ATLOR LO

FEED THE DREAM

Sobeys OFFICIAL GROCER

Sobeys

Verified 3.29 /lb

COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken or Chicken Legs Family Size 7.25/kg

Verified 2.99 /lb 6.59/kg MEMBER PRICING

SAVE UP TO 50% WITH MEMBER PRICING

3.99 /lb 8.80/kg without Scene+ Card

Boneless Pork Sirloin Chops or Roasts Family Size or Fresh Pork Side Ribs breast bone removed, regular cut

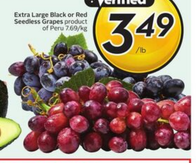
Verified 9.99

BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g or COMPLIMENTS Smoked Sausages 900 g

Bagged Avocados product of Mexico 5 pk

Verified $3

Extra Large Black or Red Seedless Grapes product of Peru 7.69/kg



Verified 3.49 /lb

Verified 7.99

COMPLIMENTS Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops 80-120 ct per lb 340 g

4 DAYS ONLY!

FEBRUARY 5-8, 2026

Verified MEMBERS SAVE $2 9.99 MEMBER PRICING

11.99 without Scene+ Card

14" Pepperoni or Cheese Take & Bake Pizza 800 g (cauliflower crust excluded)

Verified 4.97

HEINZ Ketchup 750 mL-1 L or KRAFT Miracle Whip or Mayonnaise 650-890 mL

Verified 4.94

HÄAGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk

Verified 2.47

LAY'S Potato Chips 220-235 g

24 PACK

Verified 12.77

PEPSI or COCA-COLA Soft Drinks 24x355 mL

Verified 4.94

DR. OETKER Giuseppe Rising Crust or Thin Crust Pizza 439-785 g

Verified 5.97

CRACKER BARREL Cheese 340-400 g or Shreds 250-320 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.

*Verified Prices. For a limited time only. If a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

YOUR 1,000 PTS OFFER IS WAITING

that's like $10 toward your groceries

Visit the Sobeys app or Sobeys.com/offers

Scene+ card must be registered and offer must be loaded. See page 2 for full terms and conditions*.

Download the Sobeys app

Scan QR code to download or open the app

Scene+ DIGITAL EXCLUSIVE

OFFER AVAILABLE JAN 29–FEB 11, 2026

Global Market

Verified 9.98 /case

NONGSHIM Noodle Bowl 86 g 98¢ ea

THU 5 | FRI 6 | SAT 7 | SUN 8 | MON 9 | TUE 10 | WED 11

Prices and offers in effect February 2026 Newfoundland

So many deals

Scan here for our full digital flyer

POS_SBY_WK45_FRN_ATL_NFLD

So game ready

Big bites for the big game

BUY 2 GET 3RD of equal value **FREE**

MIX & MATCH

PANACHE Seafood Appetizers 240-355 g selected or **COMPLIMENTS Frozen Chicken Wings, Appetizers, Breaded Chicken, Lasagna, Burgers & More!** 252 g-2.27 kg

READY FOR YOU

9.99

Prepared Fresh Daily Fruit or Vegetable Trays 1-1.5 kg

MEMBERS SAVE 50¢

2.88 MEMBER PRICE

3.38 without membership

VH Sauces 341-380 mL

MEMBERS SAVE 50¢

2.49 MEMBER PRICE

2.99 without membership

CAVENDISH FARMS Flavourcrisp, Restaurant Style or Quick Crisp Fries or Onion Rings 400-750 g

Scene

TURN POINTS INTO GROCERIES

1,000 PTS when you buy 1

$35 TRUE NORTH Fresh Atlantic Salmon Fillets, Skinless 908 g subject to availability product of Canada

300 PTS when you buy 2

4.99 WONDERFUL Pistachios selected 200–229 g

100 PTS when you buy 2

3.99 SILK Select Beverages 1.75–1.89 L

50 PTS when you buy 2

1.99 ONCE UPON A FARM Pouches 85 mL

400 PTS when you buy 2

26.99 PAMPERS Super Pack Diapers 44-116 pk

1,000 Points = $10 of free groceries

FLCO_SBY_WK41_PRN_AFL_NL_NB_PEI_SKLD

So game ready

Big bites for the big game

value size

500 PTS when you buy 1

6.99 /lb. Fresh Medium Ground Beef Chuck available only in 5 lb tube 15.41/kg

BAKED IN STORE

Made with 100% Canadian Flour

BUY 1 GET 1 FREE

Small Crusty Buns 12 pk 725 g

POGO Original 10

JANES PUB STYLE STRIPS

8.99 JANES Pub Style Breaded Chicken or POGO Original 10 pk or All Beef 8 pk 600-750 g

6.99 COMPLIMENTS Extra Lean Ground Chicken or Minced Turkey 450 g

GLUTEN FREE

4.99 COMPLIMENTS Breakfast or Dinner Pork Sausage 375-500

10.99 Ready For You Crispy Chicken 6 pieces available hot or chilled

2.99 DIANA Sauces 500 mL or Marinades 375 mL or BULL'S-EYE BBQ Sauce 425 mL

3.99 OLD EL PASO Dinner Kits 250-370 g or COMPLIMENTS Salsa 650 mL

2/$7 TOSTITOS Tortilla Chips 205-300 g

2/$5 CHRISTIE Snacking Crackers selected 175-200 g

15.99 /lb. Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AA or USDA Select grade beef while supplies last 35.25/kg

9.99 SCHNEIDERS or MAPLE LEAF Hams 600-700 g

10.99 /lb. eo Coho Salmon Fillets frozen or previously frozen product of Chile 24.23/kg or COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g

6.99 COMPLIMENTS Pure Orange Juice 2.5 L

5.49 COMPLIMENTS Salted Butter 454 g

3.33 DANONE Activia Yogurt 650 g or Probiotic 4 pk or INTERNATIONAL DELIGHT Creamers 425 mL

13.99 LINDOR Hearts 108-216 g while supplies last

Get 1 FREE HARVEST GOLD Naan 500 g

WHEN YOU BUY 3 **3.99** VILLAGGIO Bread 570-675 g, Buns 6-8 pk selected or DEMPSTER'S Whole Grains Bread 600 g

3.99 KELLOGG'S Cereal selected 210-435 g or QUAKER Harvest Crunch Cereal or Selected 350-600 g

1.99 ANNIE'S Mac & Cheese 149-170 g (excludes Gluten free, Vegan or SuperMac)

90¢ PURINA Friskies Wet Cat Food 156 g

6.99 ROYALE Bathroom Tissue 9-12=24 rolls, Paper Towels 3 pk or Facial Tissue 6 pk

We have 2X as many Canadian-origin products as competing stores* Look for the leaf to help support Canada.

2X Canadian-origin products

*Based on a survey conducted by Sobeys in Atlantic Canada, Ontario, Quebec, Saskatchewan and Alberta in 2021 of 2,000 shoppers and focused grocery retailers in Canada selling fresh produce, grocery, meat, seafood, dairy, deli, bakery and frozen foods. Sobeys Inc. is a wholly owned subsidiary of Empire Company Limited. Canada Grade Sales data is based on Canada Grade Sales data from Sobeys Inc. and Canada Grade Sales data for Non-Free Canada Grade Sales from the Canada Food Inspection Agency's (CFIA) Canada Grade Sales database

So love in bloom

Happy Valentine's Day

12.99
Tulip Bouquet 10-stem grown in Canada

STARTING AT
9.99
Valentine's Ceramics assorted selection may vary by store

29.99
Valentine's Sensational Bouquet

32.99
Phalaenopsis Orchid in Candy Heart Ceramic grown in Canada

STARTING AT
26.99
Valentine's Day Indoor Gardens

So game

BUY 1 GET 2ND 25% OFF
Prepared Fresh Daily
Mango Salsa or Guacamole
assorted sizes

BUY 2 GET 3RD FREE
PANACHE Frozen Desserts
300-650 g

300 PTS when you buy 3
6.99
Dessert Bars
6 pk 342-354 g

Made with 100% Canadian Flour

BAKED IN STORE
3.99
Pumpernickel or Sourdough Boules 450-495 g

9.99
SAPUTO Halloumi Fries 250 g

LIMITED TIME ONLY
NEW
4.49
ST. LOUIS BAR & GRILL Garlic Dill Dips 227 g

200 PTS when you buy 3
7.49
Deviled Eggs 12 pk

Serve up these crowd pleasers!

4.99
TASTIEZ Frozen Snacks
311 g

50 PTS when you buy 1
4.99
COMPLIMENTS Cheese 250-270 g

3.99
PILLSBURY Pizza Pops
380 g

100 PTS when you buy 3
1.99
COMPLIMENTS Canned Legumes
540 mL

5.49
KRAFT Philadelphia Dips
340 g

STARTING AT
3.79
HANDI-FOIL Roasters
selected varieties

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

3.99
STRUB'S Pickles 500 mL

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details

P02_SBY_WkA1_PRN_ATL_MFLD

ready

Big bites for the big game

SAVE FOR YOU

200 PTS when you spend $20 or more

7.99 /lb — Fresh Medium Ground Chuck Beef Burgers 17.6 /kg

14.99 — JANES Ultimates Boneless Chicken Bites or Tenders or KELSEYS Original Roadhouse Fully Cooked Pork Back Ribs Frozen 600-710 g

3.49 /lb 7.69/kg MEMBER PRICE — 4.49 /lb 9.90/kg without Scene+ Card

Fresh Pork Side Ribs breast bone removed sweet & sour Cut

Try with our In-store Korean BBQ Marinade

8.99 — COMPLIMENTS Cooked Shrimp in Ring with Sauce 255 g

11.99 — ULTRA NATURAL Gluten Free Shrimp Appetizers 300 g

4.29 — FRANK'S RedHot Sauce 354 mL or COMPLIMENTS Pickles 1 L

3.49 MEMBER PRICE — 3.99 without Scene+ Card

COMPLIMENTS Wing Sauce 350 mL

100 PTS when you buy 3

1.99 — COMPLIMENTS Canned Tomatoes 540-796 mL

5.79 — NESTLÉ Cellos 76-203 g

50 PTS when you buy 1

5.99 — BLUE DIAMOND Almonds 170 g or COMPLIMENTS Mixed Nuts 40% Cashews 200 g

2/$7 — CHRISTIE Crispers or Bits & Bites 145 g

6.49 — MOTT'S Clamato 6x213 mL

10.99 — ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL

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FOS_SBY_SEP.01_FON_ATL_NS_NB_PEI_NFLD

So·much value

100% fresh GUARANTEE

OUBS

5.88 /lb
Jumbo Cherries product of Chile no 1 grade 12.96/kg

4/$5 **Bulk Avocados** product of Mexico

5.99 +200 PTS when you buy 2
COMPLIMENTS Lemons product of Morocco or Egypt 907 g 2 lb bag or Navel Oranges product of Morocco or South Africa 1.36 kg 3 lb bag

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

2.49 /lb, ea
COMPLIMENTS Baby-Cut Carrots product of USA 340 g or Roma Tomatoes product of Mexico no 1 grade 5.49/kg

4.49
COMPLIMENTS Grape Tomatoes product of Mexico 283 g or Mini Seedless Cucumbers 6 pk product of Canada, Canada no 1 grade

5.99 /lb
Jalapeño Peppers product of Mexico 13.21/kg

3.49
Iceberg Lettuce product of USA or Mexico

2.47 /kg
Bulk Russet Potatoes product of Canada or Bulk Sweet Potatoes product of Atlantic Canada 5.45/kg

1.79 /bch
Green Onions product of Mexico or Bunched Cilantro, Parsley or Italian Parsley product of Mexico

9.88 +100 PTS when you buy 2
Shine Muscat Grapes product of Korea 450 g

2/$5 +100 PTS when you buy 2
Red Mangoes product of Peru

3.47 /kg
Cosmic Crisp Apples product of USA extra fancy grade 7.65/kg

+100 PTS when you buy 2
2/$5 **Large Red Grapefruit** product of Israel

6.99 +200 PTS when you buy 2
COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

1.99 **BELLEISLE FARMS Coleslaw** product of Atlantic Canada 227 g

15% off
Prepared Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

10.88
Pomelo Gift Box 4 pk or Asian Pears Gift Box 8 pk product of China

1.28
Fresh Garlic product of China 5 pk bag

6.99
Organic Bagged Avocados product of Mexico 3 pk

9.99 +100 PTS when you buy 1
LIL SNAPPERS Gala or Granny Smith Apples product of USA extra fancy grade 1.36 kg 3 lb bags

6.49 +100 PTS when you buy 1
LITEHOUSE Dressings selected 591 mL

9.99
BOLTHOUSE FARMS Juices or Blends selected 1.54 L

5.99 +100 PTS when you buy 1
HANDFUEL Nuts and Clusters 120-150 g

4.99
HUER Candy 250-300 g

floral

Available at most stores

24.99
Calla Lilies 6" grown in Canada

STARTING AT **14.99**
Phalaenopsis Orchids in Ceramic grown in Canada various sizes available

16.99
Glowing Hearts Bouquet grown in Canada

+300 PTS when you buy 1
26.99 **Go For Gold Olympic Bouquet**

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details.

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PD4_SEP_WK41_PRN_ATL_NFLD

So tender

Sterling Silver Selection

HAND-SELECTED AAA BEEF

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

500 PTS when you buy 1

8.99 /lb — STERLING SILVER Fresh Boneless Whole Eye of Round cryovac cut from Canada AAA grade beef 19.82/kg

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 26.43/kg — **11.99** /lb

Country Ribbon

300 PTS when you spend $20 or more

COUNTRY RIBBON Fresh AIR-CHILLED Boneless Skinless Chicken Breast Family Size

EXCLUSIVE

MIX & MATCH

BUY 2 GET 3RD FREE

HAYTER'S FARM Burgers, Sausages, Meatballs or Meatloaf 375-800 g starting at 7.99 ea

6.99 /lb — Fresh Pork Loin Back Ribs cryovac Family Size 15.41/kg

Try With Our In-Store Seasoning

5.99 /lb — Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg

200 PTS when you spend $20 or more

Fresh Regular Ground Beef Family Size

5.49 — MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g

6.99 — JOHNSONVILLE Breakfast or Dinner Pork Sausages 250-500 g

4.88 /kg — Grade A Duck frozen 10.76/kg

So game ready

Big bites for the big game

Country Ribbon

COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken Wings Family Size 14.31/kg **6.49** /lb

Get 600 PTS When you spend $30 or more on Fresh or Marinated Chicken Wings

BBQ WHISKEY
MAPLE CHIPOTLE
HONEY GARLIC
HONEY SRIRACHA & MORE

FOR YOU

7.49 /lb — In-Store Marinated Fresh Chicken Wings 16.51/kg

quick & easy

compliments BOLOGNA BOLOGNE

7.99 — COMPLIMENTS Bologna 500 g

6.49 — COMPLIMENTS Bacon 375 g or Fully Cooked Bacon 65 g

STARTING AT **4.99** — 100 PTS when you buy 2 — COMPLIMENTS Smoked Pork or Chicken Sausages 375 g

MORE MORE MORE

3.50 — BUY 1 GET 1 FREE Buy 2 Get 4 free — SCHNEIDERS or GREENFIELD Snack Kits or LUNCHMATE Stackers 74-120 g selected 4.99 ea

Mini Sizzlers

7.99 — 200 PTS when you buy 2 — MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g

IMPOSSIBLE

7.99 — IMPOSSIBLE FOODS Plant-Based Chicken Nuggets or Meatballs 383-397 g

100 PTS when you buy 1

9.99 — COMPLIMENTS Chicken Balls 700 g

12.99 — 130 PTS when you buy 1 — COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g

$10 in groceries. Scene+ points redeemed at participating Empire location must be redeemed in increments of 1,000. "Get 5 Scene+" offer valid from Sunday, January 18, 2026 to Saturday, January 24, 2026 (inclusive). Offer available only at participating Sobeys stores. Offer available only to Scene+ members who have a Scene+ "Visa" Card. Offer valid on one (1) qualifying purchase of $30 or more (before taxes and after all other discounts) made with a Scene+ "Visa" Card. Offer limited to one (1) $10 in groceries per household. Offer not valid on purchases made with a Scene+ "Visa" Card issued to a business. Offer not valid on purchases made with a Scene+ "Visa" Card issued to a minor. Offer not valid on purchases made with a Scene+ "Visa" Card issued to a non-resident

OFFICIAL PROTEIN PARTNER

Spend $20[1] on participating Maple Leaf® products and receive a $10 Visa® Prepaid Card.

10.99 MAPLE LEAF PRIME Raised Without Antibiotics Frozen Wings 695 g

13.99 MAPLE LEAF PRIME Raised Without Antibiotics Chicken Strips, Nuggets, Burgers or Stuffed Chicken 568-700 g

8.49 MAPLE LEAF Natural Selections Sliced Deli Meat 150-175 g

9.99 MAPLE LEAF or SCHNEIDERS Ham 600-700 g

STARTING AT **8.99** MAPLE LEAF Natural Fully Cooked Shredded Chicken or Pork Breakfast Sausages 250-300 g or Ground Pork Sausage 500 g

1.99 MAPLE LEAF Mighty Protein Chicken Stick 32 g

6.99 MAPLE LEAF Natural Bacon or Ready Crisp Fully Cooked Bacon 65-375 g

5.99 MAPLE LEAF, SCHNEIDERS or LARSEN Original or Classic Wieners 375 g

Promotion Terms & Conditions: Buy $20 CAD of participating Maple Leaf® products in one transaction between Jan 12–Feb 22, 2026, and get a $10 Prepaid Card. While supplies last. Limit 5 Rewards per household. Full Terms: www.mapleleaf.ca/promotions.

10.99 SUNRISE Beef Burgers 500 g

4.99 SUNRISE Sliced Bologna 375 g

12.99 SUNRISE Large Wax Bologna 2 kg

8.49 DAWN Cooked Ham Loaf 300 g

BIG GAME HUGE FLAVOUR

12.99 SCHNEIDERS Chicken Schnitzel, Chicken Tenders or Bites or Dips 265-600 g

6.99 SCHNEIDERS Bacon or Fully Cooked Bacon 100-375 g

+200 PTS when you buy 2

10.99 SCHNEIDERS Pepperettes Sausage Snacks 300-375 g

2.99 SCHNEIDERS Pepperettes On-The-Go Sausage Snacks 60 g

BUY MORE SAVE MORE

3.50 4.99 EA WHEN YOU BUY 2

SCHNEIDERS or GREENFIELD NATURAL MEAT CO. Kids or Lunch Mate Lunch Kits 67-120 g

4.99 ea

16.99 SCHNEIDERS Smokies 900 g

8.49 SCHNEIDERS Deli Meat 150-175 g

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

POS_SBY_WK45_PRM_ATL_RS_NB_FED_NFLD

So game ready

Big bites for the big game

BUY 2 GET 3RD of equal or lesser value **FREE**

MIX & MATCH

PANACHE Seafood Appetizers 250-355 g selected or COMPLIMENTS Frozen Chicken Wings, Appetizers, Breaded Chicken, Lasagna, Burgers & More! 252 g-2.27 kg

Get **600** PTS When you spend $30 or more on Fresh or Marinated Chicken Wings

6.49/lb COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken Wings Family Size 14.31/kg

READY FOR YOU

7.49/lb In-Store Marinated Fresh Chicken Wings 16.51/kg

BBQ WHISKEY
MAPLE CHIPOTLE
HONEY GARLIC
HONEY SRIRACHA & MORE

13.99 ST. LOUIS Chicken Wings or Bites 650 g

MARC ANGELO

Entertaining or everyday - Perfect for any occasion.

STARTING AT **10.99** Medallions, Kabobs or Portions assorted 300 g-1 kg

+400 PTS when you buy 2

14.99 Frozen Meatballs, Pork Breakfast Sausages or Patties 1.2-1.4 kg

+200 PTS when you buy 2

7.99 Frozen Jumbo Sausages hot, mild or fennel or Barese 375-675 g

Scene+ GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE. Visit mygroceryoffers.ca or the Sobeys app.

P05_SBY_WK45_PRN_ATL_NFLD

seafood

9.99 100 PTS when you buy 1

COMPLIMENTS NATURALLY SIMPLE Pink Salmon Fillets 400 g

9.99

COMEAU Hot Smoked Atlantic Salmon Strips 150 g, WILLY KIRALCY'S Cold Smoked Atlantic Salmon 115 g or GOSSELIN Hot Smoked Atlantic Salmon Portions previously frozen 140 g

$12

BEST BUY Breaded Popcorn Shrimp or Squid Rings 800 g or Breaded Sole Fillets 860 g

EVERYDAY VALUE

$19

OCEAN JEWEL Pacific White Shrimp Raw 50-70 ct per lb 908 g

OCEAN WISE SUSTAINABLE SEAFOOD

WISE CHOICES KEEP ROLLING IN

Look for the Ocean Wise' recommended logs in our stores for an Ocean Friendly Choice.

10.99

Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg

15.99

ULTRA NATURAL Fair Trade Honduras Cooked Shrimp with Garlic & Parsley or Asian-Style Marinade 454 g

SAME REAL CRAB

$4

Authentic Maryland Crab Cakes 120 g frozen or previously frozen or 2 pk 8.00 ea

16.99

Jumbo Scallop Medallions 10-20 ct per lb product of USA frozen or previously frozen 37.46/kg

bakery

MIX & MATCH

BUY 1 GET 1 FREE

Cream Pies 5" or Browne Cakes 295-390 g

Made with 100% Canadian Flour

4.49

Garlic Bread 540 g

BAKED IN STORE

3.99 MEMBER PRICE 4.69 without Scene+ Card

Artisan Breads 375 g

6.99 150 PTS when you buy 2

COMPLIMENTS Muffins 4-6 pk 400-600 g

BAKED IN STORE

MORE FOR MORE

3.49 EA. WHEN YOU Buy 2 or more

Strudel Fingers, Turnovers or Mini Strudel 4-6 pk 228-272 g 3.99 ea

deli & kitchen

SLICED FRESH

3.99 /100 g MEMBER PRICE 4.49 /100 g without Scene+ Card

MASTRO Genoa Salami hot or mild

SLICED FRESH

2.99 /100 g

BRANDT Kolbassa Coil

SLICED FRESH

2.29 /100 g 200 PTS when you buy 400 g or more

COMPLIMENTS Cooked Ham or Bologna

11.99 100 PTS when you buy 2

PANACHE Antipasto Tray 200 g product of Italy

$1 off 100 PTS when you buy 1

BOTHWELL Medium, Marble, Old Cheddar, Smoked Gouda, Mozzarella or Jalapeño or Chili Monterey Jack 540 g

20% off

FRICO Gouda mild, medium, spiced or smoked prices as marked

7.99

COMPLIMENTS Brie or Camembert 170-200 g

6.99

BRANDT Kolbassa Sausage selected 250 g

FOR YOU

250 PTS when you buy 3

Made In-Store Chicken Pot Pies 320 g

FOR YOU

150 PTS when you buy 1

13.99

Whole Assorted Dagwood Sandwich 1.15 kg

$5

COMPLIMENTS Fresh Pasta 300-360 g

1.99

FONTAINE SANTÉ Snacks 129 g

4.49

FONTAINE SANTÉ or LANTANA Topped Hummus, Regular Hummus or Dips 227-283 g

8.99 250 PTS when you buy 2

YUCATAN Guacamole Tub 454 g or Squeeze 340 g

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

SOS_SBY_WK41_DIG_ATL_NB_NB_PEI_NFLD

dairy & frozen

5.99 CENTRAL DAIRIES Lactose Free Milk or NATREL Lactose Free Chocolate Milk 2 L or SHEPHERD GOURMET Skyr Icelandic Style Yogurt 500 g

100 PTS when you buy 2

4.99 COMPLIMENTS Cozy Coop Large White Eggs 12 pk

7.99 MCCAIN Symphony Fries 2.27 kg

NEW & EXCLUSIVE

STARTING AT **8.99** GRECO Pizza Pepperoni or Works 653-700 g

From New Brunswick

6.99 OIKOS Yogurt 650-750 g

50 PTS when you buy 1

4.99 BECEL Margarine Soft Tub 427 g

$2 SWIFT Pot Pies 190 g

5.49 HEALTHY CHOICE Simply Steamers 255-283 g

100 PTS when you buy 2

5.99 COFFEE-MATE Creamers 828-946 mL

BUY MORE SAVE MORE

3.49 EACH AFTER 2ND PURCHASE

PILLSBURY Biscuits, Rolls or Pizza Crust 318-391 g or PILLSBURY Cookies 468 g or Cinnamon Rolls 351 g (excludes seasonal) **3.99 ea**

5.99 200 PTS when you buy 2

iOGO Frozen Yogurt 946 mL or Novelties 4-8 pk selected

3.49 HEINZ Bagel Bites 198 g

drinks & snacks

NEW

6.49 200 PTS when you buy 2

FERRERO Squares 105 g

200 PTS when you buy 2

14.99 MARS Pouches 650-800 g

2/$8 RUFFLES Potato Chips 180-200 g

5.99 FRITO-LAY Value Size Snacks 325-535 g

2/$5 50 PTS when you buy 2

GATORADE Water 700 mL

2/6.50 MONSTER, NOS or REIGN ENERGY Drinks 444-473 mL

100 PTS when you buy 1

26.99 LAVAZZA K-Cup® Pods 30 pk

3.99 100 PTS when you buy 2

ROUGEMONT Apple Juice 2 L

NEW

5.99 CHRISTIE Family Size Cookies 303-520 g selected or OREO Cakesters 285 g

2/$7 DARE Viva Puffs 300 g or Simple Pleasures 310 g

5.49 BOULANGERIE GRISSOL Melba Toast 350-400 g or PURITY Jam Jams 425 g or Milk Lunch, Cream or Crisps Crackers 350-400 g

$3 KELLOGG'S Nutri-Grain Bars, Rice Krispies Squares, Pop-Tarts or Special K Pastry Crisps selected 125-384 g

2.49 COMPLIMENTS Sour Cream 250 mL

100 PTS when you buy 2

4.99 COMPLIMENTS Cheese Slices 210-230 g

2/$5 COMPLIMENTS Perogies 907 g

100 PTS when you buy 2

COMPLIMENTS BALANCE or ASIAN-INSPIRED Frozen Entrées selected 250-280 g

200 PTS when you buy 2

9.99 COMPLIMENTS Non-Alcoholic Beer 12x355 mL

100 PTS when you buy 2

2.49 COMPLIMENTS Potato Chips 200 g

150 PTS when you buy 2

3.29 COMPLIMENTS Cookies selected 300-350 g

1,000 PTS when you buy 2

That's like $10 toward your groceries

18.99 COMPLIMENTS Single Serve Coffee Pods 30 pk

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details.

SOZ_SBY_WK41_DIG_ATL_INFLD

meal makers

$4 **TACO BELL Dinner Kits** 260-420 g, Hot Sauce 207 mL or Creamy Sauce 354 mL

5.99 **TACO BELL Crunchwrap Supreme** 642 g or Cheesy Double Decker 401 g Taco Kits

2/$5 **BUSH'S Beans** 398 mL

3.99 **STAGG Chili** 425 g

4.49 **GENERAL MILLS Premium or Core Cereal** 297-437 g

4.99 200 PTS when you buy 2 **JIF Peanut Butter** 500 g or SMUCKER'S Pure Jam 250 mL selected

3.99 300 PTS when you buy 3 **QUAKER Instant Oatmeal** 228-344 g or Quick or Old Fashioned Oats 1 kg selected

$2 **COMPLIMENTS English Muffins** 6 pk

3.49 **LANTIC Icing, Brown or Yellow Sugar** 1 kg

5.49 **LAURA SECORD Chocolate Chips** 250 g

4.49 **BETTY CROCKER Cake or Cookie** or **BISQUICK Mix** 263 g-1.13 kg selected

2.89 100 PTS when you buy 2 **COMPLIMENTS White or 100% Whole Wheat Bread** 570 g

4.49 **CATELLI Lasagna** 200-500 g, PANACHE Dijon Mustard 500 mL or Balsamic Glaze 250 mL

1.79 **CLUB HOUSE French Fries Seasoning** 25-27 g

200 PTS when you buy 2 14.99 **COMPLIMENTS Extra Virgin Olive Oil** 1 L

9.78 **DAINTY World Classics Jasmine Rice** 1.6 kg

3.29 **COMPLIMENTS Apple Sauce** 620 mL 4-6 pk

15% off **COMPLIMENTS Baking Nuts** 400 g or Selected Raisins, Currants, Dates or Prunes 375 g-1 kg

99¢ **COMPLIMENTS Taco or Fajita Seasonings** 35-39 g

300 PTS when you buy 1 **COMPLIMENTS Caesar-Style Bread Dipper** 250 mL

natural health

250 PTS when you buy 2 2/$6 **KIJU Juice** 1 L or 4x200 mL

6.99 **REMEDY Kombucha** 4x355 mL

5.99 **SNYDER'S Gluten Free Pretzels** 220 g

7.29 **NATREL Organic Milk** 2 L

Get 150 PTS when you buy 1 SILK Beverage and 1 KASHI Cereal

STARTING AT 2.99 **KASHI GoActive Cereal** 349-501 g, Organic Cereal 360-510 g or SILK Aseptic Beverages 946 mL

2.99 **SILK Creamer** 450-473 mL or TWO BEARS Coffee Latte with Oat Milk 207 mL

2/$6 **COVE Kombucha** 355 mL

11.99 **PREMIER PROTEIN Shake** 4 pk

200 PTS when you buy 2 12.99 **PURE PROTEIN Bars** 6 pk

15% off **VITAL PROTEINS Collagens** 201-303 g

27.99 **GENACOL Glucosamine and Joint Relief Supplements** 90 pk selected

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S03_SBY_WK45_DIG_ATL_NFLD

home & pet care

5.99 WHISKAS Temptations Cat Treats 454 g

9.99 PURINA Beneful Dry Dog Food 1.6-1.8 kg

12.99 PURINA ONE Dry Cat Food 1.45-1.8 kg or Dog Bites 566 g

150 PTS when you buy 1
10.99 COMPLIMENTS Cat Litter 15 kg

2.99 REG. PRICE 3.99 without Scene+ Card
ZIPLOC Snack Bags 50 pk or Sandwich Bags 30-50 pk

5.29 100 PTS when you buy 1
ENERGIZER Batteries AA 4 pk, AAA 2 pk or 9V 1 pk

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

200 PTS when you buy 4
1.49 COMPLIMENTS Facial Tissue 88-126 sheets

STARTING AT **9.99** 400 PTS when you buy 2
SWIFFER Dry or Wet Cloths Refills 10-32 pk, PowerMop Pads 5 pk or Hand Duster 360 6-10 pk selected

100 PTS when you buy 3
5.49 PINE-SOL Cleaner 1.41 L or CLOROX Bleach 2.4 L

300 PTS when you buy 2
11.99 FEBREZE Plugs 52 mL or Refills 2 pk 52 mL selected

200 PTS when you buy 2
12.99 CASCADE Dishwasher Tabs 21-32 pk

health, beauty & baby

300 PTS when you buy 2
7.49 CREST 3D White Toothpaste 85-135 mL selected

That's like $5 toward your groceries
8.99 500 PTS when you buy 2
LISTERINE Ultra or Total Care Mouthwash 1.5 L selected

5.99 PANTENE Shampoo or Conditioner 308-355 mL or HERBAL ESSENCES or PANTENE Stylers 170-226 g or 170 mL selected

STARTING AT **9.99**
OLAY or OLD SPICE Body Wash 650-987 mL selected

10.49 U by KOTEX Pads, Liners or Tampons 22-129 pk selected

10.99 L'ORÉAL Everpure or Everstrong Shampoo or Conditioner 200-250 mL selected

4.99 200 PTS when you buy 1
COLGATE Sensitive or Optic White Toothpaste 73-75 mL or Toothbrushes 1-4 pk selected

300 PTS when you buy 2
15% off GARNIER Micellar Water 400 mL

200 PTS when you buy 2
15% off
JOHNSON & JOHNSON Baby 800 mL or AVEENO Baby 532 mL

78.99
SIMILAC Total Care Formula step 1 or step 2, 16 pk

28.99
HUGGIES Giga Pack Pull-Ups 2T-6T, 48-74 pk or Goodnites 34-44 pk

100 PTS when you buy 3
3.49 PAMPERS Baby Wipes 56-72 pk

pharmacy

Only available at Pharmacy Locations
*Select products are only available when a pharmacist is on duty.

200 PTS when you buy 3
10% off NEUTROGENA Acne Products selected

200 PTS when you buy 1
15% off ADVIL 24-50 pk selected or VOLTAREN 30-50 g*

250 PTS when you buy 1
10% off VITALUX Eye Vitamins 24-60 pk

100 PTS when you buy 1
15.99 ASPIRIN 81mg 100-120 pk*

Only to be used by adults who are trying to quit smoking.
WARNING: This product contains nicotine. Nicotine is highly addictive.

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NICODERM CQ PATCH + NICORETTE GUM or LOZENGE THERAPY

For 24-hour support

fast nicotine craving relief to help you quit

500 PTS when you buy 2
15% off NICORETTE Gum or Lozenges 80-105 pk or QuickMist or NICODERM 7 pk selected

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Happy Lunar New Year
新春快樂

Celebrate with savings

10.88

POMELLO Gift Box 4 pk or Asian Pears Gift Box 8 pk product of China

13.88

CAROLE'S CHEESECAKE COMPANY Japanese Style Cheesecake frozen 500 g

1.28 /lb

Bok Choy or Napa Cabbage product of USA or Mexico 2.82/kg

21.88

COMPLIMENTS Large Cooked Shrimp in Ring with Sauce 737 g

5.48

SIWIN Potstickers or Dumplings 454-500 g selected

3.98

KJ Dumplings or Pork Buns 380–450 g selected

2.98

CHINA LILY Soya Sauce 483 mL or **LAO GAN MA** Chili Crisp in Oil 210 g

8.98

SAMYANG Buldak Spicy Noodles 5 pk selected

5.98

MINI CRUSH Fruit Jelly Jar 1.4 kg

9.88

WANT-WANT Gift Pack Mixed Rice Crackers 566 g

4.98

TAO KAE NOI Big Roll Seaweed 27 g selected

12.98

SEA'S MIND Roasted Seaweed Snack 120 g

5.99

SKYFLAKES Saltine Crackers 800 g

2.28

MEIJI Hello Panda Cookies chocolate or strawberry 60 g

1.18

MR. BROWN Canned Cappuccino 240 mL

3.48

FOCO Coconut Water 1 L selected

Happy Lunar New Year
新春快樂

Celebrate with savings

8.88
EIGHT TREASURES Raw Whole Tilapia 1.36 kg

6.88
EIGHT TREASURES Whole Head On Raw Shrimp 400 g

14.88
Navel Oranges 10 lb 4.54 kg Gift Box product of USA

14.88
EIGHT TREASURES Raw Whole Pompano 800 g

1.18
EIGHT TREASURES Coconut Milk 400 mL

3.48
EIGHT TREASURES Sweetened Condensed Milk 300 mL

2.18
EIGHT TREASURES Rice Vermicelli Noodles 400 g or Medium Rice Stick Noodles 454 g

STARTING AT
4.78
KIKKOMAN Low Sodium Soy Sauce 296 mL or Stir-Fry Sauce 285 mL

5.98
THAI KITCHEN Fish Sauce 200 mL

5.48
THAI KITCHEN Curry Paste selected varieties 112 g

1.98
BLUE DRAGON Sauces selected varieties 140 mL

5.98
BLUE DRAGON 3 Step Cooking Kit selected varieties 220 g

3.98
BLUE DRAGON Spring Roll Wraps 134 g or Sushi Nori 22 g

3.28
TILDA Ready to Heat Rice selected varieties 250 g

6.29
TILDA Rice selected varieties 907 g

17.48
WHOLESOME Premium Sushi Rice 7 kg

12.98
MAZOLA Corn Oil 2.84 L

1.68
Y&Y Longlife Egg Noodles or 3-Minute Chow Mein 454 g

2.28
AROY-D Canned Coconut Milk 400 mL

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We make it easy!

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Our most popular cheeses cubed for easy nibbling. Mild Cheddar, Provolone, Creamy Havarti, Swiss and Marble Cheddar.

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Our Hand-cut Squares are a welcome addition to any table.

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2.39 /100 g

Chicken Wings breaded or naked sauced or unsauced sold by 100 g available hot or chilled

READY FOR YOU

23.99

COMPLIMENTS NATURALLY SIMPLE Black Tiger Shrimp in Ring with Sauce 515 g

OCEAN WISE RECOMMENDED

100 PTS when you buy 2

2.99

COMPLIMENTS Hot Dog or Hamburger Buns 8 pk

3.99

COMPLIMENTS Salsa 650 mL

5.49

NANDO'S Peri-Peri Sauce 250 mL or COMPLIMENTS Canola Oil 946 mL

20% off

CLUB HOUSE Spices or Seasonings Family Size selected 81-165 g

2/$5

COMPLIMENTS Tortilla Chips 250-280 g

100 PTS when you buy 2

2.99

COMPLIMENTS Pretzels 320-400 g

So game ready

Big bites for the big game

4.49 DEMPSTER'S Signature Hamburger or Sausage Buns 6-8 pk or KING'S HAWAIIAN Rolls 12 pk

$3 DARE Veggie Crisps 100 g

2.99 CADBURY Tablet Bars 80-100 g

3.99 MAYNARDS Large Bag Candy 225-315 g

100 PTS when you buy 2

2/$8 DEL MONTE On Ice 1.89 L

2/4.50 GATORADE 710 mL

100 PTS when you buy 2

PEPSI Mini Can Soft Drinks 6x222 mL

2.47 LAY'S Potato Chips 220-235 g

2/$7 TOSTITOS Tortilla Chips 205-300 g

2/$8 RUFFLES Potato Chips 180-200 g

So sweetly irresistible

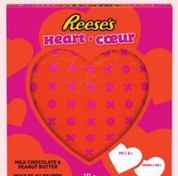
7.99
FERRERO ROCHER Hearts 89.5-100 g or **HERSHEY'S** Novelty Valentine Chocolates 142-165 g while supplies last

13.99
TURTLES Heart 167 g while supplies last

13.99
FERRERO ROCHER Chocolate Heart 174-200 g or **MERCI** Chocolates 400 g while supplies last

9.49
PEPPERIDGE FARM Goldfish Valentine's Crackers 560 g while supplies last

6.99
KINDER Eggs 100 g while supplies last



6.99
REESE'S Solid Peanut Butter Heart 141 g while supplies last

100 PTS when you buy 1

7.49
COMPLIMENTS Caramel Filled or Milk Chocolate Hearts 165-200 g while supplies last

8.99
NESTLÉ Valentine Minis 219-354 g while supplies last

Jan. 22 – Feb. 11, 2026

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COMPLIMENTS BALANCE
Margarine 850 g

Get 200 PTS when you buy 400 g or more of

COMPLIMENTS Black Forest Ham, Honey Ham, Cooked or Smoked Chicken

Get 300 PTS when you buy 2

COMPLIMENTS or COMPLIMENTS BALANCE
Salad Dressings 475 mL

Get 700 PTS when you buy 2

COMPLIMENTS Aerosol Whip Cream
400 g

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COMPLIMENTS
Stringable Cheese
12-16 pk

SAVE 1.50

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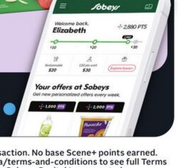
COMPLIMENTS
Traditional Pizzas
352-446 g

SAVE $2



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150 PTS when you buy 2

5.99

BROYA Bone Broth
237 mL

NEW

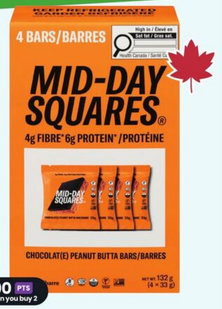
ORGANIC

100 PTS when you buy 1

STARTING AT

7.99

COCONUT SECRET
Organic Sauces 237-500 mL



100 PTS when you buy 2

8.49

MID-DAY SQUARES
4 pk

100 PTS when you buy 2

2/$10

EARTH'S OWN
Barista 946 mL

5.99

RIVIERA Kéfir 946 mL, Vegan Delights
500-650 g or 4 pk 120 g

NEW

9.99

GOOD FOOD FOR GOOD
Bolognese Pasta Sauce 450 mL

NEW

ORGANIC

1.99

FELICETTI
Gluten Free Pasta
454 g

STARTING AT

4.49

ITALPASTA Gluten Free
Pasta 340 g or Lasagna
Noodles 250 g

NEW

Pet dental month!

Keeping your pet on the path of dental wellenss

$9 PURINA Dentalife Dog Chews or Treats 404-595 g

4.99 PEDIGREE DentaStix 237-292 g

8.99 CALEDON FARMS Natural Dog Treats selected 110-265 g

9.99 MILK-BONE Brushing Chews 557-708 g selected varieties

4.99 MILK-BONE Brushing Chews 201-267 g selected varieties

*When fed daily, Milk-Bone Brushing Chews® are as effective as brushing a dog's teeth twice a week based on the reduction of tartar build-up. The Veterinary Oral Health Council® recommends daily tooth brushing for optimal effectiveness.

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