

ATL_US_MBE_FLYER_FOLD

Scene+
MEMBER
PRICING

Swipe your
Scene+ Card
and Save





MEMBERS SAVE \$2

9⁹⁹
MEMBER
PRICING

11⁹⁹
without
Scene+
Card

Prepared Fresh Daily Fruit or Vegetable Trays
1-1.3 kg



MEMBERS SAVE UP TO 46%

10⁹⁹
MEMBER
PRICING

15⁹⁹
without
Scene+
Card

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



MEMBERS SAVE 49¢

\$1
MEMBER
PRICING

1⁴⁹
without
Scene+
Card

MICHELINA'S Frozen Entrées 128-284 g



50%
off
MEMBER
PRICING

30%
without
Scene+Card

JAMIESON Vitamins or Supplements
selected varieties and sizes

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

FOLD_SPT_WKHA_FPRN_ATL_US_MBE_FLYER_FOLD

WIN

*see page 5 for details

SCHNEIDERS
Pepperettes
75 g or **MAPLE**
F Natural Fully
oked Breakfast
Sausages or
edded Chicken
250-300 g

2/\$11
HEALTHY CHOICE
Simply Steamers

Healthy Choice

simply

Chicken Chunks &
Broccoli Alfredo

Frozen Dinner, 100% Fat Free

100% Fat Free, No Preservatives Added

28+ Years of Healthy Choice

No Artificial Flavors, Colors or Preservatives
100% Fat Free, No Preservatives Added

No artificial colors, flavors or preservatives.
No artificial anything.

Healthy Choice

simply

GLACÉAU
Vitaminwater
591 mL

299

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

12
330ml

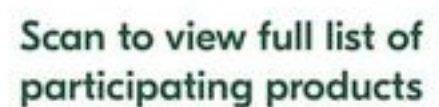
Corona
Cero

0.0%
alcohol

CORONA Cero Non-Alcoholic Beer
12x355 mL

1999

TIDE Liquid Detergent 3.46-3.9 L, Pods 45-76 pk, GAIN Flings!
45-76 pk, DOWNY Unstopables 853 g, IVORY SNOW 3.1 L or
CASCADE Auto Dish Tabs 51-90 pk



FLO2_SBY_WK44_PRRN_ATL_N5_NB_PELN_FLO

PO2_SBY_WK44_P9N_ATL_NS_NB_PFI

77¢
/lb

From Atlantic Canada

3/\$5

3.49
/lb

5.99

4.99
1LB

3.99
/lb

2.99
100 Pts when you buy 2

1.99
/lb

4.99
100 Pts when you buy 2

1.49
50 Pts when you buy 2

15% off

BUY 1 GET 2ND 25% OFF

2.99
Global Market

9.99
50 Pts when you buy 2

3.99
ORGANIC

3.88
100 Pts when you buy 2

A New & Refreshed Selection of Meat Alternatives

4.49

4.49

6.99

7.99

STARTING AT 12.99

6.49

14.99

22.99

Give them more with the Grocery Essentials Card

Visit soybeys.com/giftcards for details

77¢
/lb

From Atlantic Canada

3/\$5

3.49
/lb

5.99

4.99
1LB

3.99
/lb

2.99
100 Pts when you buy 2

1.99
/lb

4.99
100 Pts when you buy 2

1.49
50 Pts when you buy 2

15% off

BUY 1 GET 2ND 25% OFF

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Global Market

9.99
50 Pts when you buy 2

3.99
ORGANIC

3.88
100 Pts when you buy 2

A New & Refreshed Selection of Meat Alternatives

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6.99

7.99

STARTING AT 12.99

6.49

14.99

22.99

Give them more with the Grocery Essentials Card

Visit soybeys.com/giftcards for details



ISLAND VIEW FARM'S
Established 1989 - 100% Beef

We support Local PEI
Island View Farms
subject to availability



12.99 /lb

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



14.99 /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
\$20 or more

Fresh AIR-CHILLED 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

7.99 /lb

Fresh Lean Ground Beef Burgers 4 pk Family Size
100% pure no additives or fillers 17.61/kg



4.99 /lb

Homestyle Seasoned Whole Chicken 11.00/kg



5.49

MARCANGELO Sweet or Hot
Italian Pork Sausage Meat 450 g



5.99

OLYME! Breakfast or Dinner
Pork Sausage 375-450 g



18.99 /lb

Fresh Canadian Lamb Loin
Chop 41.87/kg



Fresh Pork Shoulder Picnic
Roast (lock removed)



All Fresh Pork!
BUY 2 GET 3RD
FREE



Fresh Pork Shoulder Blade Roast or
Family Size Steak



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



Fresh Pork Loin Back Ribs
cryovac



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

Fresh Whole
Skinless Pork Belly cryovac

quick & easy



STARTING AT 7.49

GREENFIELD Bacon,
Back Bacon,
Wieners or Smoked
Sausages 200-375 g



200 PTS
when you buy 2

13.99

SCHNEIDERS
Juicy Jumbos
Family Pack
800 g



9.99

CHRIS BROTHERS
Bologna 1.5 kg



200 PTS
when you buy 2

6.99

COMPLIMENTS
Peppercorn Steaks
300 g



7.99

MARCANGELO or SCHNEIDERS
Sausages frozen 375-675 g



8.99

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



200 PTS
when you buy 2

12.99

COMPLIMENTS
Chicken Burgers or
BUTTERBALL
Turkey Burgers
852 g



300 PTS
when you buy 2

13.99

COMPLIMENTS
Traditional Beef
or Smashed
Burgers
680-907 g

GET to FREE GROCERIES FASTER

when you join your Scene+ membership card and pay with your Scotiabank Scene+ Visa Card

10% OFF Delivery Event

UP TO \$100 OFF

NATURALLY SIMPLE
Wild Pink Salmon
908 g

PILLER'S Charcuterie Sliced
Salami selected 125 g

269 /100 g
LARSEN Country Style Salami

3.99 **MEMBER**
without Scene+ Card
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

3/\$18
Flatbreads 230-365 g

Shrimp cooked or raw 51-74 ct per lb 300 g with Garlic & Parsley or Asian-Style Marinade 454 g

COMPLIMENTS Cooked Ham 1 kg Prices as marked

4 /100 g

MAPLE LEAF Natural Selections
Ham or Turkey

7⁹⁹

TRE STELLE Bocconcini 200 g

3⁹⁹ NANA'S Samosas sold by individual piece available hot or chilled from the Service Case

8⁹⁹ GOLD LABEL Heat & Serve Snack Dips 375 g

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

meal makers



Here for your budget and lifestyle



FEED THE DREAM TM **141N RULES FEED THE DREAM CONTEST 2026** (the "Contest") NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at www.sobeys.com/feed-the-dream/participating-suppliers/rules. Contest runs from January 2, 2026 and ends on March 31, 2026. Open to legal residents of all provinces of Canada excluding Quebec who have a valid Sobeys account, and who have reached the age of majority on the date they enter the Contest. There are three (3) grand prizes to be won. Each grand prize consists of 1,000,000 Sobeys points (ARV \$500,000 CAD each) plus two hundred (200) secondary prizes to be won. Each secondary prize consists of 25,000 Sobeys points (ARV \$250.00 CAD each). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered self-testing question required. Odds of winning depend on the number of eligible entries received.

POS_SBY_WK44_FRN_ATL_NS_NB_PE

deli & kitchen



8⁴⁹
MAPLE LEAF Natural Selections Sliced Meats 175 g selected



7⁷⁹
PANACHE Italian Sliced Meats selected 100 g



8⁴⁹
CASTELLO Aged Gouda, Aged Havarti, Tickler Extra Mature or 1yr 200 g



3⁷⁹
PILLER'S Salami selected



2⁷⁹
CHRIS BROTHERS Mild or Hot Pepperoni



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

READY FOR YOU

Perfect for lunch or anytime enjoyment and **Ready to Grab & Go**

2 Pack Mini Croissant Sandwiches

NEW FLAVORS

Flaky, buttery mini croissants baked to golden perfection!
Filled with fresh ingredients from our Kitchen and Deli.
Lightly crisp on the outside and tender inside.
4 delicious varieties to choose from!

Black Forest Ham & Cheddar Cheese and Turkey & Cheddar Cheese

Chicken Club Salad

Chicken Salad

bakery



MIX & MATCH
BUY 1 GET 1 FREE
Cream Pies 5" 265-370 g or Brownie Cakes 235-390 g



12⁹⁹ MEMBER ONLY
17⁹⁹ without Scanner Card
Single Layer Shortcakes 905-950 g



5⁹⁹
All Butter Croissants or Pastries 4 pk 275-400 g



5⁹⁹
Almond or Butter Tarts 6 pk 270-400 g



6⁹⁹
Gourmet Cookies 6 pk 410-475 g



5⁹⁹
Hot Cross Buns 6 pk 515-545 g



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



2⁹⁹
ACE BAKERY Baguettes 350-380 g



5⁴⁹
PORTOFINO Breads 585-600 g



\$2
COMPLIMENTS English Muffins 6 pk



5⁴⁹
DEMPSTER'S 10" Tortillas 366-610 g

drinks & snacks



100 PTS
when you buy 1

7⁴⁹ JACK LINK'S or GOLDEN ISLAND 65-81 g



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



3⁹⁹ OLD DUTCH Restaurant Tortilla Chips 275-320 g or TWIGZ Pretzels 130 g



10²⁹ FRITO-LAY Multipacks 16 pk



2⁹⁹ CADBURY Tablet Bars 80-105 g



3⁴⁹ JOLLY RANCHER Ropes 284 g or TWIZZLERS Licorice Candy 311-340 g



6⁴⁹ **200 PTS**
when you buy 2 FERRERO Squares 105 g



5⁹⁹ 5 Multipack Gum



9⁹⁹ MONSTER Energy Drinks 4x473 mL



6⁹⁹ **50 PTS**
when you buy 2 OCEAN SPRAY Sparkling Cranberry Juice 6x340 mL



2/⁸ RED BULL Energy Drinks 355 mL



2/⁶ GURU Energy Drinks 355 mL



4⁴⁹ **300 PTS**
when you buy 2 CHRISTIE Good Thins Crackers 100 g



9⁹⁹ CHRISTIE Oreo Cookies 20 pk, PEPPERIDGE 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

3⁹⁹ **200 PTS**
when you buy 3 SUNRYPE Slim 1.36 L



8⁹⁹ TWININGS Tea 50 pk



\$3 COMPLIMENTS Drink Boxes 10x200 mL



\$2 **100 PTS**
when you buy 2 COMPLIMENTS Juice 1 L 2.49 ea



18⁹⁹ **100 PTS**
when you buy 2 TIMOTHY'S Coffee K-Cup® Pods 30 pk



12⁹⁹ NATURE VALLEY Granola Bars, BETTY CROCKER Fruit or MOTT'S Fruitsations 637 g-1.28 kg selected

2⁷⁷ QUAKER Dips or Chewy Granola Bars 120-156 g

Here for your budget and lifestyle



9⁴⁹ **100 PTS**
when you buy 1 COMPLIMENTS Solid Milk Chocolate Eggs 250 g while supplies last



3⁹⁹ **100 PTS**
when you buy 2 COMPLIMENTS Solid Milk Chocolate Bunny 100 g while supplies last



3⁴⁹ COMPLIMENTS Snacks 265-300 g or Ready To Eat Popcorn 190-250 g



2⁹⁹ **100 PTS**
when you buy 2 COMPLIMENTS Pretzels 320-400 g



7⁹⁹ **100 PTS**
when you buy 2 BEST BUY Wafers 227 g



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



3⁰⁰ **300 PTS**
when you buy 2 COMPLIMENTS De-Alcoholized Beer 355 mL 6 pk



2¹⁹ **75 PTS**
when you buy 2 BIG 8 Spring Water 4 L

dairy & frozen

10⁹⁹ DANONE Oikos Greek Yogurt 12 pk or 1.5 kg

3⁹⁹ KRAFT Cool Whip Aerosol Whipped Topping 225 g

2⁹⁹ COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea

3⁹⁹ COMPLIMENTS Lemonade 1.54 L

6⁹⁹ YOPLAIT Source 16 pk or LIBERTE Greek Yogurt 900 g 1 kg

5⁹⁹ LIBERTE Probiotic Kéfir 1 L or YOP Drinkable Yogurt 6 pk

5⁹⁹ COMPLIMENTS BALANCE Margarine 850 g

4⁴⁹ DEL MONTE Juice 1.6 L

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

6⁴⁹ NANAPOPS! Frozen Bars 4 pk selected

5⁹⁹ COMPLIMENTS Flatbread Pizzas 300-310 g

4⁹⁹ NATREL Lactose Free Ice Cream 473 mL

5⁹⁹ MCCAIN Pizza Pockets 6 pk

2/\$11 MARIE CALLENDER'S Bowls 312-349 g

4⁷⁹ MICHELINA'S Pizza Snack Rolls 496 g

4⁴⁹ MCCAIN Breakfast Potatoes 600-650 g

Here for your budget and lifestyle

3⁴⁹ COMPLIMENTS Sour Cream 500 mL

8²⁹ COMPLIMENTS Butter Sticks salted or unsalted 454 g

4⁹⁹ PANACHE Premium Ice Cream 1 L or Novelties 4-6 pk selected

2/\$3 BEST BUY Frozen Spinach 300 g

natural health

3⁹⁹ ALTER ECO Chocolate Bars 80 g

3/6⁹⁹ COVE Gut Healthy Soda 355 mL

4⁹⁹ G.H. CRETORS Caramel Corn or Chicago Mix 213-227 g

2⁹⁹ MADE GOOD Bars, Minis or Rice Crisps 120-150 g

3⁹⁹ EARTH'S OWN Select Beverages 1.75-1.89 L

7²⁹ NATREL Organic Milk 2 L

4⁹⁹ DAIYA Cheese-Style Shreds, Slices or Blocks 185-220 g, Cream Cheese 227 g or Thin Crust Gluten-Free Pizza 492 g

2⁹⁹ ANNIE'S Macaroni & Cheese 145-170 g

47⁹⁹ VEGA Protein + Recovery or Protein + Creatine 812-918 g

24⁹⁹ VEGA Protein + Supergreens 510-526 g

9⁹⁹ KIND Bars 5 pk or Minis or Thins 10 pk

2/\$7 PERFECT SPORTS Diesel Protein Bars 50 g or PROBAR Energy Chews or Bars 60-85 g

Give them more with the Grocery Essentials Card

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home & pet care



9⁹⁹

PURINA Beneful Dry Dog Food
1.6-1.8 kg



15⁹⁹

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



18⁹⁹

ARM & HAMMER Slide Cat Litter
9.1 kg



8⁴⁹

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



6²⁹

COMPLIMENTS
Indoor Waste Bags
30-52 pk



7⁹⁹

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



11⁹⁹

PUREX Laundry Detergent
4.06-4.43 L. SUNLIGHT 4.01 L.
PERSIL Liquid 1.86 L or Discs
32-42 pk or SINGGLE Fabric
Softener 2.77 L or Sheets 200 pk



19⁹⁹

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



2⁵⁰

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



2⁹⁹

PALMOLIVE Dish
Detergent
591 mL



5⁹⁹

FLEECY Fabric
Softener 1.36 L or
Sheets 80 pk



4⁹⁹

AIR WICK Plug In 2 pk. Oil Kit
20 mL. Air Freshener Kit 20 mL.
Essential Mist Refill 20 mL. or
FRESHMATIC Refill 175-180 g selected

health, beauty & baby



4⁴⁹

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



7⁹⁹

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



6⁹⁹

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



5⁹⁹

SENSODYNE
Whitening or Pronamel
75-100 mL selected



15% off

GILLETTE Fusion or Mach3
Blades, SCHICK or BIC Razors or
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+
NeutroPro Tubs
553-587 g



28⁹⁹

HUGGIES Giga Pack Pull-Ups
21-41, 48-74 pk or GOODNITES
34-44 pk

pharmacy

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



10% off

VOLTAREN
Emulgel 60-150 g



49⁹⁹

COLD-FX
100-150 pk



14⁹⁹

ENSURE 235 mL
or GLUCERNA
237 mL selected



10% off

Children's TYLENOL, MOTRIN or
BENLYN selected*



10% off

TYLENOL, BENLYN or SINUTAB
Cough, Cold & Sinus selected*



10% off

NEUTROGENA
Acne Products
selected



79⁹⁹

A&D Blood Pressure Monitor
UABT/CNBL 1 pk



600 PTS

Blood Pressure Monitor

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

SCN_Scne+PHARMA_PCL_166_166_PCL_Scne+PHARMA

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

Scene+
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

- 1 Download the Sobeys app
- 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)

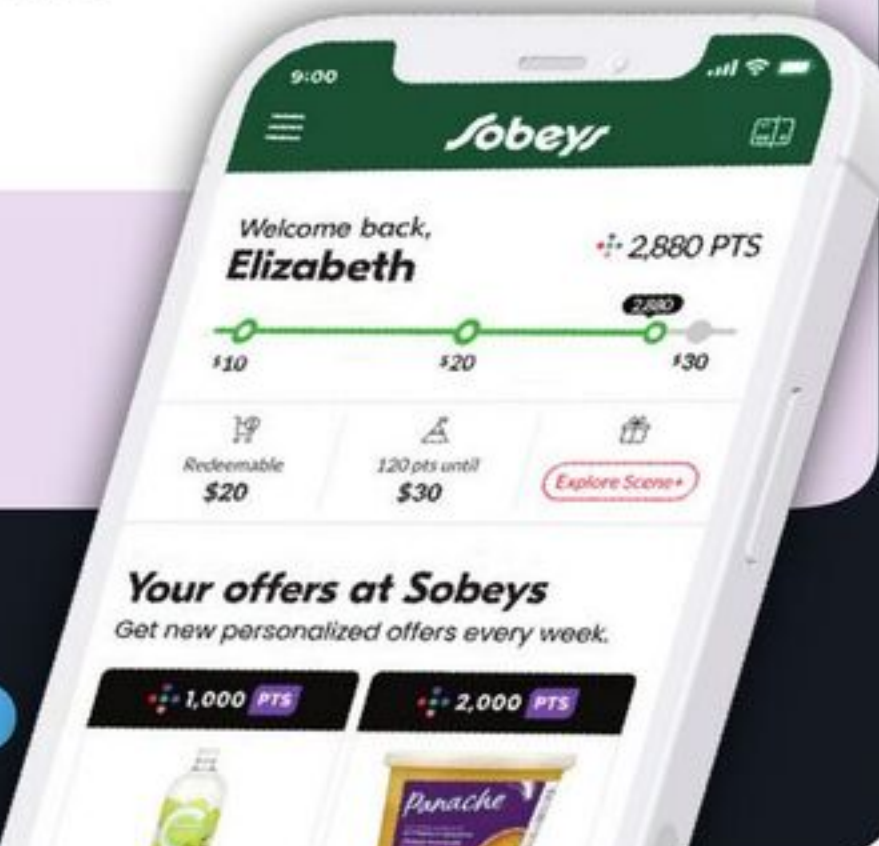


Get
1,000 PTS
when you buy 3

NEUTROGENA Hydro Boost selected products



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



Offer valid February 26th to March 4th, 2026 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.



Your destination for
variety and value



2⁹⁹
/lb

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

1⁴⁹
/lb

Plantain product of Guatemala
or Ecuador 3.28/kg



3⁴⁹
CHALO! Naan 500 g



20⁹⁹

AASHIRVAAD
Whole Wheat Flour
9.07 kg



13⁹⁹

INDIA GATE Pure
Basmati Rice 4.54 kg



15⁹⁹

BRAR'S Desi Ghee 800 g



4⁷⁹

KFI Sauces
selected varieties
375-455 mL



1⁴⁹

DEEP Premium Select
Baby Bhindi Okra
340 g



2⁹⁹

DEEP Paratha 333-384 g
or Naan 375 g



3⁹⁹

DEEP Mango Pulp 850 g



1²⁹

PARLE-G Biscuits
300 g



4⁹⁹

SHERBON Juice Drink
selected varieties 2 L



2⁷⁹

SURATI Snacks selected
341 g



6⁴⁹

BRAR'S Samosas
selected 624 g



7⁷⁹

BRAR'S Gulab Jamun
selected 850 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

HAPPY MONTH OF
Ramadan



10% off
on these
NOBLE PREMIUM BISON
or SUNGOLD products

NOBLE PREMIUM BISON Steaks
226 g selected varieties

SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg
Steak or Stew Cubes select stores or NEW ZEALAND
SPRING LAMB Shoulder Chops frozen 675 g

9⁹⁹
NATURAL DELIGHTS Bard
Valley Medjool Dates 907 g

2⁴⁹ /lb
Eggplant product of USA or
Mexico 5.49/kg

4⁹⁹ /lb
Indian Okra product of Honduras 11.00/kg

11⁹⁹ **100 PTS**
when you buy 1
WONDERFUL Pistachios salted
or lightly salted 450 g

3⁴⁹
COMPLIMENTS Pita 200-250 g

5⁹⁹
KIRI Cream Cheese Portions 144 g

2⁴⁹
SALEM FOODS Bulgur 908 g
selected varieties

3⁹⁹
SALEM FOODS Roasted Eggplant
650 g, Pickled Cucumbers 1 kg or
Pickled Vine Leaves 454 g

11⁴⁹
SALEM FOODS Olives Nabulsi 2 kg

8⁴⁹
KASHI Golden
Tahini 900 g

5⁷⁹
KASHI 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



ISLAND VIEW FARM
Exceptional Quality Local Beef

**We support Local PEI
Island View Farms**
subject to availability



500 PTS
when you spend
\$50 or more

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

Fresh Boneless Rib or Rib Eye Premium Oven Roast
or Family Size Grilling Steak cut by your meat expert
from Canada AAA grade beef

YOU COULD

WIN ^{*}**1,000,000 PTS**



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

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

Contest runs February 26 to March 25, 2026.

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at sobeys.com/sterling-silver-contest. Contest runs from February 26, 2026 and ends on March 25, 2026. Open to legal residents of across all provinces of Canada excluding Québec who have a valid Scene+ account, and who have reached the age of majority on the date they enter the Contest. There are five (5) prizes to be won, one (1) prize will be allocated toward each of the following regions: Sobeys Atlantic, Sobeys Ontario, Sobeys West, Safeway, and Thrifty Foods. Each prize consists of 1,000,000 Scene+ points (ARV \$10,000.00 CAD each). The prizes have no equivalent cash value, are non-transferrable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

Make your own Beer Battered fried fish!

Get recipe

TRY OUR
recipe with Wild
Haddock Fillets



12⁹⁹
/lb

Product of Canada Fresh Wild Haddock
Fillets Family Size subject to availability
28.64/kg



So sweetly Easter



899

TOFFIFEE Chocolate 369 g or
LINDT Gold Bunnies 100 g



10⁹⁹

NESTLÉ Hide Me Eggs
300 g



599

LINDT Mini Eggs Bag 100 g or
Bunny 50 g



13⁴⁹

FERRERO Chocolate
Rabbit 142-162.5 g



699

FERRERO Kinder Surprise Egg 100 g,
Easter Schoko-Bons 200 g, Happy
Moments 184 g or Mini Eggs 182 g



15⁹⁹

MAYNARDS Candy
90 pk



7⁴⁹

HERSHEY'S Eggies
400 g



1399

CADBURY Mini Chocolate Eggs
362-381 g

While Supplies Last

Join us for
WORLD COMPLIMENT DAY
MARCH 1ST

WE'RE FULL OF
C
compliments

Scene
Get **500 PTS**
WHEN YOU SPEND \$25+ ON COMPLIMENTS
PRODUCTS IN A SINGLE TRANSACTION*
*TWO DAYS ONLY! February 28 – March 1, 2026.

100 PTS
When you buy 1

4⁹⁹

COMPLIMENTS
Exceptional
Chocolate Chip
Cookies 280 g



2⁴⁷

COMPLIMENTS
Extraaa! Flavour
Chips 200 g



13⁹⁹

COMPLIMENTS
Newfoundland and
Labrador Cooked Wild
Cold Water Shrimp 340 g



*Receive 500 Scene+ points when you spend a minimum of \$25 on Compliments products in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons (the “Offer”). Offer valid February 28 - March 1, 2026. No base Scene+ points earned. Cannot be combined with other offer(s). Limit of one Offer per Scene+ account, per eligible customer. Scene+ points will be awarded up to 2 weeks after purchase. Offer excludes taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in select regions, pre-paid cards, postal products and services, Western Union, McCafe®/Tim Hortons®/Starbucks® products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer subject to change and may be withdrawn without notice. Visit www.sceneplus.ca/terms-and-conditions to see full Scene+ Terms and Conditions. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

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

NEW



A clear plastic bottle of Fanta Zero Sugar Orange Flavour stands centrally. The bottle is covered in condensation droplets. The label features the word 'FANTA' in large blue letters, with 'zero sugar' and 'orange flavour' in smaller text below it. To the left of the bottle, a purple circular badge with a white border contains the word 'NEW' in white capital letters. Behind the bottle, two large, stylized orange splashes or droplets are depicted against a white background. The entire scene is set against a solid orange background.

*Coca-Cola Ltd, used under license.
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sparkling water beverages

galactic mission

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100 PTS
when you buy 2

BUBLY Sparkling Water Beverage
6x222 mL any flavour

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NATURAL FLAVOUR • 0% SUGAR • 0 CALORIES

NEW

NEW SAVE MORE

2.99
each 12 pack of 6 cans

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Energy Drink
473 mL
any flavour
3.79 ea

STARBUCKS

NEW

2/\$5

STARBUCKS Frappuccino Lite
Coffee Drink 261 mL any flavour

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

3.49
Dempster's Protein
Grain or White Bread
500 g

NEW
Dempster's
PROTEIN
GRAIN OR WHITE BREAD
14 g PROTEIN

NEW
Dempster's
PROTEIN
WHITE
14 g PROTEIN

NEW
Dempster's
PROTEIN
BAGELS
16 g PROTEIN

NEW
Dempster's
PROTEIN
TORTILLAS
16 g PROTEIN

4.99
Dempster's Protein
Bagels 5.2 oz Protein
Tortillas 5.2

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