

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 without Scene+ Card **SAVE \$8**

14⁹⁹ without Scene+ Card **SAVE \$6**

Masi
 Bonacosta Valpolicella Classico or Masianco, 750 mL

SAVE \$9
Bodacious
 Selected Varietals, 4 L
37⁹⁹

SAVE UP TO \$8
Ménage à Trois
 Selected Varietals, 750 mL
13⁹⁹

SAVE \$6
Tom Gore
 Selected Varietals, 750 mL
16⁹⁹

WORKS OUT TO \$7.13 PER 750 mL

4 L

AROMATIC AND SUPPLE **AROMATIC AND ROBUST** **AROMATIC AND MELLOW**

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

SAVE \$6
Mirada
 Sedosa Organic Rosé, 750 mL
15⁹⁹

SAVE \$6
Saintly
 The Good Rosé, 750 mL
16⁹⁹

SAVE \$5
Le Bijou
 Sophie Valrose Rosé, 750 mL
14⁹⁹

90 POINTS

FRUITY AND LIGHT **FRUITY AND MEDIUM-BODIED** **FRUITY AND LIGHT**

ORGANIC **SPAIN** **FRANCE**

SAVE \$6
Bread & Butter
 Selected Varietals 750 mL
17⁹⁹

SAVE \$8
Decero
 Malbec 750 mL
18⁹⁹

SAVE \$15
Masi
 Costasera Amarone Classico, 750 mL
44⁹⁹

SAVE \$15
G.H. Mumm
 Champagne Brut Cordon Rouge, 750 mL
54⁹⁹

AROMATIC AND MELLOW **AROMATIC AND SUPPLE** **AROMATIC AND ROBUST** **AROMATIC AND MELLOW**

USA **ARGENTINA** **ITALY** **FRANCE**

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

Courvoisier
VS Cognac, 750 mL



SAVE \$6
200 PTS
when you buy 1

Olmeca

Altos Margarita Lime or
Strawberry, 750 mL

23⁹⁹



SAVE \$7

Beefeater

Gin, Selected Flavours
750 mL

24⁹⁹



SAVE UP TO \$5

Smirnoff

Vodka, Selected Flavours
750 mL

25⁹⁹



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.



♥ Love at first sip ♥

SAVE \$8

Baileys
Irish Cream, 750 mL

27⁹⁹



SAVE \$8

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



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



My Liquor Offers
Scene+
50,000 PTS

Sign up & opt-in to receive emails at MyLiquorOffers.ca for your chance to win*

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.

sobeys & **SAFEWAY** 

LIQUOR

Sign up for our eFlyer



**discover savings
at your local store**



**discover what's
new in spirits,
wine and beer**

subscribe now



FLAMES GAME DAYS



15 CAN PACKS \$27.99



CALGARY FLAMES IS A REGISTERED TRADEMARK OF CALGARY SPORTS AND ENTERTAINMENT CORPORATION.

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



38⁹⁹ SAVE \$15

43⁹⁹ without
Scene+ Card

SAVE \$10

Sleeman
Clear 2.0
24 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



SAVE \$6

Nütral7

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

Espolòn 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)



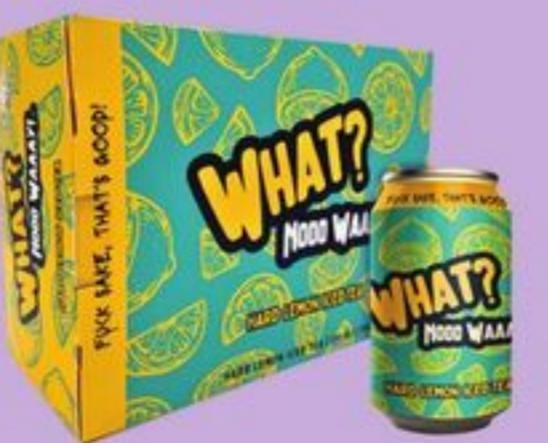
SAVE \$3⁵⁰
when you buy 1

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 Waay!
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.