

**sobey's**  
LIQUOR

**SAFEWAY**  
LIQUOR



**Proudly  
Western  
Canadian**

**SAVE \$10**

**Budweiser  
or Bud Light**  
15 x 355 mL  
**26<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 \$3**

**50 PTS**  
when you buy 1

**Bodacious**  
Selected Varietals  
750 mL  
**8<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>  
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



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



**A PROUD  
CANADIAN  
COMPANY**

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

**Scene<sup>+</sup>**

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.

POI\_SWCB\_WK41\_AB\_PRN



# Winefest

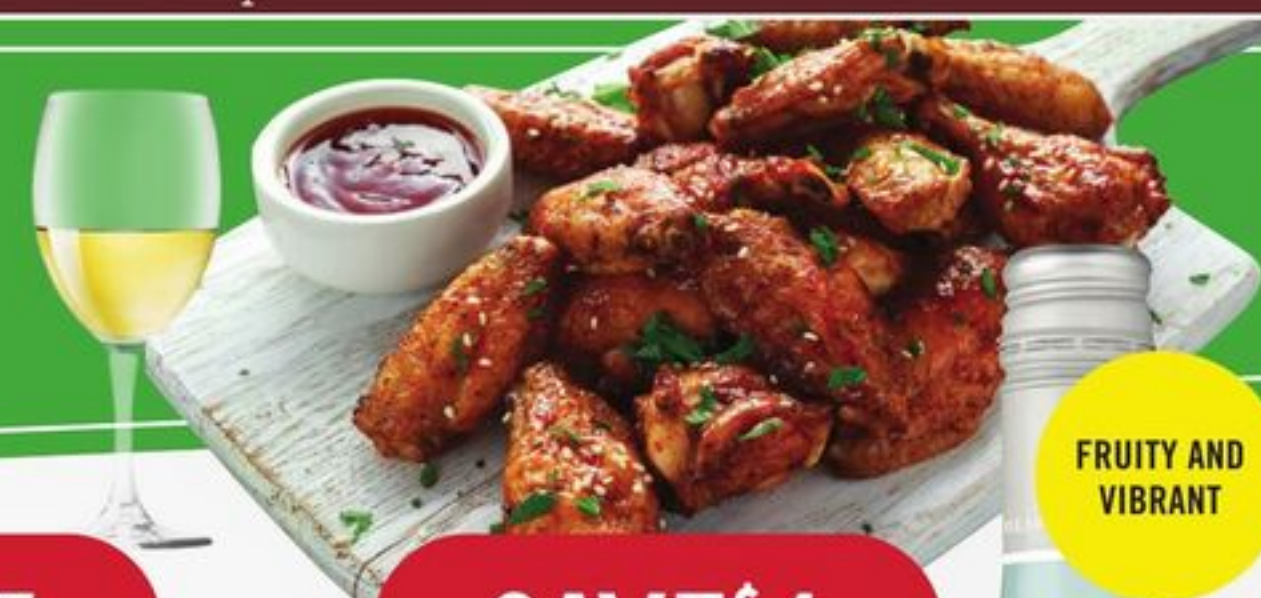
An All-Inclusive Wine Experience

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

## 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.



**Scene+ MEMBER PRICING**

**13<sup>99</sup>** **SAVE \$8**

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

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

FRUITY AND LIGHT  
 FRUITY AND VIBRANT

ITALY

**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**

FRUITY AND VIBRANT

**SAVE \$5**

**50 PTS** when you buy 1

**Cono Sur**  
 Cabernet Carmeneré or Sauvignon Blanc, 750 mL

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

AROMATIC AND SUPPLE  
 FRUITY AND VIBRANT

ORGANIC

CHILE

**SAVE \$5**

**Chateau De Courteillac**  
 Bordeaux, 750 mL

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

AROMATIC AND ROBUST

FRANCE

**SAVE \$4**

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

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

DELICATE AND LIGHT  
 FRUITY AND VIBRANT

NEW ZEALAND

**SAVE \$6**

**50 PTS** when you buy 1

**Jackson-Triggs**  
 Reserve Merlot or Cabernet Sauvignon 750 mL

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

AROMATIC AND SUPPLE  
 FRUITY AND MEDIUM-BODIED

ITALY

**SAVE \$8**

**Red Rooster**  
 Cabernet Merlot or Pinot Gris 750 mL

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

FRUITY AND MEDIUM-BODIED  
 FRUITY AND VIBRANT

ITALY

**SAVE \$8**

**100 PTS** when you buy 1

**Frescobaldi**  
 Nipozzano Riserva 750 mL

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

AROMATIC AND ROBUST

**90 POINTS** Wine Spectator (2022)

ITALY

**SAVE \$9**

**Ruffino**  
 Riserva Ducale Chianti Classico 750 mL

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

AROMATIC AND ROBUST

ITALY

**SAVE \$7**

**Meiomi**  
 Pinot Noir or Cabernet Sauvignon, 750 mL

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

AROMATIC AND SUPPLE

USA

**SAVE \$9**

**200 PTS** when you buy 1

**Emiliana**  
 Coyam Red Blend 750 mL

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

AROMATIC AND ROBUST

ORGANIC

**94 POINTS** James Suckling (2020)

CHILE

**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**



**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>**

**JUNIPER**

**SAVE \$10**

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

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

**1.14 L**

**SAVE UP TO \$10**

**Bacardi**  
Rum, Selected Varieties, 1.14 L

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

**1.14 L**

**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>**

**1.14 L**

**SAVE \$10**

**300 PTS**  
when you buy 1

**Kahlúa**  
Coffee Liqueur  
1.14 L

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

**1.14 L**

**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>**

**1.14 L**

**Smirnoff Mule**

- 1 ½ oz Smirnoff No. 21 Vodka
- 4 oz ginger beer
- ¼ 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**

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

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<sup>99</sup>**

**SAVE \$10**

**Moosehead**  
Selected Varieties  
15 x 355 mL

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

**SAVE \$13**

**Corona**  
Extra  
28 x 330 mL

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

**SAVE \$7**

**300 PTS** when you buy 1

**No Boats on Sunday**  
Cider Variety Pack, 12 x 355 mL

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

**SAVE \$7**

**Pabst**  
Blue Ribbon  
15 x 355 mL

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

**SAVE \$8**

**Busch**  
24 x 355 mL

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

**Scene+ MEMBER PRICING**

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

**36<sup>99</sup>** without Scene+ Card **SAVE \$8**

**Michelob**  
Ultra, 18 x 355 mL

## Ready to enjoy

**SAVE \$7**

**AriZona**  
Hard Iced Teas  
Selected Varieties  
12 x 355 mL

**25<sup>99</sup>**

**SAVE \$6**

**Mike's**  
Hard, Selected Varieties  
12 x 355 mL

**25<sup>99</sup>**

**SAVE \$10**

**Twisted Tea**  
Hard Iced Tea  
Selected Varieties  
24 x 355 mL

**44<sup>99</sup>**

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**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.

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

**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 \$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 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](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.