

Sobey's
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE \$15

**Molson
Canadian or
Coors Light**
24 x 355 mL
39⁹⁹



SAVE \$9

NEW

-196
Vodka Soda
Mixer Pack
12 x 355 mL
23⁹⁹



SAVE UP TO \$10

Kim Crawford
Selected Varietals
750 mL
14⁹⁹



SAVE \$9

Absolut
Vodka
750 mL
22⁹⁹



SAVE \$3⁵⁰

50 PTS
when you buy 1

Copper Moon
Selected Varietals
750 mL
8⁹⁹



Scene
MEMBER
PRICING

50% OFF*

7⁹⁹ with Scene+ Card

10⁹⁹ without Scene+ Card

SAVE \$5
Regular Retail
15⁹⁹

**Finca Los
Primos**
Malbec
750 mL



*No rainchecks.
While quantities
last.

Scene
**DIGITAL
EXCLUSIVE** MARCH 26 TO
APRIL 29, 2026

Load more Digital Exclusive
product offers at
MyLiquorOffers.ca



\$20^{*}
off
Reg. \$73.99

Load this offer and get
\$20 off when you purchase
one Glenfiddich 14-Year-Old
Scotch Whisky 750 mL

*While supplies last. No rainchecks. See page 4 for terms and conditions.

Flyer prices and offers effective March-April, 2026
in select stores in Alberta

THU | FRI | SAT | SUN | MON | TUE | WED
26 | 27 | 28 | 29 | 30 | 31 | 1



**A PROUD
CANADIAN
COMPANY**

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

Scene

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.

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Scene+
MEMBER
PRICING

27⁹⁹

SAVE \$10

31⁹⁹ without
Scene+
Card

The Kraken
Black Spiced Rum
750 mL

SAVE \$6

J.P. Wiser's
Special Blend Canadian
Whisky, 750 mL

21⁹⁹



SAVE UP TO \$8

Tanqueray
Gin, Selected Varieties
750 mL

27⁹⁹



SAVE \$5

Gibson's Finest
Sterling Canadian Whisky
750 mL

27⁹⁹



SAVE \$6

200 PTS
when you buy 1

Forty Creek
Original Cream
Liquor, 750 mL

29⁹⁹



Spirits for happy hour

Rum Pineapple Mojito

- 4 pineapple pieces
- 10 mint leaves
- 4 sugar cubes
- ½ part lime juice
- 1 ½ parts rum

Muddle pineapple pieces, mint leaves, and sugar cubes in the bottom of a shaker. Add lime juice, ice, and rum. Pour into glass, and top with ice, lime, and mint.



SAVE \$8

300 PTS
when you buy 1

Jose Cuervo
Especial Gold or Silver
Tequila, 750 mL

33⁹⁹



SAVE \$10

Appleton Estate
8-Year-Old
Reserve Jamaica
Rum, 750 mL

33⁹⁹



SAVE \$5

300 PTS
when you buy 1

Buffalo Trace
Kentucky Straight
Bourbon Whiskey
750 mL

38⁹⁹



SAVE \$16

400 PTS
when you buy 1

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

49⁹⁹



SAVE UP TO \$10

Bacardi
Rum, Selected
Varieties, 1.14 L

35⁹⁹



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

USE PROMO CODE: **SOBEYS30**

FOR **30% OFF** ANY GENERAL ADMISSION OR VIP TICKET

Sobeys LIQUOR **SAFeway** LIQUOR



CALGARY INTERNATIONAL **BEERFEST**
MAY 1 & 2, 2026
BMO CENTRE, STAMPEDE PARK



GET TICKETS TODAY!

Locally Crafted
BEER OF THE WEEK

Celebrating its 10th Anniversary, Rocky View Brewing uses high quality ingredients to produce flavourful, approachable beers that appeal to a broad range of craft beer enthusiasts.



SAVE \$2.50

Cochrane



Rocky View Brewing Co.
Lemon Radler
4 x 473 mL

13⁹⁹



Ready to enjoy

SAVE \$5

200 PTS
when you buy 1

NEW



Dock Day
Iced Tea + Vodka
12 x 355 mL

26⁹⁹

SAVE \$6

White Claw

Hard Seltzer
Variety Pack
No.1 or No.2
12 x 355 mL

25⁹⁹



SAVE \$6

Hey Y'all!

Hell Yeah!
7% Hard Iced Tea
12 x 341 mL

25⁹⁹



SAVE \$6

150 PTS
when you buy 1

Alley Kat Brewing Co.

Variety Pack, 8 x 473 mL

or **Wild Rose Brewery**

The Herd Mixer Pack, 8 x 473 mL

25⁹⁹



SAVE \$7

Sleeman

Honey Brown or
Cream Ale, 15 x 355 mL

32⁹⁹



Scene+
MEMBER PRICING

34⁹⁹ **SAVE \$10**

38⁹⁹ without
Scene+ Card
SAVE \$6

Busch
Light or Original, 24 x 355 mL



SAVE \$9

Heineken

Original or Silver
12 x 330 mL

29⁹⁹



SAVE \$10

Michelob

Ultra, 18 x 355 mL

35⁹⁹



SAVE \$7

Old Milwaukee

15 x 355 mL

24⁹⁹



FLAMES GAME DAYS



15 CAN PACKS \$27.99



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

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 \$20.00 off when you purchase one (1) the Glenfiddich 14-Year-Old Scotch Whiskey 750 mL in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons. Offer valid March 26 to April 29, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Offer must be loaded to a registered Scene+ card prior to purchase. While supplies last. No rainchecks. The person purchasing the Glenfiddich 14-Year-Old Scotch Whiskey 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.

Scene+
**DIGITAL
EXCLUSIVE**

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

MARCH 26 TO APRIL 29, 2026



SAVE \$12
when you buy 1

Skrewball Peanut Butter Whiskey
750 mL (Reg. \$45.99)



SAVE \$11
when you buy 1

Mailroom Premium Vodka
750 mL (Reg. \$35.99)



SAVE \$20
when you buy 1

Glenfiddich
14-Year-Old Scotch Whisky
750 mL (Reg. \$73.99)



SAVE \$14
when you buy 1

Traveller Blend
No. 40 Bourbon Whiskey
750 mL (Reg. \$53.99)



SAVE \$6
when you buy 1

Banrock Unwooded Chardonnay
750 mL (Reg. \$16.99)



SAVE \$7
when you buy 1

Montecillo Crianza
750 mL (Reg. \$19.99)



SAVE \$5
when you buy 1

Jacob Creek Moscato Lighter
or Moscato Rosé Lighter
750 mL (Reg. \$16.99)



SAVE \$7
when you buy 1

Barossa Valley Estate Rosé
750 mL (Reg. \$20.99)



SAVE \$4
when you buy 1

Smirnoff Crush Mango & Peach
or Lemon & Lime
6 x 355 mL (Reg. \$17.99)



SAVE \$3
when you buy 1

Banded Peak Brewing
Tea Bar Hard Iced Tea
6 x 355 mL (Reg. \$15.99)



SAVE \$5
when you buy 1

Cabin Brewing Co. Classics
Core Mix Pack
8 x 473 mL (Reg. \$33.99)



SAVE \$5⁵⁰
when you buy 3

Pabst Strong Half Iced
Tea & Half Lemonade
710 mL (Reg. \$5.49 ea)

Activate Your Offers

All participating products featured on this page are available to be loaded from March 26 to April 29, 2026 on MyLiquorOffers.ca*

*Offer valid March 26 to April 29, 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. While supplies last. No rainchecks. 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.