

Sobeys
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**



SAVE \$11

**Molson Canadian
or Coors Light**
24 x 355 mL

42⁹⁹

SAVE \$7

400 PTS
when you buy 2

Troubled Tea
Hard Iced Tea
Selected Varieties
12 x 355 mL

24⁹⁹



**Happy
Valentine's
Day** February 14th

**Ready to
Serve**

Spritz, 4 x 200 mL

16⁹⁹



SAVE UP TO \$10

Aperol
Aperitivo
750 mL

22⁹⁹



SAVE UP TO \$7

La Marca
Prosecco or Prosecco
Rosé, 750 mL

15⁹⁹

Get 300 PTS
When you make a
combined purchase
of 1 Aperol and
1 La Marca

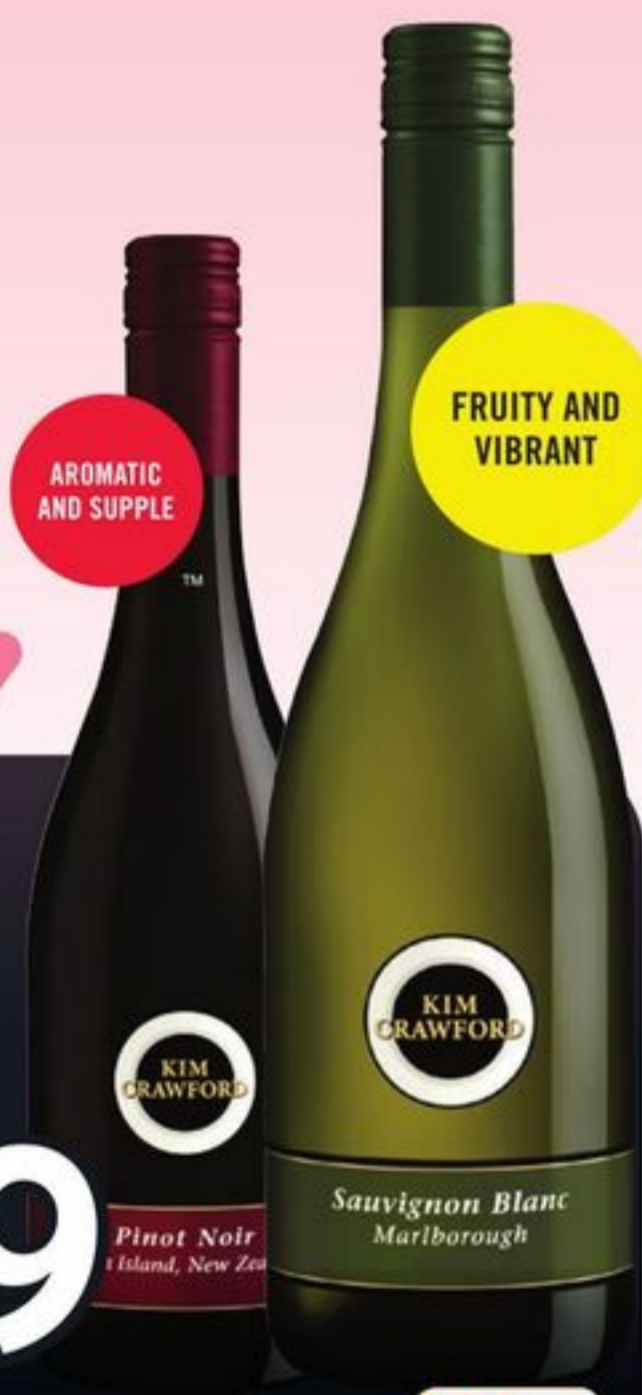
**Scene⁺
MEMBER
PRICING**

14⁹⁹

SAVE UP TO \$10

16⁹⁹ without
Scene+
Card
SAVE UP TO \$8

Kim Crawford
Selected Varietals, 750 mL



SAVE \$3⁵⁰

**Peller Family
Vineyards**
Selected Varietals, 750 mL

8⁹⁹



SAVE \$7

**Alberta Premium
or Alberta Pure**
Canadian Rye Whisky or Vodka, 750 mL

19⁹⁹

**Scene⁺
DIGITAL
EXCLUSIVE**

**JANUARY 29 TO
FEBRUARY 25, 2026**

**Load more Digital Exclusive
product offers at
MyLiquorOffers.ca**



\$6*
off
Reg. \$17.99

**Load this offer and get \$6 off
when you purchase one
Martini & Rossi Asti Spumante**
750 mL

*Limit of 2 redemptions per offer. See page 4 for terms and conditions.

Flyer prices and offers effective February, 2026
in select stores in Alberta

THU 12 | FRI 13 | SAT 14 | SUN 15 | MON 16 | TUE 17 | WED 18



**A PROUD
CANADIAN
COMPANY**

PLEASE DRINK RESPONSIBLY.
Prices do not include taxes and deposits.



**Proud
Partner**

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.
*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

PO1_SWCB_WK42_AB_NORTH_PRN

Winefest

An All-Inclusive Wine Experience

Canmore
 FEBRUARY 13 & 14 | The Malcolm Hotel
Edmonton
 FEBRUARY 20 & 21 | Edmonton Convention Centre

Tickets available at
 celebratewinefest.com
 Use code **SOBEYS** for \$10 off
 all Edmonton ticket types

Scene+ MEMBER PRICING

12⁹⁹

14⁹⁹ without Scene+ Card
 SAVE \$6

Masi
 Bonacosta Valpolicella Classico or Masiancio, 750 mL

FRUITY AND VIBRANT

AROMATIC AND SUPPLE

SAVE \$8

ITALY

SAVE \$9

Bodacious
 Selected Varietals, 4 L

37⁹⁹

4 L

WORKS OUT TO \$7.13 PER 750 ML

USA

SAVE UP TO \$8

Ménage à Trois
 Selected Varietals, 750 mL

13⁹⁹

AROMATIC AND ROBUST

USA

SAVE \$6

100 PTS when you buy 1

Tom Gore
 Selected Varietals, 750 mL

16⁹⁹

AROMATIC AND MELLOW

AROMATIC AND ROBUST

USA

Perfectly paired

Create a little romance by pairing a vibrant, fruity rosé with a succulent lobster dish.



SAVE \$6

50 PTS when you buy 1

Mirada
 Sedosa Organic Rosé, 750 mL

15⁹⁹

FRUITY AND LIGHT

ORGANIC



SAVE \$6

50 PTS when you buy 1

Saintly
 The Good Rosé, 750 mL

16⁹⁹

FRUITY AND MEDIUM-BODIED

SAVE \$5

50 PTS when you buy 1

Le Bijou
 Sophie Valrose Rosé, 750 mL

14⁹⁹

FRUITY AND LIGHT

Wine Enthusiast (2024)

90 POINTS



SAVE \$6

Bread & Butter
 Selected Varietals, 750 mL

17⁹⁹

AROMATIC AND MELLOW

AROMATIC AND SUPPLE



SAVE \$8

Decero
 Malbec, 750 mL

18⁹⁹

AROMATIC AND SUPPLE



SAVE \$15

Masi
 Costasera Amarone Classico, 750 mL

44⁹⁹

AROMATIC AND ROBUST



SAVE \$15

G.H. Mumm
 Champagne Brut Cordon Rouge, 750 mL

54⁹⁹

AROMATIC AND MELLOW



2 | MIX & MATCH

BUY ANY 6 BOTTLES OF WINE AND GET

250 PTS

OR

BUY ANY 12 BOTTLES OF WINE AND GET

1,000 PTS

Happy Lunar New Year 新春快樂

Scene+
MEMBER
PRICING

36⁸⁸

SAVE \$20

46⁸⁸ without
Scene+ Card
SAVE \$10

Courvoisier
VS Cognac, 750 mL



SAVE \$6

200 PTS
when you buy 1

Olmecca

Altos Margarita Lime or
Strawberry, 750 mL

23⁹⁹



SAVE \$7

Beefeater

Gin, Selected Flavours
750 mL

24⁹⁹



SAVE UP TO \$5

200 PTS
when you buy 1

Smirnoff

Vodka, Selected Flavours
750 mL

25⁹⁹



♥♥ Love at first sip ♥♥

Pink Grand Margarita ♥♥

- 1 ½ oz Espolòn Tequila
- 2 oz sweet and sour mix
- 1 ½ oz cranberry juice
- 1 oz Grand Marnier
- ½ lime, juiced
- Hibiscus salt, garnish (optional)
- Lime wedge, garnish

Rim glass with lime wedge then dip the glass into hibiscus salt. Fill glass with ice. Add ice, tequila, sweet and sour mix, cranberry juice, Grand Marnier and juice from half a lime in a cocktail shaker. Shake and then pour into glass. Garnish with a lime wedge.



SAVE \$13

Grand Marnier

Cognac & Orange
Liqueur, 750 mL

39⁹⁹

Get 1,000 PTS
When you make a
combined purchase
of 1 Grand Marnier
and 1 Espolòn

SAVE \$10

Espolòn

Tequila Reposado
750 mL

39⁹⁹



SAVE \$8

Baileys

Irish Cream, 750 mL

27⁹⁹



SAVE \$8

200 PTS
when you buy 1

Jägermeister

Herbal Liqueur
750 mL

29⁹⁹



SAVE UP TO \$9

300 PTS
when you buy 1

Jack Daniel's

Tennessee Whiskey
Selected Varieties
750 mL

33⁹⁹



SAVE \$10

Bumbu

Craft Rum, 750 mL

37⁹⁹



SAVE \$15

The Glenlivet

12-Year-Old Single Malt
Scotch Whisky, 750 mL

56⁹⁹



My Liquor Offers

Scene+

Sign up & opt-in to receive emails at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) for your chance to win*

50,000

PTS

That's like **\$500** in points!



ONE WINNER EVERY MONTH
SCAN HERE & SIGN UP TODAY

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.



LIQUOR

Sign up for our eFlyer



discover savings
at your local store



discover what's
new in spirits,
wine and beer

subscribe now

Locally Crafted

BEER OF THE WEEK

At Bent Stick Brewing, we're headed into our 10th year having sold our first beer July 1 of 2016. Beginning as Edmonton's first nano brewery, we are now the second oldest craft brewery in the city and moved into a bigger brewery in 2022, so we can keep up with our thirsty pals.

SAVE \$2

100 PTS
when you buy 1

Edmonton

Bent Stick

House Beer English Style Pub Ale

4 x 473 mL

12⁴⁹

SAVE \$7

150 PTS
when you buy 1

Alley Kat

Kat Pack, 8 x 473 mL

25⁹⁹

SAVE \$8

200 PTS
when you buy 1

Original 16

Selected Varieties

15 x 355 mL

29⁹⁹

SAVE \$10

300 PTS
when you buy 1

Corona

Extra, 28 x 330 mL

62⁹⁹

SAVE \$7

Keystone

Light, 15 x 355 mL

21⁹⁹

Old Milwaukee

24 x 355 mL

35⁹⁹

Scene⁺ MEMBER PRICING

38⁹⁹

SAVE \$15

43⁹⁹ without Scene+ Card

Sleeman

Clear 2.0

24 x 355 mL

Ready to enjoy

SAVE \$6

Nütrl7

Vodka Soda Mixers

12 x 355 mL

26⁹⁹

SAVE \$6

200 PTS
when you buy 1

Simply Spiked

Selected Varieties

12 x 355 mL

25⁹⁹

SAVE \$6

Black Fly

Vodka Crushed Mixer Pack

12 x 355 mL

24⁹⁹

4 | **Scene⁺** **1,000 PTS** = \$10 toward your purchase

The Scene⁺ Loyalty Program is available at all participating Sobeys Liquor and Safeway Liquor locations within Alberta. No base Scene⁺ points earned. See weekly offers for current ways to earn Scene⁺ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene⁺ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene⁺ points for \$10 towards your purchase up to a maximum of 50,000 Scene⁺ points (equivalent to \$500) per day. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

*Receive \$6.00 off when you purchase one (1) Martini & Rossi Asti Spumante 750 mL in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons. Offer valid January 29 to February 25, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Offer must be loaded to a registered Scene⁺ card prior to purchase. Limit of two (2) redemptions per Scene⁺ card. The person purchasing the Martini & Rossi Asti Spumante 750 mL and redeeming this offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene⁺ Card or Scene⁺ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.



LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at MyLiquorOffers.ca before you shop

JANUARY 29 – FEBRUARY 25, 2026



SAVE \$18
when you buy 1

Espolon Tequila Blanco
750 mL (Reg. \$49.99)



SAVE \$12
when you buy 1

Forty Creek Barrel Select
Canadian Whisky
1.14 L (Reg. \$48.99)



SAVE \$6
when you buy 1

Red Tassel Vodka
750 mL (Reg. \$23.99)



SAVE \$20
when you buy 1

Zaya Gran Reserva Rum
750 mL (Reg. \$66.99)



SAVE \$7
when you buy 1

Wirra Wirra Church Block
Cabernet Sauvignon Shiraz Merlot
750 mL (Reg. \$24.99)



SAVE \$6
when you buy 1

Martini & Rossi Asti
Spumante
750 mL (Reg. \$17.99)



SAVE \$7
when you buy 1

Montecillo Crianza
750 mL (Reg. \$19.99)



SAVE \$7
when you buy 1

Norton Malbec Reserva
750 mL (Reg. \$20.99)



SAVE \$3
when you buy 1

Annex Ale Forward Progress
6 x 355 mL (Reg. \$18.99)



SAVE \$3⁵⁰
when you buy 1

Cabin Brewing Super
Saturation New England IPA
4 x 473 mL (Reg. \$18.49)



GET 400 PTS
when you buy 1

Muddlers Moscow Mule
6 x 355 mL (Reg. \$16.99)



SAVE \$6
when you buy 1

Rival Trade
What? Nooo Waaay!
12 x 355 mL (Reg. \$31.99)

Activate Your Offers

All participating products featured on this page are available to be loaded from January 29 – February 25, 2026 on MyLiquorOffers.ca*

Offer valid January 29 – February 25, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ membership card. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.