47<sup>99</sup></b> VEGA Protein + Recovery or Protein + Creatine 812-918 g</p>	<p><b>24<sup>99</sup></b> VEGA Protein + Supergreens 510-526 g</p>	<p><b>9<sup>99</sup></b> KIND Bars 5 pk or Minis or Thins 10 pk</p>	<p><b>2/\$7</b> PERFECT SPORTS Diesel Protein Bars 50 g or PROBAR Energy Chews or Bars 60-85 g</p>

Give them more with the Grocery Essentials Card. Visit [sobey.com/giftcards](http://sobey.com/giftcards) for details.

# home & pet care

<p><b>9.99</b> PURINA Beneful Dry Dog Food 1.6-1.8 kg</p>	<p><b>15.99</b> PURINA Beyond or IAMS Pro-Health Dry Cat Food 1.36-1.59 kg</p>	<p><b>18.99</b> ARM &amp; HAMMER Slide Cat Litter 9.1 kg</p>	<p><b>8.49</b> CASHMERE Bathroom Tissue 8=16 rolls or SPONGETOWELS Ultra 2=4 pk</p>
<p><b>6.29</b> <b>100 PTS</b> when you buy 2 COMPLIMENTS Indoor Waste Bags 30-52 pk</p>	<p><b>7.99</b> ALCAN Foli 50-100 ft. REYNOLDS Parchment Paper 75 ft. Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected</p>	<p><b>11.99</b> <b>STARTING AT</b> PUREX Laundry Detergent 4.08-4.43 L, SINGLES 4.01 L, PERSIL Liquid 1.86 L or Discs 32-42 pk or SNUGGLE Fabric Softener 2.77 L or Sheets 200 pk</p>	<p><b>19.99</b> CHARMIN Bathroom Tissue 12=48 rolls or BOUNTY Paper Towels 6=12 rolls</p>
<p><b>2.50</b> COMPLIMENTS Sandwich Bags 100 pk or Freezer Bags 15-20 pk</p>	<p><b>2.99</b> PALMOLIVE Dish Detergent 591 mL</p>	<p><b>5.99</b> <b>STARTING AT</b> FLEECY Fabric Softener 1.36 L or Sheets 80 pk</p>	<p><b>4.99</b> 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</p>

# health, beauty & baby

<p><b>4.49</b> <b>150 PTS</b> when you buy 2 CREST Pro-Health or 3D White Toothpaste or ORAL-B Toothbrushes or Floss 63-120 mL or 1-75 pk selected</p>	<p><b>7.99</b> <b>400 PTS</b> when you buy 2 LISTERINE Total Care Mouthwash or Clinical Solutions Rinse 500 mL-1 L selected</p>	<p><b>6.99</b> <b>500 PTS</b> when you buy 2 L'OREAL Hair Expertise Hair Care 150-385 mL selected</p>	<p><b>5.99</b> <b>300 PTS</b> when you buy 2 SENSODYNE Whitening or Pronamel 75-100 mL selected</p>
<p><b>15% off</b> GILLETTE Fusion or Mach3 Blades, SCHICK or BIC Razors or GILLETTE or SATIN Care Shave Gel 1-75 pk 75 mL or 198-311 g selected</p>	<p><b>4.99</b> <b>STARTING AT</b> OLD SPICE or SECRET Deodorant 45-96 g selected</p>	<p><b>5.49</b> <b>250 PTS</b> when you buy 2 ALWAYS Pads, Liners or TAMPAX Tampons 12-60 pk selected</p>	<p><b>20% off</b> <b>400 PTS</b> when you buy 2 Aveeno Body Lotion 532 mL or 340 g selected</p>
<p><b>2/\$5</b> BABY GOURMET Simply Snacks 32 g</p>	<p><b>5/\$11</b> BABY GOURMET Purée Pouches 92-128 mL selected</p>	<p><b>49.99</b> <b>250 PTS</b> when you buy 1 ENFAMIL A+ or NearPro Tubs 553-587 g</p>	<p><b>28.99</b> HUGGIES Giga Pack Pull-Ups 21-6T, 48-74 pk or GOODNITES 34-44 pk</p>

# pharmacy

Only available at pharmacy locations. \*Select products only available when a pharmacist is on duty.

<p><b>10% off</b> <b>250 PTS</b> when you buy 2 VOLTAREN Emulgel 60-150 g</p>	<p><b>49.99</b> <b>500 PTS</b> when you buy 1 COLD-FX 100-150 pk</p>	<p><b>14.99</b> ENSURE 235 mL or GLUCERNA 237 mL selected</p>	<p><b>10% off</b> <b>150 PTS</b> when you buy 2 Children's TYLENOL, MOTRIN or BENLYN selected*</p>
<p><b>10% off</b> <b>150 PTS</b> when you buy 2 TYLENOL, BENLYN or SINUTAB Cough, Cold &amp; Sinus selected*</p>	<p><b>10% off</b> <b>200 PTS</b> when you buy 2 NEUTROGENA Acne Products selected</p>	<p><b>79.99</b> <b>600 PTS</b> when you buy 1 A&amp;D Blood Pressure Monitor UABIOC/NBLE 1 pk</p>	<p><b>\$6</b> Blood Pressure Monitor Bluetooth CLINICAL GRADE ACCURACY</p>

Scene+ **JOIN SCENE+ TODAY.** [sceneplus.ca/register](http://sceneplus.ca/register)

\*Due to provincial regulations, products purchased using a prescription may not be eligible for Scene+ points.

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**DIGITAL  
EXCLUSIVE**

# LOAD IT TO GET IT!

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- 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)



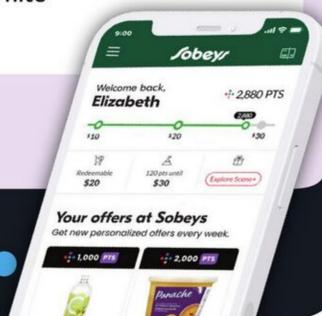
Get  
**1,000 PTS**  
when you buy 3

NEUTROGENA Hydro Boost selected products



**SAVE  
\$1**

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



Download on the  
App Store

GET IT ON  
Google Play

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

**2<sup>99</sup>** /lb  
 Indian Eggplant product of Mexico or Okra product of Honduras 6.59/kg

**1<sup>49</sup>** /lb  
 Plantain product of Guatemala or Ecuador 3.28/kg

**3<sup>49</sup>**  
 CHALO! Naan 500 g

**20<sup>99</sup>**  
 AASHIRVAAD Whole Wheat Flour 2.07 kg

**13<sup>99</sup>**  
 INDIA GATE Pure Basmati Rice 4.54 kg

**15<sup>99</sup>**  
 BRAR'S Desi Ghee 800 g

**4<sup>79</sup>**  
 KFI Sauces selected varieties 375-455 mL

**1<sup>49</sup>**  
 DEEP Premium Select Baby Bhindi Okra 340 g

**2<sup>99</sup>**  
 DEEP Paratha 333-384 g or Naan 375 g

**3<sup>99</sup>**  
 DEEP Mango Pulp 850 g

**1<sup>29</sup>**  
 PARLE-G Biscuits 300 g

**4<sup>99</sup>**  
 SHERBON Juice Drink selected varieties 2 L

**2<sup>79</sup>**  
 SURATI Snacks selected 341 g

**6<sup>49</sup>**  
 BRAR'S Samosas selected 624 g

**7<sup>79</sup>**  
 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

Halal

NOBLE PREMIUM BISON Steaks 226 g selected varieties

SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg Steak or Stew Cubes select stores or frozen NEW ZEALAND SPRING LAMB

**9<sup>99</sup>**  
NATURAL DELIGHTS Bard Valley Medjool Dates 907 g

**2<sup>99</sup>** /lb  
Eggplant product of USA or Mexico 6.59/kg

**4<sup>99</sup>** /lb  
Indian Okra product of Honduras 11.00/kg

**11<sup>99</sup>** +100 PPS when you buy 1  
WONDERFUL Pistachios salted or lightly salted 450 g

**3<sup>49</sup>**  
COMPLIMENTS Pita 200-250 g

**5<sup>99</sup>**  
KIRI Cream Cheese Portions 144 g

**2<sup>49</sup>**  
SALEM FOODS Bulgur 908 g selected varieties

**3<sup>99</sup>**  
SALEM FOODS Roasted Eggplant 650 g, Pickled Cucumbers 1 kg or Pickled Vine Leaves 454 g

**11<sup>49</sup>**  
SALEM FOODS Olives Nabulsi 2 kg

**8<sup>49</sup>**  
KASH Golden Tahini 900 g

**5<sup>79</sup>**  
KASH Pistachio Premium Halva 450 g

**8<sup>49</sup>**  
SALEM FOODS Liquid Honey 500 g

**2<sup>79</sup>**  
RUBICON Exotic Juice 1 L selected varieties

**8<sup>29</sup>**  
ALAMEED Coffee 226 g selected varieties

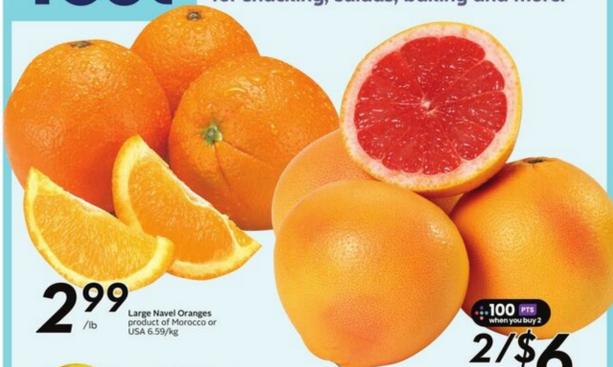
**6<sup>99</sup>**  
AHMAD TEA 100 pk selected varieties



Find more variety and value in store

**fresh  
fest**

**Taste the sunshine**  
Brighten your day with juicy clementines and other citrus, perfect for snacking, salads, baking and more.



**2<sup>99</sup>**  
/lb

Large Navel Oranges  
product of Morocco or  
USA 6.99/kg

**100** pts  
when you buy 2  
**2/\$6**

Large Red Grapefruit  
product of Israel



**75** pts  
when you buy 2

**99¢**

Large Lemons product of Spain or  
USA or Limes product of Mexico  
or Colombia

**100** pts  
when you buy 2  
**649**

Clementines or  
Mandarins 2 lb 907 g  
bag product of USA  
or Morocco

**Citrusy & sweet? Yes please!**



**15<sup>99</sup>**

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

**5<sup>99</sup>**

Citrus Snack Boxes  
255-320 g  
selected varieties

**7<sup>99</sup>**

**MEMBERS SAVE \*2**  
**MEMBER**  
**9<sup>99</sup>**

Small Bar Cakes 325-575 g  
without  
Scene+ Card

**BUY 4 GET 5TH  
FREE**

Patisseries Small or Large

**More for your citrus fix...**



**244**

so when you  
buy 2 or more  
OASIS Juice 960 mL  
2.88 ea

**4<sup>99</sup>**

SHUCKER'S Pure Jam  
or Marmalade 250 mL  
selected varieties

**849**

SANPELLEGRINO Sparkling Beverage  
6x330 mL

# 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](https://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 North  
Atlantic Cod  
Fillets



From  
Newfoundland



**999**  
/lb

From Newfoundland Wild North Atlantic  
Cod Fillets frozen or previously frozen  
22.02/kg

# So sweetly Easter



**8<sup>99</sup>**  
TOFFIFEE Chocolate 369 g or  
LINDT Gold Bunnies 100 g



**10<sup>99</sup>**  
NESTLÉ Hide Me Eggs  
300 g



**5<sup>99</sup>**  
LINDT Mini Eggs Bag 100 g or  
Bunny 50 g



**13<sup>49</sup>**  
FERRERO Chocolate  
Rabbit 142-162.5 g



**6<sup>99</sup>** **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



**15<sup>99</sup>**  
MAYNARDS Candy  
90 pk



**7<sup>49</sup>**  
HERSHEY'S Eggies  
400 g



**13<sup>99</sup>**  
CADBURY Mini Chocolate Eggs  
362-381 g

While Supplies Last

Join us for  
**WORLD COMPLIMENT DAY**  
**MARCH 1<sup>ST</sup>**

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

**4<sup>99</sup>**

COMPLIMENTS  
 Exceptional  
 Chocolate Chip  
 Cookies 280 g



**2<sup>47</sup>**

COMPLIMENTS  
 Extraaa! Flavour  
 Chips 200 g



**13<sup>99</sup>**

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](http://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 BONDING 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! Prepared in Canada

**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 9, 2025, according to NielsenIQ MarketScan

8.99 IMPERIAL Margarine  
1.26 kg

9.99 IMPERIAL Margarine  
Quarters 1.36 kg

MAGNUM ICE CREAM

MORE CHOCOLATE MORE INDULGENCE

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

5.99

MAXWELL HOUSE

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

NEW

FANTA

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bubly galactic mission

Limited time offer

100 PTS when you buy 2

BUBLY Sparkling Water Beverage  
6x222 mL any flavour

ROCKSTAR Energy Drink  
473 mL any flavour  
2.99 buy 2 or more 3.79 ea

200 PTS when you buy 2

STARBUCKS Frappuccino or Double Shot Coffee Drinks  
405-484 mL

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

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Get 250 PTS  
When you buy any 2 participating Dempsters® Protein products  
before taxes

3.49

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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