

PROUDLY CANADIAN

REAL CANADIAN™
LIQUORSTORE

ALWAYS LOW PRICE

ALWAYS
LOW PRICE

\$7

BROKEN BRIDGE®
CABERNET MERLOT
OR PINOT GRIGIO,
750 ML



ALWAYS
LOW PRICE

\$11

MANDORLA
PINOT GRIGIO,
750 ML



ALWAYS
LOW PRICE

\$12

TRUVARI
PROSECCO,
750 ML



ALWAYS
LOW PRICE

\$35

OAK RANCH®
CABERNET SAUVIGNON,
CHARDONNAY OR PINOT GRIGIO,
4 L



ALWAYS
LOW PRICE

\$10

DECA®
VODKA SODA, BLACK CHERRY,
LIME, BLOOD ORANGE OR PEACH,
6 X 355 ML



ALWAYS
LOW PRICE

\$15

PC® BEER
SELECTED VARIETIES,
12 X 355 ML



**AD
MATCH**

We'll match prices* when you show us a lower advertised price!

1. We'll match prices if you show us a lower advertised price.
2. We reserve the right to limit the quantity available for purchase to 4 units per Ad Matched item purchased at a competitor's price, regardless of variety.
3. We will not match competitor's private label offers on non-identical brands or other special offer types, see full explanation for details.
4. The competitor's advertisement, whether printed or digital, must be complete with all necessary information and in an acceptable format.

*We'll match prices if you show us a lower advertised price means that if a competitor identified here in Alberta advertises a lower price on an identical item carried in Real Canadian Liquorstore freestanding store locations in Alberta, show us the original print copy or official digital advertisement and we will sell you that item, up to a limit of four (4) units per item, at the same price but only during the effective dates of the competitor's advertisement. Competitors include Sobey's Liquor, Co-op Liquor Store, Olympia Liquor, BSW Liquor, Ace Liquor, Wine & Beyond and Liquor Depot. Identical items are defined as same brand, item type, size and attributes and carried at this store location. **We will not match:** competitor's private label offers on non-identical items, "Clearance", discounts or coupons. We reserve the right to refuse to match a competitor's item price if their advertising contains errors, typos or misprints or is subject to a correction notice. We reserve the right to revise the competitor(s) for Real Canadian Liquorstore locations in Alberta. The program applies if competitor's advertising is complete with all relevant information including, but not limited to, size and price, effective dates, and in print or from an official digital source (such as the competitor's online flyer or website). In no circumstances will the program apply to offers prohibited by local, provincial or federal laws or regulations. We reserve the right to cancel or change the terms of this ad match program at any time.

Prices effective Monday, February 9th to Tuesday, February 17th, 2026 in this area only. While supplies last. Prices do not include G.S.T or deposit and are subject to change. No rainchecks or substitutions. We reserve the right to cancel or change the terms of this program at any time. **Offer only applicable to valid PC Optimum™ program members until Tuesday, February 17th, 2026, after which the price will be the same for both members and non-members of PC Optimum™ program. Membership is free. To register as a PC Optimum™ member, see in-store or visit pcoptimum.ca. Product availability may vary by store. While supplies last. We reserve the right to limit quantities. Taxes applicable on the purchase amount after discounts. No adjustments on previous purchases. PC Optimum™ member pricing is not applicable to any price match programs for participating stores operating under the Loblaw's® banner. Cannot be combined with any other offer or promotion. See terms and conditions for restrictions and full program details. †Redemption of points against the purchase of alcohol as permitted in certain jurisdictions is subject to provincial minimum pricing regulations where applicable. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. PC Optimum™ points offers valid Monday, February 9th to Tuesday, February 17th, 2026. Offer is only available at Real Canadian Liquorstore™ locations in Alberta to valid PC Optimum™ members who are of legal drinking age. Product availability may vary by store. We reserve the right to limit quantities. We are not obligated to award points based on errors or misprints. No adjustments on previous purchases. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions. We reserve the right to limit quantities to reasonable requirements. While supplies last. Prices do not include G.S.T or deposit and are subject to change. No rainchecks or substitutions. offers valid Monday, February 9th to Tuesday, February 17th, 2026. *Orders will be made available for curb-side pick-up at the time indicated by the applicable store. Customers must call upon arrival to receive order and complete payment. Only available between 10:30am and 6:00pm daily. ®/™ Trademarks of Loblaw's Inc. The product image(s) shown may represent the range and/or variety of this product for illustration purposes only, and may not be an exact visual of the product. Please refer to the product description for product details. ©2026 Loblaw's Inc. All rights reserved. **PLEASE DRINK RESPONSIBLY & DESIGNATE A DRIVER • DON'T DRINK & DRIVE.**



Optimum™

Digital Coupons

SAVE UP TO \$18

FEBRUARY 4TH TO MARCH 3RD, 2026.

PRICE DROP

Scan to download exclusive offers for PC Optimum™ members.



Save
\$3
with digital coupon

ZENATO
RIPASSA VALPOLICELLA
CLASSICO,
750 ML

\$25



Save
\$10
with digital coupon

DON JULIO
TEQUILA
BLANCO,
1.75 L

1.75L

\$99



Save
\$5
with digital coupon

HENNESSY
VERY SPECIAL COGNAC,
1L

\$59



1L

\$14

STONELEIGH
SAUVIGNON BLANC,
750 ML



\$60

MOET & CHANDON
CHAMPAGNE,
750 ML



\$43

ROYAL
RESERVE
CANADIAN RYE WHISKY,
1.75 L



1.75L



\$49

BAILEYS
ORIGINAL
IRISH CREAM,
1.75 L



1.75L

\$55

CROWN
ROYAL
FINE DE LUXE RYE,
1.75 L



1.75L



\$45

SMIRNOFF
VODKA,
1.75 L



1.75L



\$59

HEINEKEN
LAGER,
28 X 355 ML



\$24

HAPPY DAD
HARD SELTZER
VARIETY PACK,
12 X 355 ML

