

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
MEMBERS SAVE 1/4
MEMBER PRICE
13.99 without Scene+ Card
MAPLE LEAF Prime Raised Without Antibiotics or SCHNEIDERS Breaded Chicken or Wings 450-700 g

Verified
3.44
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
2.77 /lb
Asparagus product of Mexico 6.11/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 2
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
*Offer valid only February 28-March 1, 2026

Join us for **WORLD COMPLIMENT DAY** MARCH 1ST
WE'RE FULL OF COMPLIMENTS

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/HE/16/10

Scene+ MEMBER

PRICING

Swipe your Scene+ Card and Save



MEMBERS SAVE *2
9.99 MEMBER PRICING
without Scene+ Card **11.99**

Prepared Fresh Daily Fruit or Vegetable Trays 1-1.3 kg



10.99 MEMBER PRICING
without Scene+ Card **15.99**
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 **1.49**

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.

F01/SPT/0004/P01/ATL/US/NEP/16/10

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



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Join us for **WORLD COMPLIMENT DAY** MARCH 1st

WE'RE FULL OF compliments

5.99 Buy 2 or more
COMPLIMENTS Muffins 4-6 pk 400-600 g & 5.99 ea

5.99 +.300 Pts when you buy 3
COMPLIMENTS Sliced Cheese 150-170 g

2/\$5 +.100 Pts when you buy 2
COMPLIMENTS Granola Bars 131-175 g, Fruit Bars 300 g, Crispy Rice Squares 170 g or Protein Bars 160 g

4.99
COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected

3.99
COMPLIMENTS Fresh Air CHILLED Whole Chicken, Drumsticks or Thighs Family Size 8.50 kg

10.99
COMPLIMENTS Honey 750 g-1 kg

2.47
COMPLIMENTS Potato Chips Extra! Flavour 200 g or Kettle Chips 200 g

200 Pts when you buy 100 per more
1.99
COMPLIMENTS Cooked Ham or Bologna

Scene
Get **500 PTS**
WHEN YOU SPEND \$25+ ON COMPLIMENTS PRODUCTS IN A SINGLE TRANSACTION*
*See page 4 for details
TWO DAYS ONLY! February 28 - March 1, 2026.

9.99 /lb
STERLING SILVER Fresh Boneless Inside Round Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 22.02 kg

9.99 without Scene Card
COMPLIMENTS Smoked Sausages 900 g or BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g

1.00 Pts when you buy 2
\$7
BEST BUY Cooked Shrimp 65-75 ct per lb 300 g

99¢
CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL

250 MEMBERS Pts +.300 Pts without Scene Card
DARE Crackers selected 200-225 g or Viva Puffs, Simple Pleasures or Ruffles Cookies 250-300 g

5.99
MARITIME PRIDE Large White Eggs 18 pk or COMPLIMENTS Free Run Large White Eggs 12 pk

3.49
DEMPSTER'S Whole Grain or Signature Bread 600 g or Bagels 5-6 pk (excludes Protein Bagels)

200 Pts when you buy 4
2/\$7
DORITOS Tortilla Chips 210-280 g

5.95
HELLMANN'S Mayonnaise 710-890 mL

5.99
KELLOGG'S Family Size Cereal 450-650 g or COMPLIMENTS Bagged Cereal 400-794 g

97¢
WHISKAS or IAMS Perfect Portions Wet Cat Food 75 g

17.99
CADBURY Mini or Assorted Eggs 745-875 g while supplies last

16.49
CORONA Extra 6x330 mL bottles

21.99
ALEXANDER KEITH'S IPA 6x355 mL cans

19.99 +.200 Pts when you buy 2
TWISTED TEA Original or COLDSTREAM CLEAR Peach Iced Tea 6x355 mL cans

16.99 +.200 Pts when you buy 2
TRAPICHE Reserve Pinot Grigio or Malbec 750 mL

PLEASE DRINK RESPONSIBLY. You must be 19 years or older to purchase alcohol. Pricing excludes taxes & refundable container deposit.

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

2X Canadian-origin products

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide larger quantities to retail outlets. Occasionally an item may not be available due to unforeseen shortages. In such cases, we'll issue you a rain check for you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Best prices for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or discounts. All 24 hours to show prices effective from 8 a.m. to 7 p.m. opening until midnight. While supplies last. All weekly Scene+ offers exclude taxes, delivery charges, full payments, service fees, rental fees, court tickets, gift cards. Best dairy products in Atlantic region, pre-salt pork, poultry products and services, frozen pizzas, P&G Care Free Wipes, Scotch-Brite® products and services in select regions, prescription drugs, non-prescription pharmaceuticals, liquor and alcoholic beverages, tobacco products, battery photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Returns: 12000 Some points for \$10 towards your purchase up to a maximum of 60000 Some points \$1000 per day for full Scene+ Terms & Conditions or to redeem your points, visit <https://www.scene.ca/terms> and conditions. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Scene Plus. © 2025 Scene Plus IP Corporation. Printed with vegetable based ink. See Environment Canada's Green Mark. The Body Glove® & The Champion® brand.

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

12⁹⁹ /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

14⁹⁹ /lb
 Fresh Boneless Bottom Sirloin Tri Tip Grilling Steak Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 33.05/kg

300 PTS
 when you spend \$30 or more

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

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

4⁹⁹ /lb
 Homestyle Seasoned Whole Chicken 11.00/kg

5⁴⁹
 MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g

5⁹⁹
 OLYMEL Breakfast or Dinner Pork Sausage 375-450 g

18⁹⁹ /lb
 Fresh Canadian Lamb Loin Chop 41.87/kg

All Fresh Pork!
BUY 2 GET 3RD FREE

Fresh Pork Shoulder Picnic Roast tock removed

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

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

13⁹⁹ SCHNEIDERS Juicy Jumbos Family Pack 900 g

9⁹⁹ CHRIS BROTHERS Bologna 1.5 kg

6⁹⁹ COMPLIMENTS Pepperoni Sticks 300 g

7⁹⁹ MARCANGELO or SCHNEIDERS Meat Sizzlers

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

12⁹⁹ COMPLIMENTS Chicken Burgers or BUTTERBALL Turkey Burgers 852 g

13⁹⁹ COMPLIMENTS Traditional Beef or Smashed Burgers 680-907 g

GET TO FREE GROCERIES FASTER when you use your Sobays membership card and pay with your Sobays Scene+ Visa Card. **\$10** **OFF** **\$100** **OFF**

*See in-store for details. Prices are subject to change without notice. All prices are in Canadian dollars. © 2024 Sobays Inc. All rights reserved. Sobays is a registered trademark of Sobays Inc. All other trademarks are the property of their respective owners.

deli & kitchen

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

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!

LIMIT TIME ONLY

Black Forest Ham & Cheddar Cheese and Turkey & Cheddar Cheese

Egg Salad

Chicken Club Salad

Chicken Salad

bakery

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

RECIPES, STORIES, TIPS & TRICKS and more, all at 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

2.19 **+75 Pts** when you buy 2 BIG 8 Spring Water 4 L

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

home & pet care

<p>9.99 PURINA Beneful Dry Dog Food 1.6-1.8 kg</p>	<p>15.99 PURINA Beyond or IAMS Pro-Health Dry Cat Food 1.36-1.59 kg</p>	<p>18.99 ARM & HAMMER Slide Cat Litter 9.1 kg</p>	<p>8.49 CASHMERE Bathroom Tissue 8=16 rolls or SPONGETOWELS Ultra 2=4 pk</p>
<p>6.29 100 Pts when you buy 2 COMPLIMENTS Indoor Waste Bags 30-52 pk</p>	<p>7.99 ALCAN Foli 50-100 ft. REYNOLDS Parchment Paper 75 ft. Parchment Sheets 40 pk or Air Fryer Liners 50 pk selected</p>	<p>11.99 STARTING AT 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>19.99 CHARMIN Bathroom Tissue 12=48 rolls or BOUNTY Paper Towels 6=12 rolls</p>
<p>2.50 COMPLIMENTS Sandwich Bags 100 pk or Freezer Bags 15-20 pk</p>	<p>2.99 PALMOLIVE Dish Detergent 591 mL</p>	<p>5.99 STARTING AT FLEECY Fabric Softener 1.36 L or Sheets 80 pk</p>	<p>4.99 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>4.49 150 Pts 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>7.99 400 Pts when you buy 2 LISTERINE Total Care Mouthwash or Clinical Solutions Rinse 500 mL-1 L selected</p>	<p>6.99 500 Pts when you buy 1 L'OREAL Hair Expertise Hair Care 150-385 mL selected</p>	<p>5.99 300 Pts when you buy 2 SENSODYNE Whitening or Pronamel 75-100 mL selected</p>
<p>15% off 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>4.99 STARTING AT OLD SPICE or SECRET Deodorant 45-96 g selected</p>	<p>5.49 250 Pts when you buy 2 ALWAYS Pads, Liners or TAMPAX Tampons 12-60 pk selected</p>	<p>20% off 400 Pts when you buy 2 Aveeno Body Lotion 532 mL or 340 g selected</p>
<p>2/\$5 BABY GOURMET Simply Snacks 32 g</p>	<p>5/\$11 BABY GOURMET Purée Pouches 92-128 mL selected</p>	<p>49.99 250 Pts when you buy 1 ENFAMIL A+ or NearPro Tubs 553-587 g</p>	<p>28.99 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>10% off 250 Pts when you buy 2 VOLTAREN Emulgel 60-150 g</p>	<p>49.99 500 Pts when you buy 1 COLD-FX 100-150 pk</p>	<p>14.99 ENSURE 235 mL or GLUCERNA 237 mL selected</p>	<p>10% off 150 Pts when you buy 2 Children's TYLENOL, MOTRIN or BENLYN selected*</p>
<p>10% off 150 Pts when you buy 2 TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus selected*</p>	<p>10% off 200 Pts when you buy 2 NEUTROGENA Acne Products selected</p>	<p>79.99 600 Pts when you buy 1 A&D Blood Pressure Monitor UABIOC/NBLE 1 pk</p>	<p>\$6 That's less than you'd expect Blood Pressure Monitor Bluetooth® Clinical Grade Accuracy</p>

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

*Due to provincial regulations, products purchased using a prescription 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)



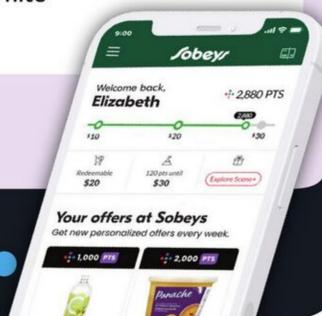
Get
1,000 PTS
when you buy 3

NEUTROGENA Hydro Boost selected products



**SAVE
\$1**

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



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

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 2.07 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 WONDERFUL Pistachios salted or lightly salted 450 g
3⁴⁹ COMPLIMENTS Pita 200-250 g
5⁹⁹ KIRI Cream Cheese Portions 144 g



2⁴⁹ SALEM FOODS Bulgur 908 g selected varieties
3⁹⁹ SALEM FOODS Roasted Eggplant 650 g, Pickled Cucumbers 1 kg or Pickled Vine Leaves 454 g
11⁴⁹ SALEM FOODS Olives Nabulsi 2 kg



8⁴⁹ KASH Golden Tahini 900 g
5⁷⁹ KASH Pistachio Premium Halva 450 g
8⁴⁹ SALEM FOODS Liquid Honey 500 g



2⁷⁹ RUBICON Exotic Juice 1 L selected varieties
8²⁹ ALAMEED Coffee 226 g selected varieties
6⁹⁹ AHMAD TEA 100 pk selected varieties



Find more variety and value in store

**fresh
fest**

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



1.99
/lb

Large Navel Oranges
product of Morocco or
USA 4.39/kg

100 PTS
when you buy 2
27/\$5

Large Red Grapefruit
product of Israel



75 PTS
when you buy 2

88¢

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

100 PTS
when you buy 2

5.88

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

Citrusy & sweet? Yes please!



15.99

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

5.99

Citrus Snack Boxes
255-320 g
selected varieties

7.99
MEMBERS SAVE 20%
MEMBER

9.99
without
Scene+ Card

Small Bar Cakes 325-575 g

BUY 4 GET 5TH FREE

Patisseries Small or Large

More for your citrus fix...



2.44

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

4.99

SHUCKER'S Pure Jam
or Marmalade 250 mL
selected varieties

8.49

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. 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
Haddock Fillets



From
Atlantic Canada



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 **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



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

 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 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

7.99 5 Gum Sumpack 15 pk

LOOKS LIKE GUM, TASTES LIKE SKITTLES

4.69 EXCEL, JUICY FRUIT or HUBBA BUBBA Bottle Gum 40-100 pk

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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 3, 2025, according to NielsenIQ MarketScan

8.99 IMPERIAL Margarine 1.26 kg

9.99 IMPERIAL Margarine Quarters 1.36 kg

MAGNUM ICE CREAM

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

MORE CHOCOLATE MORE INDULGENCE

5.99

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MAXWELL HOUSE BLENDED IN THE USA

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

SUGAR? NONE. FLAVOUR? TONS! WANTA?

NEW

FANTA Sparkling Water Beverage

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bubly galactic mission

100 PTS when you buy 2

BUBLY Sparkling Water Beverage 6x222 mL any flavour

ROCKSTAR Energy Drink 473 mL any flavour 3.79 ea

STARBUCKS Frappuccino Lite Coffee Drink 261 mL any flavour

2/\$5

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