WST_LABL_PRI_SCR

FEED THE DREAM

SAFEWAY OFFICIAL GROCER

SAFEWAY

Sobeys

All Fresh Pork! BUY 2 GET 3RD FREE

VERIFIED 5.88 /lb
Fresh Lean Ground Beef
Family Size 12.96/kg

VERIFIED MEMBERS SAVE $4 9.99 MEMBER PRICE
13.99 without Scene+ Card
MAPLE LEAF Prime Raised Without Antibiotics or SCHNEIDERS Breaded Chicken or Wings 450-700 g

VERIFIED 4.44
Bagged Apples Gala, Ambrosia or McIntosh product of Canada, Canada fancy grade or Granny Smith product of USA fancy grade 1.36 kg 3 lb bag
3 LB BAG

BUY 1 GET 1 FREE (of equal or lesser value)
COMPLIMENTS Cooked or Raw Shrimp 31-40 ct per lb or Bay Scallops 80-120 ct per lb 340 g

VERIFIED 2.49 /lb
Asparagus
product of Mexico 5.49/kg

VERIFIED 19.99
NABOB Roast & Ground Coffee
915-930 g

VERIFIED 11.97
ROBIN HOOD Flour
10 kg

VERIFIED 3.47
DR. OETKER 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 9-12=24 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
iÖGO 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*
*See page 4 for details
*Offer valid only February 28–March 1, 2026

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

+ Global Market
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.*

*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 or Safeway stores for the weekly flyer period. Program subject to change without notice. Visit sobeys.com or safeway.ca for additional details.

THU 26 | FRI 27 | SAT 28 | SUN 1 | MON 2 | TUE 3 | WED 4

Prices and offers in effect February-March 2026

Sobeys

More deals! Scan here for our full flyer

Safeway

POD_GRO_WAVE_FRIL_WST_AB_MB_SK

WEST_AB2

Scene+

MEMBER PRICING

Swipe your Scene+ Card and Save

SAVE 43% MEMBER PRICING

$4 MEMBER PRICING

$6 without Scene+ Card

TAYLOR FARMS Chopped or Leaf Salad Kits 207-383 g product of USA

SAVE UP TO 47% MEMBER PRICING

10.99 MEMBER PRICING

13.99 without Scene+ Card

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

MEMBERS SAVE 49¢

$1 MEMBER PRICING

1.49 without Scene+ Card

MICHELINA'S Frozen Entrées 128-284 g

50% off MEMBER PRICING

30% off without Scene+Card

JAMIESON Multivitamins or Supplements selected varieties and sizes

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

Scene+

MEMBER DAY

GET 15% OFF or 200 PTS

FOR EVERY $20 SPENT[1] ON A MINIMUM $50 GROCERY PURCHASE[1]

See back page for details

TUESDAY, MARCH 3, 2026 ONLY!

EXCLUSIVELY FOR SCENE+ MEMBERS

FLYR_DBY_WK44_PRN_WST_AB2

Your family could

WIN*

1 million Scene+ Points towards **free groceries**

*see page 5 for details.

STARTING AT **7.99**

SCHNEIDERS 300-375 g or PARKLY LEAF Kosher Fully Cooked Breakfast Sausages or Shredded Chicken 250-300 g

2/$11

HEALTHY CHOICE Simply Steamers 255-283 g

2/$6

GLACÉAU Vitaminwater 591 mL

2.99

NATURE VALLEY Crunchy or Trail Mix Granola Bars or BETTY CROCKER Fruit or Gushers selected 120-230 g

MCCAIN Superfries 454-800 g

2/$9

+150 PTS when you buy 1

23.99

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 3.1 L or CASCADE Auto Dish Tabs 51-90 pk

Sobeys Safeway

Scan to view full list of participating products

FEED THE DREAM

SAFEWAY

FLCO_SBY_WK44_PRN_WST_AB_HB_S4

Join us for WORLD COMPLIMENT DAY MARCH 1st

WE'RE FULL OF compliments

3.99 COMPLIMENTS Fresh AIR-CHILLED Whole Chicken, Drumsticks or Thighs Family Size 8.80/kg

5.99 Buy 3 or more, save $1 each when you buy 3 or more
COMPLIMENTS Muffins 4-6 pk 400-600 g; 6.99 ea

5.99 300 PTS when you buy 3
COMPLIMENTS Sliced Cheese 150-170 g

100 PTS when you buy 2
2/$5 COMPLIMENTS Granola Bars 131-175 g, Fruit Bars 300 g, Crispy Rice Squares 176 g or Protein Bars 160 g

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

10.99 COMPLIMENTS Honey 750 g-1 kg

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

SLICED FRESH

200 PTS when you buy 200 g or more
1.99/100 g COMPLIMENTS Cooked Ham, Bologna or Mock Chicken

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.OZ/kg

9.99 MEMBER PRICE without Scene+ Card 11.99
COMPLIMENTS Smoked Sausages 900 g or BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g

CHOOSE SUSTAINABLY SEAFOOD
3.69/100 g Fresh Atlantic Salmon Fillets Family Size subject to availability

Ready for you
Fresh from our kitchen

200 PTS when you buy 2
$10 Ready For You Bowls 410 g available chilled
Various flavours including Salt and Pepper, Honey Sriracha, Buffalo and more

15% off Fresh Marinated or Seasoned Split Chicken Wings

10.99 CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 12x284 mL

2.50 MEMBER PRICE $3 without Scene+ Card
DARE Crackers selected 200-225 g or Viva Puffs, Simple Pleasures or Ruffles Cookies 250-300 g

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

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

200 PTS when you buy 4
2/8.50 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

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Scene+ Member Day: ¹Discount with minimum $50 grocery purchase and Scene+ card. Minimum purchase must be made in a single transaction. See in-store for details. ²Points with minimum $50 grocery purchase and Scene+ card. Get 200 Scene+ points for every $10 in eligible grocery purchases. Minimum purchase must be made in a single transaction. See in-store for details.

Prices effective Thursday, February 26 to Sunday, March 1, 2026 unless otherwise specified. Prices may vary in Quebec. We reserve the right to limit quantities. Not responsible for typographical errors. Some items may not be available at all stores. All items while stocks last. Item supplied may not be the same as the item in the flyer or online. Offers excludes tobacco and lottery products. On delivery, some restrictions apply. On Buy One, Get 1 Free / BOGO 1 items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental fees. Offers valid only at participating Sobeys, Safeway, Thrifty Foods, Lucky, Foodland, Farmer Boy, Freshco, Sobeys Liquor, Safeway Liquor, Thrifty Liquor, Lucky Liquor, Foodland Liquor, Farmer Boy Liquor, Sobeys Fuel, Safeway Fuel, Thrifty Fuel, Lucky Fuel, Foodland Fuel, Farmer Boy Fuel, Freshco Fuel, Sobeys Pharmacy, Safeway Pharmacy, Thrifty Pharmacy, Lucky Pharmacy, Foodland Pharmacy, Farmer Boy Pharmacy, Freshco Pharmacy, Sobeys Home, Safeway Home, Thrifty Home, Lucky Home, Foodland Home, Farmer Boy Home, Freshco Home, Sobeys Rx, Safeway Rx, Thrifty Rx, Lucky Rx, Foodland Rx, Farmer Boy Rx, Freshco Rx, Sobeys Business, Safeway Business, Thrifty Business, Lucky Business, Foodland Business, Farmer Boy Business, Freshco Business, Sobeys Delivery, Safeway Delivery, Thrifty Delivery, Lucky Delivery, Foodland Delivery, Farmer Boy Delivery, Freshco Delivery, Sobeys Gas, Safeway Gas, Thrifty Gas, Lucky Gas, Foodland Gas, Farmer Boy Gas, Freshco Gas, Sobeys Travel, Safeway Travel, Thrifty Travel, Lucky Travel, Foodland Travel, Farmer Boy Travel, Freshco Travel, Sobeys Wine, Safeway Wine, Thrifty Wine, Lucky Wine, Foodland Wine, Farmer Boy Wine, Freshco Wine, Sobeys Flowers, Safeway Flowers, Thrifty Flowers, Lucky Flowers, Foodland Flowers, Farmer Boy Flowers, Freshco Flowers, Sobeys Pet, Safeway Pet, Thrifty Pet, Lucky Pet, Foodland Pet, Farmer Boy Pet, Freshco Pet

TASTE OF THE TROPICS
it's like biting into sunshine

100% fresh GUARANTEE

2/$5 Ataulfo Mangoes product of Mexico

200 PTS when you buy 2

7.99 BOLTHOUSE Juices or Smoothies 946 mL selected

4.99 Avocado Bags product of Mexico 5 pk

2.47 /lb Papaya product of Mexico 5.45/kg

3.99 Coconut product of Vietnam

We offer cored or whole pineapples for the same price

5.99 Large Whole Pineapples product of Costa Rica or Prepared Fresh Daily In-Store Cored Pineapples product of Costa Rica

Global Market

3.27 /lb Plantain product of Guatemala or Ecuador 7.21/kg

MADE FOR YOU

15% off Prepared Fresh Daily Regular or Tropical Fruit Salad assorted sizes

2.99 Living Lettuce Green, Red or Multileaf product of Western Canada

3/$5 Green Onion, Bunched Cilantro, Parsley or Italian Parsley product of USA or Mexico

2.99 /lb Green Peppers product of Mexico or USA 6.59/kg

1.99 /lb Acorn, Butternut, Kabocha or Spaghetti Squash product of Canada or Mexico Canada no 1 grade 4.39/kg

1 LB

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

3.99 /lb Extra Large Black or Red Seedless Grapes product of Peru 8.80/kg

100 PTS when you buy 2

2/$5 Large Red Grapefruit product of Israel

RED PRINCE

2.47 /lb Red Prince Apples product of Canada, Canada extra fancy grade 5.45/kg

100 PTS when you buy 2

4.99 GOODLEAF Lettuce Blends product of Canada 113 g

100 PTS when you buy 2

4.99 COMPLIMENTS Naturally Simple Salad Kit Caesar Supreme product of USA 296 g

MADE FOR YOU

15% off Prepared Fresh Daily Mixed Melon, Watermelon, Honeydew or Cantaloupe Chunks assorted sizes

MADE FOR YOU

BUY 1 GET 2ND 25% OFF

Prepared Fresh Daily Taco or Guacamole Dip or Mango or Pineapple Salsa assorted sizes

Global Market

2.99 /lb Indian Eggplant product of Mexico or Dominican Republic or Indian Okra product of Honduras 6.59/kg

9.99 BARD VALLEY Medjool Dates 907 g

ORGANIC

3.99 Organic Carrots product of USA no 1 grade 2 lb

100 PTS when you buy 2

3.44 COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g

A New & Refreshed Selection of Meat Alternatives

4.49 LIGHTLIFE Grounds Original or Mexican 340 g

4.49 LIGHTLIFE Veggie Slices 156 g

6.99 FIELD ROAST Sausages assorted 368 g

7.99 FIELD ROAST Shreds 298 g

floral

Available at most stores

5.99 Tulips assorted colours 5-stem bunch grown in British Columbia

9.49 Potted Tulip assorted colours 6" pot grown in British Columbia

18.99 Farm Fresh bouquet assorted colours

11.99 Potted Mums assorted colours grown in British Columbia

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards or safeway.ca/giftcards for details

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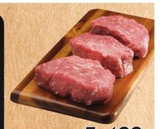
Sterling Silver Select Meats

HAND-SELECTED AAA BEEF

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

12.99 /lb — **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 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 — **COMPLIMENTS** Fresh AIR-CHILLED Boneless Skinless Chicken Breasts Value Size

200 PTS when you spend $20 or more — **COMPLIMENTS** Fresh Raised Without Antibiotics Boneless Skinless Chicken Thighs or Split Wings

MADE FOR YOU

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 — **OLYMEL Breakfast or Dinner Pork Sausage** 375-450 g

18.99 /kg — **Fresh Canadian Lamb Loin Chop** 41.87/kg

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 750-900 g

9.99 — **CHRIS BROTHERS** Bologna 1.5 kg

STARTING AT **7.99** — 100 PTS when you buy 2 — **FREYBE** European Wieners, Frankfurters, Ham Sticks, Pepperoni Sticks or Mennonite Farmer Sausage 375-600 g

7.99 — **MARCANGELO, SCHNEIDERS** or **MEATMAN'S** 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

$10 in groceries. Sobeys points redeemed at participating Sobeys locations must be redeemed in increments of 1,000. Save 5 Sobeys points on every $1 Spent. On eligible everyday purchases at participating Sobeys stores. Offer, conditions, dates, See full list of participating Sobeys stores, Canada at Sobeys.com/participating-stores. *Include. Excluded.com

GET TO FREE GROCERIES FASTER when you scan your Scene+ membership card and pay with your Scotiabank Scene+™ Visa™ Card. GET 1 FREE DELIVERY TO START LEARN MORE $30 in groceries

PICS_SOB_OB1414_PRN_WST_AB_MB_SK

seafood

99¢ /100 g **Basa Fillets** previously frozen

1.99 /100 g **Fresh Wild Sole Fillets** product of Canada subject to availability

150 PTS when you buy 2

Prepared In-Store Cooked or Raw Garlic Shrimp Grillers 250-280 g

15.99 **40 FATHOMS Breaded Haddock or Cod Fillets** 815 g

2.99 /100 g **ULTRA NATURAL Seasoned Cooked Shrimp Garlic & Parsley or Asian-Style Marinade** previously frozen or frozen 454 g **13.49 ea**

Ready For You Crab & Shrimp Cakes previously frozen or frozen made in Alberta 65 g selected varieties

7.99 **MATLAW'S Ocean Stuffed Scallops** 425 g

200 PTS when you buy 2

7.88 **EIGHT TREASURES Whole Raw Head-On Shrimp** 40-50 ct per lb 400 g

7.99 MEMBER PRICE **9.99** without Scene+ Card

PANACHE Breaded Butterfly Shrimp or Coconut Breaded Shrimp 340 g selected

9.99 **COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce** 312 g

9.99 **PREMIER SEAFOODS Smoked Pink Salmon Nuggets** maple, honey garlic or tequila lime & pepper previously frozen 150 g

13.99 **WATERVIEW MARKET Lemon & Garlic Shrimp and Pasta** 907 g or Shrimp Lo Mein Meal Kits 877 g

deli & kitchen

7.99 MEMBER PRICE **8.99** without Scene+ Card

PILLER'S Charcuterie Sliced Salami selected 125 g

$14 **COMPLIMENTS Cooked Ham** 1 kg

20% off **200 PTS** when you spend $15 or more

ENTREMONT Double Cream Brie, CAMBOZOLA, MANCHEGO or JARLSBERG Prices as marked

4.49 /100 g **MAPLE LEAF Natural Selections Ham or Turkey or SCHNEIDERS Deli Best Ham, Cajun Turkey, Jumbo Summer Sausage or Turinger Sausage**

200 PTS when you buy 2

7.99 **TRE STELLE Bocconcini** 200 g

3.49 MEMBER PRICE **3.99** without Scene+ Card

COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

300 PTS when you buy 3

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

8.99 **GOLD LABEL Heat & Serve Snack Dips** 375 g

250 PTS when you buy 3

3/$18 **Flatbreads** 230-365 g

10.99 **OLIVIERI Family Size Pasta or Gnocchi** selected 520-700 g

Receive 500 Scene+ points when you spend a minimum of $30 on Complimenta products in a single transaction before applicable taxes and charges and after deducting any discounts or coupons. One Offer Offer valid February 28 - March 3 2026. *Scene+ points cannot be used to purchase gift cards, Bell and Bell Mobility products, or any other Scene+ points. Offer excludes tobacco products, alcohol, lottery tickets, gift cards, money orders, taxes, rental fees, event tickets, gift cards, fuel, duty products in select regions, pre-paid cards, postal products and services, Western Union, MoneyGram, Western Union MoneyGram, Western Union Quick Collect, Western Union Business Solutions, Bill Payment services, liquor and alcoholic beverages, tobacco products, Xtra Loyalty Programs, deposits, and prescribed drugs. Sale and other goods and services which are not displayed/available or excluded by law or as we determine. Offer limited to one offer per household. Offer subject to change or to be withdrawn without notice. Visit www.sobeys.ca/terms-and-conditions for full Scene+ Terms and Conditions. Trademarks of Scene Rewards Corporation used under licence by Sobeys Capital Incorporated.*

meal makers

8.99 KELLOGG'S Jumbo Cereal 700 g-1.1 kg

4.49 POST Cereal selected 283-525 g

3.49 DEL MONTE Fruit Bowls or Gels 4 pk

4.99 JIF Peanut Butter 500 g or SMUCKER'S Pure Jam 250 mL selected

8.99 FLOURISH Pancake Mix 430 g

2.99 ROGERS Sugar Icing, Brown or Yellow 1 kg

5.99 FLEISCHMANN'S Traditional Yeast selected varieties 100-113 g

100 PTS when you buy 2

3.99 CAMPBELL'S Chunky Chili 425 g

3.99 ROBIN HOOD Oats 1 kg, FLEISCHMANN'S Baking Soda 400 g or CRISCO Shortening selected 454 g

4.99 CROSBY'S Molasses 675 g, COMPLIMENTS Pure Pumpkin 796 mL or WINDSOR Flavoured Salts 124-147 g

BUY MORE SAVE MORE

5.99 2/$10 when you buy 2 or more

200 PTS when you buy 3

E.D. SMITH Pie Filling selected 540 mL **6.49 ea**

100 PTS when you buy 2

2.99 COMPLIMENTS Albacore Tuna 170 g

100 PTS when you buy 2

4.99 OLD EL PASO Dinner Kits 250-510 g

2.99 MAPLE LEAF Flakes of Ham, Turkey or Chicken 156 g or HOLIDAY Luncheon Meat 340 g

100 PTS when you buy 2

2/$4 CLARK Beans in Tomato Sauce or Maple Style 398 mL

6.99 MAZOLA Oil 1.18 L

200 PTS when you buy 1

HEINZ Ketchup 375 mL

4/$5 CLUB HOUSE Salads'n Dips 28 g

2.49 FRENCH'S Mustard 400 mL or COMPLIMENTS Relish Sweet Green or Hot Dog Relish 375 mL

200 PTS when you buy 2

4.99 COMPLIMENTS Raisin Bread 650 g

3.99 VACHON Snacks 248-336 g

2.99 CITY BREAD selected 450-500 g not available in all stores

7.99 MINUTE RICE 1.2-1.4 kg selected

Here for your budget and lifestyle

4.99 200 PTS when you buy 2

COMPLIMENTS Salsa 650 mL

99¢ 100 PTS when you buy 3

COMPLIMENTS Taco or Fajita Seasonings 35-39 g

value size

150 PTS when you buy 1

14.99 COMPLIMENTS Chocolate Chips 775 g

15% off

COMPLIMENTS Baking Nuts 100 g selected (excludes Pine Nuts)

9.99 100 PTS when you buy 1

PANACHE Maple Syrup 500 mL

2/$5 COMPLIMENTS Canned Fruit 398 mL

2/$4 COMPLIMENTS Tomato Sauce 398 mL

100 PTS when you buy 1

COMPLIMENTS Balsamic Vinegar of Modena 500 mL

FEED THE DREAM

THIS RULES FEED THE DREAM CONTEST 2026 (the "Contest") NO PURCHASE NECESSARY. Full Contest rules and to purchase entry method found at www.sobeys.com Read the details (including eligible stores, prizes, etc.) at www.sobeys.ca or www.safeway.ca. Open to legal residents of Canada who are the age of majority in the province or territory in which they reside (or the age of majority in Quebec) at the time of entry. Void where prohibited or restricted by law. Contest ends at 11:59 PM ET on April 26, 2026. Entrants must be the age of majority and be eligible under the Contest. There are three (3) grand prizes to be won. Each grand prize consists of 1,000,000 Sobeys assets (MV $10,000,000 CAD each). There are two hundred (200) secondary prizes to be won. Each secondary prize consists of 75,000 Sobeys assets (MV $250,000 CAD each). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

deli & kitchen

8.49 MAPLE LEAF Natural Selections Sliced Meats 175 g selected

100 PTS when you buy 2

7.79 PANACHE Italian Sliced Meats selected 100 g

200 PTS when you buy 2

STARTING AT **8.49** CASTELLO Aged Gouda, Aged Havarti, Tickler Extra Mature or 1 yr 200 g

SLICED FRESH

200 PTS when you buy 300 g or more

4.49 /100 g PILLER'S Salami selected

SLICED FRESH

$3 /100 g COMPLIMENTS Cooked or Smoked Chicken

200 PTS when you buy 2

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

bakery

MIX & MATCH BUY 1 GET 1 FREE

Cream Pies 5" 265-370 g or **Brownie Cakes** 295-390 g

12.99 MEMBER PRICE **17.99** without Scene+ Card

Single Layer Shortcakes 905-950 g

BAKED IN STORE

100 PTS when you buy 2

5.99 **All Butter Croissants or Pastries** 4 pk 275-400 g

BAKED IN STORE

100 PTS when you buy 2

5.99 **Almond or Butter Tarts** 6 pk 270-400 g

BAKED IN STORE

100 PTS when you buy 2

6.99 **Gourmet Cookies** 6 pk 410-475 g

BAKED IN STORE

75 PTS when you buy 2

5.99 **Hot Cross Buns** 6 pk 515-545 g or 6-8 pk 450-515 g

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

BAKED IN STORE

2.99 **ACE BAKERY Baguettes** 350-380 g

200 PTS when you buy 2

6.49 **PORTOFINO Breads** 585-630 g

100 PTS when you buy 2

2.99 **COMPLIMENTS White or Whole Wheat Sandwich Bread** 675 g

4.99 **DEMPSTER'S** 10" Tortillas 366-610 g

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

drinks & snacks

100 PTS when you buy 3

7.49 **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

3.99 **OLD DUTCH Restaurante Tortilla Chips** or **Arriba** 230 g-295 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 1

FERRERO Squares 105 g

5.99 **5 Multipack Gum**

9.99 **MONSTER Energy Drinks** 4x473 mL

50 PTS when you buy 2

6.99 **OCEAN SPRAY Sparkling Cranberry Juice** 6x340 mL

2/$8 **RED BULL Energy Drinks** 355 mL

2/$6 **GURU Energy Drinks** 355 mL

300 PTS when you buy 2

4.49 **CHRISTIE Good Thins Crackers** 100 g

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 **MCVITIE'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

200 PTS when you buy 3

3.99 **SUNRYPE Slim** 1.36 L

8.99 **TWININGS Tea** 50 pk

$3 **COMPLIMENTS Drink Boxes** 10x200 mL

BUY MORE SAVE MORE

$2 2.79 when you buy more than 1 item

COMPLIMENTS Juice 1 L, 2.79 ea

100 PTS when you buy 1

18.99 **TIMOTHY'S Coffee K-Cup® Pods** 30 pk

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

2.77 **QUAKER Dipps** 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

100 PTS when you buy 2

2.99 **COMPLIMENTS Pretzel Sticks** 320-400 g

100 PTS when you buy 3

1.99 **BEST BUY Wafers** 227 g

100 PTS when you buy 2

2.99 **COMPLIMENTS Snack Crackers** 200-225 g

300 PTS when you buy 2

COMPLIMENTS De-Alcoholized Beer 355 mL 6 pk

2/$8 **COMPLIMENTS Ginger Ale, Club Soda** or **Tonic Water** 6x222 mL

Give them more with the Grocery Essentials Card

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S02_SBY_WK44_DIG_WST_AB_MB_SK

dairy & frozen

10.99 DANONE Oikos Greek Yogurt 12 pk or 1.5 kg

3.99 KRAFT Cool Whip Aerosol Whipped Topping 225 g

MORE SAVE MORE! **2.99** 100 PTS when you buy 2
BUY MORE SAVE MORE! Buy 2 or more
COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea

100 PTS when you buy 2 **3.99** COMPLIMENTS Lemonade 1.54 L

6.99 YOPLAIT Source 16 pk or LIBERTÉ Greek Yogurt 900 g-1 kg or NATREL Lactose Free Milk with Protein 2 L

150 PTS when you buy 2 **5.99** LIBERTÉ Probiotic Kéfir 1 L or YOP Drinkable Yogurt 6 pk

50 PTS when you buy 1 **5.99** COMPLIMENTS BALANCE Margarine 850 g

100 PTS when you buy 2 **4.49** DEL MONTE Juice 1.6 L

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

6.49 NANAPOPS! Frozen Bars 4 pk selected

10.99 PORTA Pizza 431-471 g

4.99 NATREL Lactose Free Ice Cream 473 mL

5.99 MCCAIN Pizza Pockets 6 pk

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

4.79 MICHELINA'S Pizza Snack Rolls 496 g

4.49 MCCAIN Breakfast Potatoes 600-650 g

Here for your budget and lifestyle

100 PTS when you buy 2 **3.49** COMPLIMENTS Sour Cream 500 mL

100 PTS when you buy 1 **8.29** COMPLIMENTS Butter Sticks salted or unsalted 454 g

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

2/$3 BEST BUY Frozen Spinach 300 g

natural health

3.99 ALTER ECO Chocolate Bars 80 g

3/6.99 COVE Gut Healthy Soda 355 mL

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

100 PTS when you buy 2 **2.99** MADE GOOD Bars, Minis or Rice Crisps 120-150 g

3.99 EARTH'S OWN Select Beverages 1.75-1.89 L

6.49 100 PTS when you buy 1 NATREL Organic Milk 2 L

STARTING AT **4.99** 200 PTS when you buy 2 DAIYA Cheese-Style Shreds, Slices or Blocks 185-220 g, Cream Cheese 227 g or Thin Crust Gluten-Free Pizza 492 g

2.99 ANNIE'S Macaroni & Cheese 149-170 g

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

24.99 VEGA Protein + Supergreens 510-526 g

200 PTS when you buy 2 **9.99** 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

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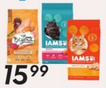
S03_SBY_WK44_DIG_WST_AB_MB_SK

home & pet care

9.99
PURINA Beneful Dry Dog Food
1.6-1.8 kg



15.99
PURINA Beyond or IAMS
Pro-Health Dry Cat Food
1.36-1.59 kg

18.99
ARM & HAMMER Slide Cat Litter
9.1 kg

8.49
PUREX Bathroom Tissue
8×16 rolls or SPONGETOWELS
Ultra 2×4 pk

100 PTS when you buy 2
6.29 COMPLIMENTS Indoor Waste Bags
30-52 pk

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

STARTING AT
11.99
PUREX Laundry Detergent
4.08–4.43 L, SUNLIGHT 4.01 L, PERSIL Liquid 1.86 L or Discs 32-42 pk or SNUGGLE Fabric Softener 2.77 L or Sheets 200 pk

19.99
CHARMIN Bathroom Tissue
12×48 rolls or BOUNTY Paper Towels 6×12 rolls

2.50
COMPLIMENTS Sandwich Bags
100 pk or Freezer Bags 15-20 pk

2.99 PALMOLIVE Dish Detergent
591 mL

STARTING AT
5.99 FLEECY Fabric Softener 1.36 L or Sheets 80 pk

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

health, beauty & baby

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

7.99 400 PTS when you buy 2
LISTERINE Total Care Mouthwash or Clinical Solutions Rinse
500 mL-1 L selected

500 PTS when you buy 3
STARTING AT
6.99 L'ORÉAL Hair Expertise Hair Care
150-385 mL selected

300 PTS when you buy 2
5.99 SENSODYNE Whitening or Pronamel
75-100 mL selected

15% off
GILLETTE Fusion or Mach3 Blades, SCHICK or BIC Razors or Blades or GILLETTE or Satin Care Shave Gel 1-15 pk 75 mL or 198-311 g selected

STARTING AT
4.99 OLD SPICE or SECRET Deodorant
45-96 g selected

STARTING AT
5.49 250 PTS when you buy 3
ALWAYS Pads, Liners or TAMPAX Tampons 12-60 pk selected

400 PTS when you buy 2
20% off AVEENO Body Lotion 532 mL or 340 g selected

2/$5 BABY GOURMET Simply Snacks
32 g

5/$11
BABY GOURMET Purée Pouches
92-128 mL selected

250 PTS when you buy 1
49.99 ENFAMIL A+ NeuroPro Tubs
553-587 g

28.99
HUGGIES Giga Pack Pull-Ups
27-6T, 48-74 pk or GOODNITES
34-44 pk

pharmacy

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

250 PTS when you buy 2
10% off VOLTAREN Emulgel 60-150 g

500 PTS when you buy 5
49.99 COLD-FX 100-150 pk

14.99 ENSURE 235 mL or GLUCERNA 237 mL selected

10% off 150 PTS when you buy 2
Children's TYLENOL, MOTRIN or BENYLIN selected*

150 PTS when you buy 2
10% off
TYLENOL, BENYLIN or SINUTAB Cough, Cold & Sinus selected*

200 PTS when you buy 2
10% off NEUTROGENA Acne Products
selected

That's like $6 toward your groceries
600 PTS when you buy 1
79.99
A&D Blood Pressure Monitor
UA81OCNBLE 1 pk

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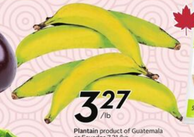
2.99 /lb
Indian Eggplant product of Mexico or Okra product of Honduras 6.59/kg



3.27 /lb
Plantain product of Guatemala or Ecuador 7.21/kg

HAPPY MONTH OF

Ramadan

حلال Halal

10% off on these NOBLE PREMIUM BISON or SUNGOLD products

حلال Halal

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

9.99 **NATURAL DELIGHTS Bard Valley Medjool Dates** 907 g

2.49 /lb **Eggplant** product of Mexico 5.49/kg

2.99 /lb **Indian Okra** product of Honduras 6.59/kg

11.99 **WONDERFUL Pistachios** salted or lightly salted 450 g

+100 PTS when you buy1

3.49 **COMPLIMENTS Pita** 200–250 g

5.99 **KIRI Cream Cheese Portions** 144 g

2.49 **SALEM FOODS Bulgur** 908 g selected varieties

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

11.49 **SALEM FOODS Olives Nabulsi** 2 kg

8.49 **KASIH Golden Tahini** 900 g

5.79 **KASIH Pistachio Premium Halva** 450 g

8.49 **SALEM FOODS Liquid Honey** 500 g

2.79 **RUBICON Exotic Juice** 1 L selected varieties

8.29 **ALAMEED Coffee** 226 g selected varieties

6.99 **AHMAD TEA** 100 pk selected varieties

Global Market

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fresh FEST citrus

Add some sunshine to your day with our variety of fresh citrus

1.99 /lb
Large Navel Oranges product of Morocco or USA 4.39/kg

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

2 LB BAG

200 PTS when you buy 3
6.88
HALOS Clementines or **Mandarins** 2 lb 907 g bag product of USA

75 PTS when you buy 3
99¢
Large Lemons product of Spain or USA or **Limes** product of Mexico or Colombia

Citrusy & sweet? Yes please!

5.99
Snack or **Classic Meal Boxes** 300-320 g

15.99
Cheesecakes 6" Lemon, Strawberry or Cherry 760-960 g

Try our NEW Lemon **Jumbo** Cupcake!

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Patisseries Small or Large

MEMBERS SAVE $2
7.99 MEMBER PRICE
9.99 without Scene+ Card
Small Bar Cakes 325-575 g

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BUY MORE SAVE MORE
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

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TRY OUR
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Fresh Sole

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1.99 /100 g

Fresh Wild Sole Fillets
product of Canada
subject to availability

EASTER made sweeter

8.99 TOFFIFEE Chocolate 369 g or LINDT Gold Bunnies 100 g

10.99 NESTLÉ Hide Me Eggs 300 g

5.99 LINDT Mini Eggs Bag 100 g or Bunny 50 g

13.49 FERRERO Chocolate Rabbit 142-162.5 g

100 PTS when you buy 2

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

15.99 MAYNARDS Candy 90 pk

7.49 HERSHEY'S Eggies 400 g

13.99 CADBURY Mini Chocolate Eggs 362-381 g

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BECEL Margarine 637-850 g
*Based on number of units sold in the margarine or similar products category of spreads for the latest 52 weeks ending August 9, 2025, according to Nielsen IQ MarketTrack
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IMPERIAL Margarine Quarters 1.36 kg

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MADE IN CANADA
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ROCKSTAR Energy Drink 473 mL 379 flavour 379 ea
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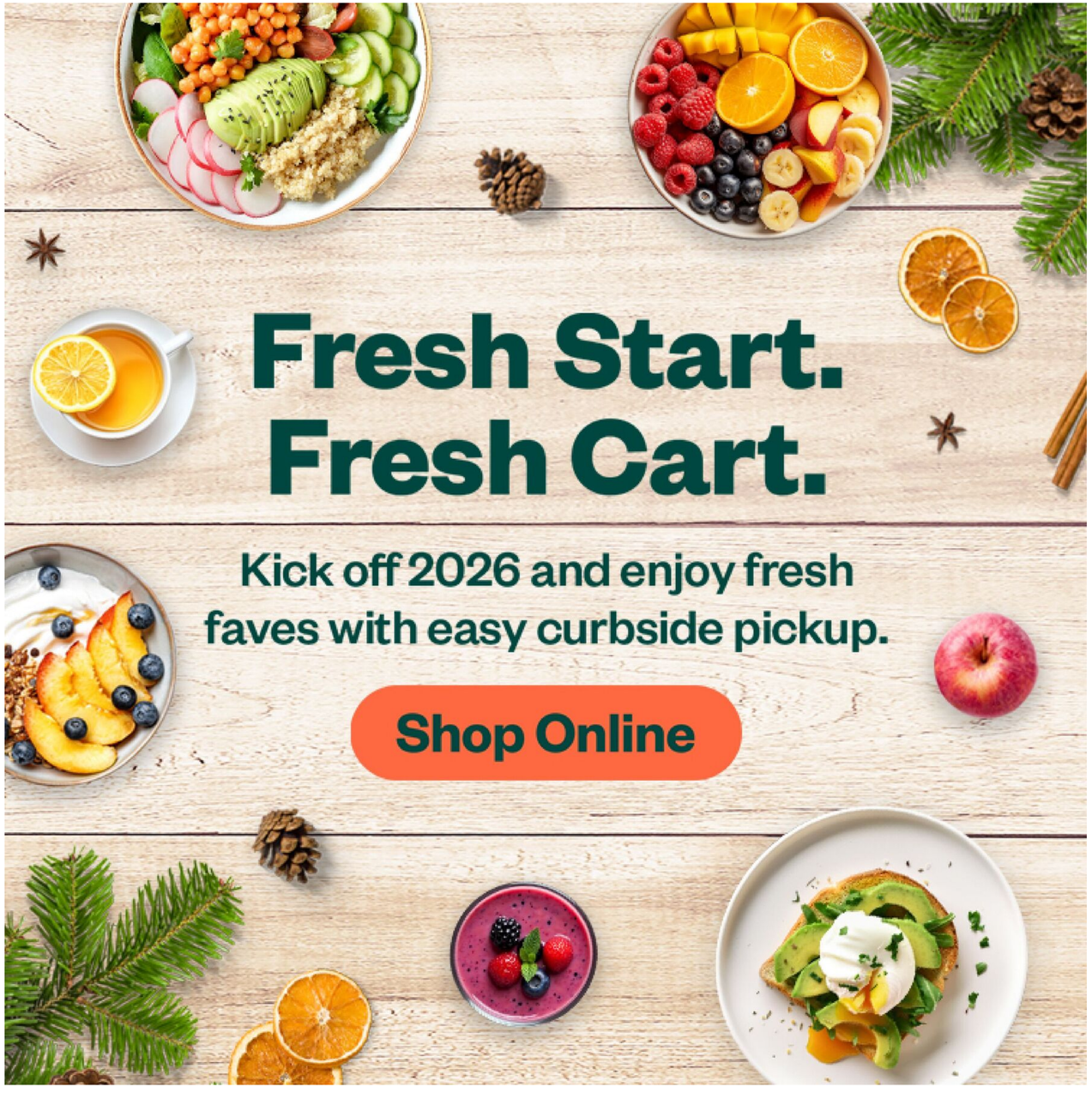
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