

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.

**SAVE \$10**

Budweiser  
or Bud Light  
15 x 355 mL

**26<sup>99</sup>**



**Scene<sup>®</sup>  
MEMBER  
PRICING**

**26<sup>99</sup>**

**SAVE UP TO \$15**

**30<sup>99</sup>** without  
Scene+ Card  
**SAVE UP TO \$11**

**Wayne Gretzky**  
Canadian Whisky  
Selected Varieties, 750 mL



**SAVE \$3**

**50 PTS**  
when you buy 1

**Bodacious**

Selected Varietals  
750 mL

**8<sup>99</sup>**



**SAVE \$7**

**500 PTS**  
when you buy 2

**Coors**  
Seltzer, Selected Varieties  
12 x 355 mL

**24<sup>99</sup>**



**SAVE \$10**

**Skyy**  
Vodka, 750 mL

**20<sup>99</sup>**



**SAVE \$6**

**Trapiche**

Reserve Malbec or  
Pinot Grigio  
750 mL

**11<sup>99</sup>**



**92  
POINTS**

James Suckling (2024)

**Scene<sup>®</sup>  
SPEND  
& GET**

**ALL  
WEEK  
LONG!**  
FEBRUARY  
5-11

**SPEND  
\$100, GET**

**750 PTS**

**That's like \$7.50 toward  
your next purchase**

See terms and conditions on page 4.

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

THU | FRI | SAT | SUN | MON | TUE | WED  
**5 | 6 | 7 | 8 | 9 | 10 | 11**



**A PROUD  
CANADIAN  
COMPANY**

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

**Scene<sup>®</sup>**

# 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](http://celebratewinefest.com)  
 Use code SOBEYS for \$10 off  
 all Edmonton ticket types



Scene<sup>®</sup>  
**MEMBER**  
 PRICING

**13<sup>99</sup>**

**15<sup>99</sup>** without Scene<sup>®</sup> Card  
 SAVE \$6

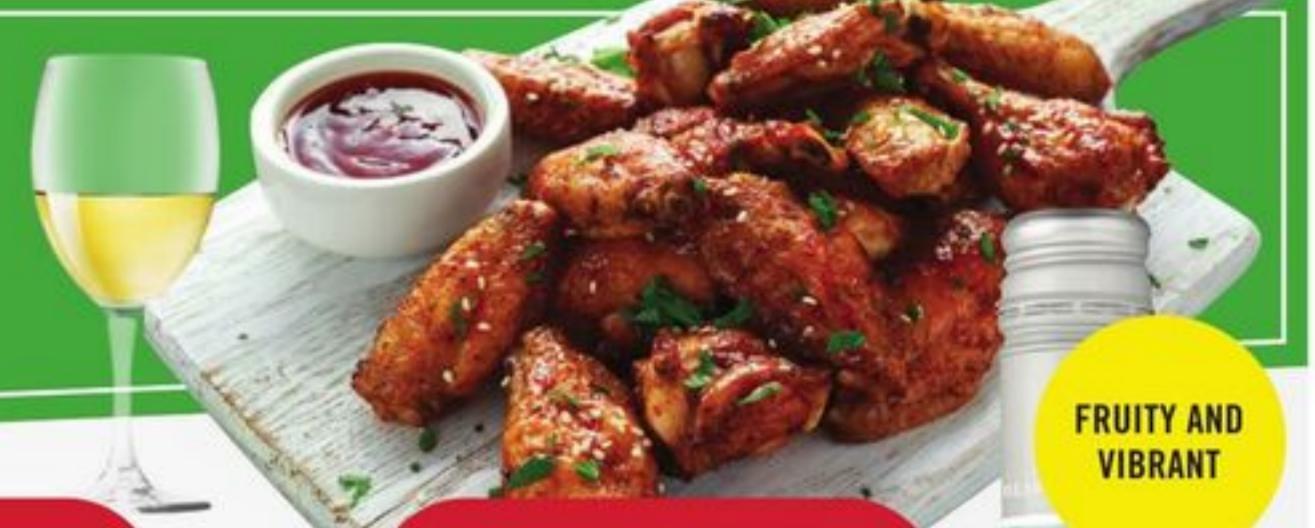
**Mionetto**

Prosecco D.O.C. Brut or  
 Prosecco Rosé, 750 mL

SAVE \$8

## Perfectly paired

Full of personality with vibrant, fresh acidity and fruit forward style, crisp Sauvignon Blanc brings out the bold flavours of crunchy Buffalo wings.



**SAVE \$9**

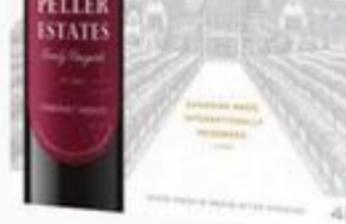


**Peller Estates**

Proprietor's Reserve  
 Selected Varietals, 4 L

**38<sup>99</sup>**

**4 L**



WORKS OUT TO  
 \$7.31 PER 750 mL

**SAVE \$5**

**50 PTS**  
 when you buy 1

**Cono Sur**

Cabernet Carménère  
 or Sauvignon Blanc, 750 mL

**11<sup>99</sup>**



**FRUITY AND VIBRANT**

**ORGANIC**



**FRUITY AND VIBRANT**

**SAVE \$5**

**Chateau De  
 Courteillac**

Bordeaux, 750 mL

**12<sup>99</sup>**



**FRANCE**

**SAVE \$4**

**Matua**

Hawke's Bay  
 Sauvignon Blanc or  
 Lighter Sauvignon  
 Blanc, 750 mL

**12<sup>99</sup>**



**NEW ZEALAND**



**SAVE \$6**

**50 PTS**  
 when you buy 1

**Jackson-Triggs**

Reserve Merlot or  
 Cabernet Sauvignon  
 750 mL

**13<sup>99</sup>**

**FRUITY AND  
 MEDIUM-BODIED**



**SAVE \$8**

**Red Rooster**

Cabernet Merlot  
 or Pinot Gris  
 750 mL

**17<sup>99</sup>**

**FRUITY AND  
 MEDIUM-BODIED**



**SAVE \$8**

**100 PTS**  
 when you buy 1

**Frescobaldi**

Nipozzano Riserva  
 750 mL

**17<sup>99</sup>**

**AROMATIC  
 AND ROBUST**



**SAVE \$9**

**Ruffino**

Riserva Ducale  
 Chianti Classico  
 750 mL

**19<sup>99</sup>**

**AROMATIC  
 AND ROBUST**



**SAVE \$7**

**Meiomi**

Pinot Noir or Cabernet  
 Sauvignon, 750 mL

**19<sup>99</sup>**

**AROMATIC  
 AND SUPPLE**



**SAVE \$9**

**200 PTS**  
 when you buy 1

**Emiliana**

Coyam Red Blend  
 750 mL

**24<sup>99</sup>**

**ORGANIC**

**94 POINTS**

**James Suckling**





**Scene+ MEMBER PRICING**

**24<sup>99</sup>** SAVE \$12

**29<sup>99</sup>** without Scene+ Card  
SAVE \$7

**Forty Creek**  
Cinnamon Bun, 750 mL

**SAVE \$5**  
**200 PTS**  
when you buy 1

**Absolut**  
Vodka, Selected Flavours, 750 mL

**27<sup>99</sup>**

**SAVE \$7**

**Tanqueray**  
London Dry Gin  
750 mL

**27<sup>99</sup>**

**SAVE \$10**

**Appleton Estate**  
Signature Blend Jamaica Rum  
1.14 L

**39<sup>99</sup>**

**SAVE UP TO \$10**

**Bacardí**  
Rum, Selected Varieties, 1.14 L

**35<sup>99</sup>**

**Spirits for happy hour**

**SAVE \$8**  
**300 PTS**  
when you buy 1

**Bulleit Bourbon**  
Frontier Whiskey  
750 mL

**37<sup>99</sup>**

**SAVE \$9**

**J.P. Wiser's**  
Deluxe Canadian Whisky, 1.14 L

**39<sup>99</sup>**

**SAVE \$10**  
**300 PTS**  
when you buy 1

**Kahlúa**  
Coffee Liquor  
1.14 L

**39<sup>99</sup>**

**SAVE \$13**  
**400 PTS**  
when you buy 1

**Casamigos**  
Blanco Tequila  
750 mL

**59<sup>99</sup>**

**SAVE \$3**

**Smirnoff**  
Vodka, 1.14 L

**32<sup>99</sup>**

**Smirnoff Mule**

- 1 1/2 oz Smirnoff No. 21 Vodka
- 4 oz ginger beer
- 1/4 oz lime juice
- Lime wedge and/or mint sprig

Build over ice in a copper mug. Garnish with lime wedge and/or mint sprig

**My Liquor Offers**

**Scene+**

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

**50,000** PTS

\*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.

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



**ONE WINNER EVERY MONTH**

**SCAN HERE & SIGN UP TODAY**

**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

A Small Hazy IPA brewed in the support of Olympic/Paralympic hopefuls Noah Bowman, Adam Kingsmill and Isabelle Weidemann



SAVE \$3

250 PTS  
when you buy 2

Calgary

Eighty-Eight  
Brewing Co.

Personal Best Small  
Hazy IPA, 4 x 473 mL

**15.99**

## Ready to enjoy

SAVE \$7

AriZona

Hard Iced Teas  
Selected Varieties  
12 x 355 mL

**25.99**



SAVE \$10

Moosehead

Selected Varieties  
15 x 355 mL

**26.99**



SAVE \$13

Corona

Extra  
28 x 330 mL

**59.99**



SAVE \$7

300 PTS  
when you buy 1

No Boats  
on Sunday

Cider Variety Pack, 12 x 355 mL

**32.99**



Scene+  
MEMBER  
PRICING

**32.99** SAVE \$12

36.99 without  
Scene+ Card



Michelob  
Ultra, 18 x 355 mL

SAVE \$7

Pabst

Blue Ribbon  
15 x 355 mL

**24.99**



SAVE \$6

Mike's

Hard, Selected  
Varieties  
12 x 355 mL

**25.99**



SAVE \$8

Busch

24 x 355 mL

**35.99**



SAVE \$10

Twisted Tea

Hard Iced Tea  
Selected Varieties  
24 x 355 mL

**44.99**



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Scene+<sup>TM</sup>

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.

Offer valid February 5 to February 11, 2026, at select Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Scene+ digital or physical membership card must be presented at time of transaction. Minimum spend does not include taxes, deposits and environmental charges. Offer excludes event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Coupons have no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice.



# 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](https://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)



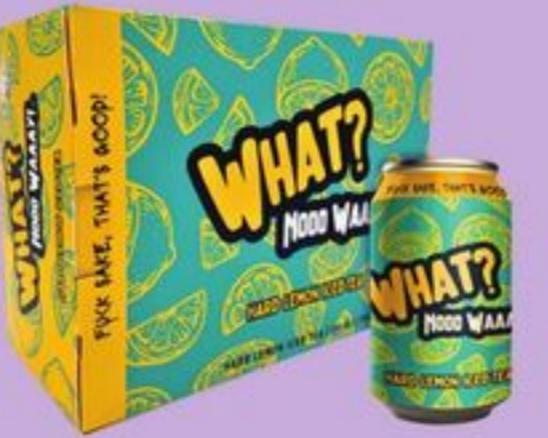
**SAVE \$3<sup>50</sup>**  
when you buy 1

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](https://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.