

ATL_NFLD

Verified Price Guarantee

Sobeys

LOWEST PRICE on select flyer items or automatically receive the difference in Scene+ points*
*Conditions apply. See sobeys.com for details.

Verified
7.99 /lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Marinating Steaks cut from Canada AAA grade beef 17.61/kg

Verified
3.99 /lb
8.80/kg

SAVE UP TO 55% WITH MEMBER PRICING

4.99 without Scene+ Card /lb, 11.00/kg

Fresh Pork Loin, Back Ribs or Fresh Pork Tenderloin cryovac Family Size

Verified
4.99

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g or COMPLIMENTS Fully Cooked Bacon 65 g

Verified
2.47 /lb

Honeycrisp Apples product of Atlantic Canada, Canada extra fancy grade 5.45/kg

From Atlantic Canada

Verified
6.99

MARINA DEL REY Wild Argentinian Raw Shrimp 20-30 ct per lb or Argentinian Raw Shrimp Meat 300 g or COMPLIMENTS Breaded Cod Nuggets 454 g

Verified
1.99 /lb

Red Cluster Tomatoes product of Canada 4.39/kg

Verified
9.97

KRAFT DINNER Original 12 pk

Verified
2/\$4

HUNT'S Thick & Rich Pasta Sauce or Tomato Sauce 680 mL or Tomato Paste 369 mL

Verified
5.99

NEWFOUNDLAND EGGS Large White Eggs 18 pk or COMPLIMENTS Free Run Large White Eggs 12 pk

Verified
3.99

CHAPMAN'S Premium Ice Cream, Frozen Yogurt, Sorbet or No Sugar Added Ice Cream 1-2 L selected

Verified
11.99

CASHMERE Bathroom Tissue 24=48 or 12=48 rolls, SPONGETOWELS 6=12 rolls or SCOTTIES Facial Tissue 12 pk

Verified
16.87

FOLGERS Roast & Ground Coffee 544-865 g, Single Serve Pods 30 pk or CARNATION Hot Chocolate 1.7 kg

Verified
11.99

SALEEM CARAVAN Creamy Basmati, Golden Basmati or Pakistani Rice 4.54 kg

Global Market

make happy tummies

Join Us. 100% of donations help feed hungry tummies at schools in our neighbourhoods.

Donate in-store

makehappytummies.ca

*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 stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

THU 19 | FRI 20 | SAT 21 | SUN 22 | MON 23 | TUE 24 | WED 25

Prices and offers in effect March 2026 Newfoundland

So many deals
Scan here for our full digital flyer

ATL_NS_NB_PEL_NFLD

Scene

MEMBER

PRICING

Swipe your Scene+ Card and Save



MEMBERS SAVE \$1
899
MEMBER PRICING

999
without Scene+ Card

WONDERFUL Shelled Pistachios assorted varieties 155-170 g

For only **\$2**
Add Twice-Baked Potatoes regular size available chilled



MEMBERS SAVE \$3
1099
MEMBER PRICING

1399
without Scene+ Card

READY FOR YOU Crispy Chicken 6 pieces available hot or chilled



MEMBERS SAVE 99c
\$2
MEMBER PRICING

299
without Scene+ Card

LANTIC Icing, Brown or Yellow Sugar 1 kg



MEMBERS SAVE \$1
399
MEMBER PRICING

499
without Scene+ Card

COCA-COLA or PEPSI Soft Drinks 6x710 mL

Scene+
DIGITAL EXCLUSIVE

OFFER AVAILABLE MARCH 19-25, 2026



Scan QR code to download or open the app

SPEND \$75 OR MORE, GET

500 PTS

WHEN YOU LOAD THIS OFFER

in the Sobeys app or at Sobeys.com/offers

See page 2 for details

Scene™

TURN POINTS INTO GROCERIES



125 PTS when you buy 1

12.99

JANES Ultimates Breaded or Battered Haddock or Cod 450-545 g or Lightly Dusted Haddock or Sole Fillets 500-540 g



200 PTS when you buy 1

\$14

COMPLIMENTS Value Size Cooked Ham 1 kg



100 PTS when you buy 2

3.99

COMPLIMENTS Cheese Slices 210-230 g or Blocks 250-270 g



150 PTS when you buy 3

2.99

LECLERC Celebration Cookies 200-350 g or PRINGLES Party Stacks 194-203 g or Mingles 155 g



400 PTS when you buy 2

40% off

JAMIESON Vitamins or Supplements selected varieties and sizes

1,000 Points = \$10 of free groceries

100% fresh GUARANTEE

Guaranteed fresh or your money back

value size

500 PTS when you buy 1

6.99 /lb

Fresh Lean Ground Beef available only in 5 lb tube 15.41/kg

9.99 MEMBER PRICING

11.99 without Scene+ Card

COMPLIMENTS Frozen Chicken Wings or MAPLE LEAF PRIME Raised Without Antibiotics Chicken Wings, Breaded Chicken, or Stuffed Chicken Cutlettes 568-800 g

3.99 /lb

COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken, Drumsticks or Bone-In Thighs Family Size 8.80/kg

10.99

COMPLIMENTS Extra Large Cooked Shrimp with Sauce 312 g or MIRABEL Cooked Shrimp 71-90 ct per lb 400 g

1.99 /lb

Papaya product of Mexico 4.39/kg

4.99

Large Pineapples product of Costa Rica or Prepared Fresh Daily Cored Pineapples

We offer cored or whole pineapples for the same price

BAKED IN STORE

3.99

Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g

Made with 100% Canadian Flour

5.99

COMPLIMENTS Feta or Bocconcini 200 g

2.99

SCHNEIDERS Lunchmate Stackers or Adult Snack Kits or GREENFIELD Snack Kits 74-120 g or COMPLIMENTS Sliced Meats 175 g or Regular or Jumbo Wieners 450 g selected

5.99

DR. OETKER Giuseppe Rising Crust or Thin Crust Pizza 439-785 g

100 PTS when you buy 1

6.99

IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

3.49

CHRISTIE Peek Freans or Dad's Cookies 275-350 g, ARNOTT'S Tim Tam Biscuits 175-200 g or COMPLIMENTS Soda Crackers 450 g

\$3

DEMPSTER'S Holsum White or Whole Wheat, Texas Toast or Sandwich Bread 570-675 g or English Muffins 6 pk

4.99

CADBURY, NESTLÉ or HERSHEY'S Novelty Easter Chocolate 85-340 g or FERRERO ROCHER Chocolate Eggs 70-125 g while supplies last

4.99

TROPICANA Drinks or Lemonades 1.36 L or PURE LEAF Iced Tea 1.75 L selected

2/\$3

KRAFT BBQ Sauce 455 mL or HEINZ Pasta or Beans 398 mL

400 PTS when you buy 2

12.99

QUAKER Dipsps or Chewy Bars Club Pack 935-960 g

100 PTS when you buy 3

3.99

DANONE Oikos Greek Yogurt 4 pk

400 PTS when you buy 4

3.99

PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL

8.99

GENERAL MILLS Jumbo Cereal 825 g-1.3 kg, KELLOGG'S Jumbo Cereal 700 g-1.1 kg or POST Jumbo Cereal 1.1-1.24 kg

11.99

CADBURY Mini Chocolate Eggs 362-381 g, FERRERO ROCHER Rabbit 13 pk or KINDER Maxi, Plush or Egg Hunt 116-186 g while supplies last

value size

14.99 MEMBER PRICING

15.99 without Scene+ Card

SAPUTO Shredded Cheese 1 kg or ARMSTRONG 900 g

4.99

200 PTS when you buy 2

COMPLIMENTS Jam 375-500 mL, Liquid Honey Bear 375 g or Peanut Butter 1 kg

36.99

PAMPERS Super Econo Pack 66-174 pk or ENFAGROW A+ 907 g

10.99

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

We have 2X as many Canadian-origin products as competing stores* Look for the leaf to help support Canada.

*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin UPC based non-fresh products as compared to leading conventional brick and mortar, drug, online, and discount grocery retailers in Canada according to the latest 12 weeks ending November 15, 2025 using data reported through Nielsen's CA-SOBEYS-CROSS CATEGORY database by Nielsen's MarketTrack Product Insights. Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by Nielsen through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh | Canadian Origin. Stated items for the 12 weeks ending November 15, 2025. Copyright © 2025 Nielsen Consumer LLC.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements to reasonable family requirements to reasonable family requirements. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Newfoundland. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, Tim Hortons®, Starbucks® products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel 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 (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. 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. Please recycle where facilities exist. Printed with vegetable based inks. Newfoundland. Supplement to The Western Star.

P06_SBY_WK47_PRN_ATL_NFLD

So much value



BUY 1 GET 1 FREE
of equal or lesser value

COMPLIMENTS Baby Spinach, Baby Arugula or Spring Mix product of USA 142 g 5.49 ea



5.99 /lb
Asparagus product of Mexico 13.21/kg



3.49
Iceberg Lettuce product of Mexico or USA



3.99 /lb
ORRI Sweet Clementines product of Israel 8.80/kg



\$5
Mangoes product of Mexico 3 pk



2/\$5
Ataulfo Mangoes product of Mexico



3.99
Blackberries product of Mexico 170 g



7.99 THE LITTLE POTATO COMPANY Potatoes product of Canada, Canada no 1, 1.36 kg 3 lb



5.99 **100 PTS** when you buy 2
COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g



3.99
COMPLIMENTS Onions 3 lb product of Atlantic Canada, Canada no 1 or Carrots 5 lb product of Atlantic Canada no 2 5.99 ea



3.99 /lb
Brussels Sprouts product of Mexico 8.80/kg



4.99
Kiwi product of Greece 454 g



7.99 **100 PTS** when you buy 2
COMPLIMENTS Gala, McIntosh, Ambrosia, Cortland or Red Delicious Apples product of Atlantic Canada, Canada fancy grade 1.36 kg 3 lb bag



2.47 /lb
Large Navel Oranges product of South Africa or USA 5.45/kg



6.99 **50 PTS** when you buy 1
Mini Watermelon product of Brazil or USA



4.99 **200 PTS** when you buy 2
COMPLIMENTS Caesar Salad Kit product of USA 280 g



1.99 **50 PTS** when you buy 2
BELLEISLE FARMS Coleslaw product of Atlantic Canada 227 g



BUY 1 GET 2ND 25% OFF
of equal or lesser value
Prepared Fresh Daily Taco or Guacamole Dip or Pineapple Salsa assorted sizes



BUY 2 GET 3RD FREE
of equal or lesser value
Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes



5.49 /lb
White Guava product of Egypt 12.10/kg



1.49 /lb
Flat Cabbage or Napa Cabbage product of Mexico or USA 3.28/kg



8.99
Organic Green Kiwi product of Greece 454 g



4.99 **100 PTS** when you buy 2
COMPLIMENTS ORGANIC Paste Herbs 115 g assorted varieties prepared in Canada



4.99
GUSTA Veggie Ground assorted 340 g



4.99
POM Wonderful Juice selected 473 mL



20% off
ROYAL NUTS Tubs selected varieties 240-350 g



2/\$6
FRESH GOURMET Croutons selected varieties 128-142 g

floral

Available at most stores



STARTING AT \$14
Phalaenopsis Orchid in Ceramic various sizes available grown in Canada



14.99
Assorted Chrysanthemum 6" grown in Canada



11.99 **200 PTS** when you buy 1
Tulip Bouquet 10-Stem grown in Canada



39.99 **500 PTS** when you buy 1
Springtime Serenade Bouquet

Card must be registered. Offer valid and available to be loaded from March 19-25, 2026 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase \$75 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Spending \$75 or more awards only one 500 Scene+ points allotment. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. 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.

YOU COULD WIN* 1,000,000 PTS



That's like \$10,000 towards groceries!

Earn one entry for every \$15 spent on Sterling Silver Beef when you scan your Scene+ card!
Contest runs February 26 to March 25, 2026.

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at sobeys.com/sterling-silver-contest. Contest runs from February 26, 2026 and ends on March 25, 2026. Open to legal residents of across all provinces of Canada excluding Québec who have a valid Scene+ account, and who have reached the age of majority on the date they enter the Contest. There are five (5) prizes to be won, one (1) prize will be allocated toward each of the following regions: Sobeys Atlantic, Sobeys Ontario, Sobeys West, Safeway, and Thrifty Foods. Each prize consists of 1,000,000 Scene+ points (ARV \$10,000.00 (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.

15⁹⁹ /lb

STERLING SILVER Fresh Boneless Top Sirloin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 35.25/kg

So.tender

HAND-SELECTED AAA BEEF

Well-marbled • Aged to perfection
Cut from Canada AAA Beef Exclusive to Sobeys

<p>250 PTS when you spend \$25 or more</p> <p>COUNTRY RIBBON Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size</p>	<p>6⁴⁹ /lb</p> <p>COUNTRY RIBBON Fresh AIR-CHILLED Chicken Breast Halves Family Size 14.31/kg</p>	<p>3⁹⁹ /lb</p> <p>Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 8.80/kg</p>	<p>BUY 2 GET 3RD FREE of equal or lesser value</p> <p>NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs 100% Canadian</p>
<p>7⁹⁹ /lb</p> <p>Fresh Lean Ground Beef Family Size 17.61/kg</p>	<p>300 PTS when you buy 2</p> <p>5⁹⁹</p> <p>MAPLE LODGE FARMS Chicken Sausage 375-500 g</p>	<p>10% off</p> <p>Frozen NEW ZEALAND SPRING LAMB</p>	<p>5⁴⁹</p> <p>MARCANGELO Sweet and Hot Italian Pork Sausage Meat 450 g</p>

Amazing Premium Burgers made...

READY FOR YOU

8⁹⁹ /lb

Fresh Lean Ground Beef Burgers 4 pk Family Size 100% Pure no additives or fillers 19.82/kg

...fresh or frozen

8⁹⁹ /lb

Fresh Medium Ground Chuck Beef Burgers 100% Pure no additives or fillers 19.82/kg

15⁹⁹

COMPLIMENTS Angus, Sirloin or Prime Rib Beef Burgers or Angus Beef & Pork Belly Burgers 852 g

100% ANGUS BEEF BURGERS / BURGERS DE BOEUF 852 g

9⁹⁹ /lb

Fresh Premium Cheesy, Portabella Mushroom & Mozzarella or Bacon & Cheddar Medium Ground Chuck Beef Burgers 22.02/kg

13⁹⁹

BELMONT Homestyle Beef Burgers angus, prime rib or sirloin 852 g

quick & easy

<p>STARTING AT 4⁹⁹</p> <p>BUTTERBALL Turkey Franks, Bacon or Rasher 300-450 g</p>	<p>6⁹⁹</p> <p>200 PTS when you buy 2</p> <p>COMPLIMENTS Pepperoni Sticks 300 g</p>	<p>STARTING AT 12⁹⁹</p> <p>44TH STREET Fully Cooked Entrées 575 g</p>	<p>STARTING AT 12⁹⁹</p> <p>MARCANGELO Chicken or Pork Souvlaki 480-640 g or Bacon Wrapped Beef Sirloin Medallions 340 g</p>
<p>7⁹⁹</p> <p>100 PTS when you buy 2</p> <p>WONG WING Egg Rolls, Spring Rolls or Dumplings 360-680 g</p>	<p>10⁹⁹</p> <p>SWISS CHALET Chicken or Beef Pot Pies 650-655 g</p>	<p>19⁹⁹</p> <p>BEYOND MEAT Plant Based Burgers or Beef 678-908 g</p>	<p>6⁹⁹</p> <p>WHOLLY VEGGIE! Cauliflower Wings buffalo, ranch, hot honey or japanese-inspired bbq 375 g</p>

GET TO FREE GROCERIES FASTER when you scan your Scene+ membership card and pay with your Scotiabank Scene+ Visa Card.

Scotiabank Scene+ VISA

GET 2 SCENE+ PTS ON EVERY \$1 SPENT!

1,000 pts = \$10 in groceries

*1,000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1,000. *Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at Scotiabank.com/participatingstores. *Visa Int. /Licensed user.

seafood

100 PTS when you buy 2

4⁹⁹ COMPLIMENTS Crab-Flavoured Seafood flake-style 454 g

18⁹⁹ LAND & SEA Cod Tongues frozen 340 g

From Newfoundland

12⁹⁹ LAND & SEA Cooked & Peeled Cold Water Shrimp from Newfoundland 340 g

6⁹⁹ LAND & SEA Salt Fish Bits 454 g

4⁹⁹ LAND & SEA Cod Au Gratin 200 g

8⁹⁹ MEMBER PRICING

9⁹⁹ without Scene+ Card

COMPLIMENTS Cooked or Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops 80-120 ct per lb 340 g

11⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Smoked Atlantic, Steelhead or Gravlox Salmon 150 g

150 PTS when you buy 1

14⁹⁹ 40 FATHOMS Breded Haddock or Cod Fillets 815 g

6⁹⁹ MATLAW'S Ocean Scallops or Clam Stuffing 425 g or VASCO & CO Smoked Atlantic Salmon 120 g

11⁹⁹ **51+**

COMPLIMENTS Cooked Shrimp in Bag with Cocktail Sauce 680 g

9⁹⁹ WATERVIEW MARKET Shrimp with Sauce 454 g

10⁹⁹ TOPPITS Gluten-Free Breded Premium Fish Fillets 400 g

deli & kitchen

4⁹⁹ MEMBER PRICING

5⁹⁹ without Scene+ Card

BRANDT Sliced Kolbassa selected 175 g

8⁹⁹ MAPLE LEAF Natural Selections Sliced Meats selected 175 g

3²⁹ /100 g

COMPLIMENTS Smoked or Cooked Chicken

200 PTS when you buy 1

18⁹⁹ TRE STELLE Feta 850 g

5⁹⁹ /100 g

Gruyere Cheese product of Switzerland

1⁴⁹ /100 g

CHRIS BROTHERS Pepperoni Stick

3⁹⁹ MEMBER PRICING

4⁴⁹ without Scene+ Card

FONTAINE SANTÉ or LANTANA Topped Hummus, Regular Hummus or Dips 227-283 g

250 PTS when you buy 2

6⁴⁹ YUCATAN Avocado Salsa 340 g

75 PTS when you buy 2

1⁹⁹ BURNBRAE FARMS Eggs2Go! 2 pk 88 g

Grab 'n Go Meals!

100 PTS when you buy 1

14⁹⁹ Mixed Deli Meats Subs 4 pk 860 g

NEW

5⁹⁹ LADLES OF LOVE Soup 454 mL

Give them more with the Grocery Essentials Card Visit sobeys.com/giftcards for details

drinks & snacks

100 PTS
when you buy 3

3/7⁹⁸

OASIS Juice, ARIZONA Iced Tea or DEL MONTE Nectar 960 mL tetra

7⁹⁹

LAVAZZA Nespresso Compatible Capsules 10 pk or Ground Coffee Bricks 250 g

8⁹⁹

MAXWELL HOUSE Instant Coffee 150 g

9⁹⁹

TETLEY Orange Pekoe Tea 144 pk or TWININGS Tea 50 pk

2/\$7

DARE Ultimate Cookies 290-300 g

2/\$7

CHRISTIE Mini Cookies 144-200 g

\$4

CHRISTIE Good Thins 100 g, Crispers or Ritz Chips 240 g

5⁴⁹

PURITY Cream Crisps, Milk Lunch or Tip Top Sodas 350-400 g or BOULANGERIE Grissol Melba Toast 350-400 g

2/\$9

RUFFLES Potato Chips 180-200 g or SMARTFOOD Popcorn 150-220 g

3⁹⁹

OLD DUTCH Potato Chips or Ridges 200-235 g

3⁹⁹

HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g

3⁹⁹

TWIGZ Pretzels 130 g

2⁹⁹

COMPLIMENTS Kettle Chips 200 g

2/\$6

CELSIUS Energy Drinks 355 mL

200 PTS
when you buy 2

18⁹⁹

COORS Edge Non-Alcoholic Beer 12x355 mL

2/\$12

LACROIX Sparkling Water 8x355 mL

200 PTS
when you buy 2

6⁴⁹

FERRERO ROCHER Squares 105 g

10⁹⁹

CADBURY Mini Eggs 400 g while supplies last

200 PTS
when you buy 2

2/\$6

BIOSTEEL Sports Drink 500 mL

2/\$6

GATORADE Water 1 L

4⁹⁹

MAYNARDS Candy 308-315 g or KINDER Chocolate Bars 126 g

3⁷⁹

MENTOS Mints 4 pk

8⁹⁹

KELLOGG'S Pop-Tarts 1.152 kg, Rice Krispies Squares 660 g or Special K Bars 500 g

11⁹⁹

FERRERO Nutella B-Ready 330 g

Here for your budget and lifestyle

4⁷⁹

100 PTS
when you buy 2

COMPLIMENTS Candy Coated Chocolate Mini Eggs 200 g while supplies last

14⁴⁹

COMPLIMENTS Candy Coated Chocolate Mini Eggs 650 g while supplies last

5⁹⁹

200 PTS
when you buy 2

PANACHE Cracker Assortment Classic 250 g

NEW

100 PTS
when you buy 1

4⁹⁹

COMPLIMENTS Exceptional Chocolate Chip Cookies 280 g

value size

1,000 PTS
when you buy 1

39c PER CUP!

38⁹⁹

BEST BUY K-Cups® Coffee Pods 100 pk

100 PTS
when you buy 1

5⁹⁹

COMPLIMENTS Apple Juice 2.84 L

2⁹⁹

100 PTS
when you buy 2

COMPLIMENTS Potato Chips Extraaaa! Flavour 200 g

2/\$3

COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L

Scene GET 1,000 PTS FOR EVERY \$100 SPENT IN ONE4ALL ULTIMATE GIFT CARDS!

Offer valid during March 19 - 25, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability. Cards issued by Peoples Trust Company.

deli & kitchen



100 PTS
when you buy 2

5⁹⁹ COMPLIMENTS Dry Cured Salami selected 125 g

12⁹⁹

COMPLIMENTS Natural Ingredients Family Size Sliced Meats selected 375-400 g



Gluten free, Made with Natural Ingredients, No added preservatives or nitrites other than those that are naturally occurring, Made in Canada from domestic and imported ingredients.



SLICED FRESH

2²⁹ /100 g

LARSEN Country Style Salami



100 PTS
when you buy 1

13⁹⁹

THE LAUGHING COW 32 pk 535 g or BABYBEL 18 pk 360 g



4⁹⁹ MEMBER PRICING

5⁹⁹ without Scene+ Card

COMPLIMENTS Goat Cheese 113 g



SLICED FRESH

2¹⁹ /100 g

COMPLIMENTS Cooked Ham or Bologna

READY FOR YOU

4 Can Dine for 19⁹⁹

Hot Roast Chicken or Full Rack of Back Ribs

FRESHLY PREPARED

Any 2 Sides
Large Potato Wedges, Reser's Sides or Compliments Salad, 426-454 g

4 King's Hawaiian Savoury or Sweet Rolls

NO COUPON REQUIRED. Plus applicable taxes, deposits, fees and levies. Not valid with any other offer. Subject to availability, no substitutions. Valid only on eligible products described above, purchased in a single transaction. Products may not appear as shown. Offer valid until further notice.



NEW

5⁹⁹

LADLES OF LOVE Soup 454 g

Tomato Basil, Thai Coconut, Butternut Squash or Vegetable!

bakery



BUY MORE SAVE MORE

12⁹⁹ ea when you buy 2 or more

Cheesecakes 6" 810-960 g 17.99 ea



12⁹⁹ MEMBER PRICING

17⁹⁹ without Scene+ Card

Single Layer Shortcakes 905-950 g



BAKED IN STORE

100 PTS
when you buy 2

5⁹⁹

All Butter Croissants or Pastries 4 pk 275-400 g



BAKED IN STORE

75 PTS
when you buy 2

4⁹⁹

Tea Biscuits 6 pk 335-350 g



6⁹⁹

COMPLIMENTS Dessert Squares 400 g



BAKED IN STORE

2/\$7

Bagels 4 pk 450 g



Made with 100% Canadian flour

BAKED IN STORE

5⁹⁹

Gourmet Cheese Buns 6 pk 425 g



Made with 100% Canadian flour

BAKED IN STORE

3⁹⁹

Garlic Bread 540 g



200 PTS
when you buy 2

5⁴⁹

PORTOFINO Breads 585-600 g



3⁴⁹

150 PTS
when you buy 2

COMPLIMENTS Grain Breads 600 g



3⁹⁹

DEMPSTER'S 7" Tortillas 240-340 g or TIA ROSA Tortillas 220-328 g

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

frozen & dairy

4.49

CENTRAL DAIRIES or SCOTSBURN Chocolate Milk 2 L

5.99

ASTRO Balkan Style Yogurt 12 pk

5.99

COMPLIMENTS Shreds 226-320 g selected

3.49 ea when you buy 2 or more

PILLSBURY Crescent Rolls 318 g, Dinner Rolls & Biscuits 340 g or Pizza Crust 391 g selected 3.99 ea

4/\$5

YOPLAIT Yop Drinkable Yogurt 200 mL

4.49

SIGGI'S Icelandic Style Skyr Yogurt 4 pk

3.99

LACTANTIA Healthy Attitude or Olivina Margarine 427 g

5.79

NATREL Lactose Free Butter 250 g

1.29

BEST BUY Frozen Spinach Chopped or Whole Leaf 300 g

5.49

KRAFT Philadelphia Dips 340 g

4.99

KOZY SHACK Rice Pudding 6 pk

7.99

STÖK Cold Brew Coffee 1.42 L

2.00 PTS when you buy 2

RIGHTEOUS Gelato or Sorbetto 473 mL selected

5.99

NANAPOPS! Frozen Bars 4 pk selected

4.49

TASTIEZ Frozen Snacks 311 g

5.49

SNOWCREST Frozen Fruit 500-600 g

4.49

TENDERFLAKE Pie Shells, Tart Shells or Puff Pastry 255-397 g

3.99

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

3.99

MCCAIN Breakfast Potatoes 600-650 g

3.99

MCCAIN Bistro, Smiles or Tasti-Taters 454-800 g or MCCAIN Superfries 454-650 g

4.49

MICHELINA'S Pizza Snack 496 g

2/\$10

HEALTHY CHOICE Gourmet Steamers 269-306 g

13.49

EL MONTEREY Taquitos 567-588 g

11.49

SWANSON Oven Easy or Family Skillet Meals 1.19 kg

WE'RE FULL OF compliments

9.49

COMPLIMENTS BALANCE Egg Whites 1 kg

5.99

COMPLIMENTS Greek Yogurt 650 g

5.99

COMPLIMENTS Flatbread Pizzas 300-310 g

3.49

COMPLIMENTS Frozen Whipped Topping 1 L

3.49

COMPLIMENTS Hash Browns or Diced Home Fries 650 g

3.49

COMPLIMENTS SOUR CREAM CRÈME SURE 500 mL

3.99

COMPLIMENTS Stringable Cheese 8 pk 168 g

2.99

COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g

Give them more with the Grocery Essentials Card Visit sobeys.com/giftcards for details

meal makers



4.99 KELLOGG'S Vector Granola 311 g



2.99 APPLESNAX Fruit Cups 6 pk



9.99 NUTELLA Hazelnut Spread 725 g



3.99 COMPLIMENTS Canned Fruit 796 mL



3.49 COMPLIMENTS Bagels 6 pk



3.99 VACHON Snacks 248-336 g

E.D. SMITH SINCE 1882 **Triple Fruits**

New 3 fruit flavours just dropped! Dessert's better with pie filling!

5.99 ea when you buy 2 or more

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

Classic Mini Cheesecakes recipe and more found on edsmith.com



2/5.50 COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g



2/\$5 MINUTE RICE Cups 250 g



3.49 AYLMER Ready To Serve Soup 540 mL



5.99 CLUB HOUSE La Grille Seasonings 65-248 g or Spice Blends selected 111-203 g



6.99 STEFANO Pasta Sauce 405-648 mL



7.49 AGROMONTE Pasta Sauce 560 mL



5.49 MAISON ORPHÉE Vinaigrette 250 mL



12.99 TILDA Basmati or Brown Basmati Rice 1.8 kg selected varieties

Here for your budget and lifestyle



9.99 PANACHE Maple Syrup amber rich 500 mL



4.99 ea when you buy 2 or more



49¢ COMPLIMENTS Instant Noodles 85 g



3.99 COMPLIMENTS Pickles 500 mL or Kalamata Olives 375 mL

natural health



7.49 KASHI GoActive Cereal 349-501 g or Organic Cereal 360-510 g



6.99 STOKED OATS Superfood Oatmeal Blends 500 g



2/\$6 CWENCH Hydration 500 mL



2/\$7 COMPLIMENTS ORGANIC Tortilla Chips 240 g



3.99 EARTH'S OWN Select Beverages 1.75-1.89 L



11.99 OLYMPIC Organic Yogurt 1.75 kg Regular or Greek 12.99 ea



6.99 PRANA Organic Chia Seeds 200-300 g



3.49 ANNIE'S Mac & Cheese 149-170 g



25.99 VEGA Protein + Supergreens 510-526 g



2/\$4 LÄRABAR 45-48 g



2/\$8 LOVE GOOD Protein Bars 55-60 g



16.99 EMERGEN-C Vitamin Drink Mix, Gummies or Crystals 18-45 pk selected

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details

home & pet care



32⁹⁹
CHARMIN Bathroom Tissue
24=96 rolls or BOUNTY Paper
Towels 8 pk



300 PTS
when you buy 2
7⁹⁹ COMPLIMENTS
Liquid Laundry
Detergent 1.37-1.47 L



50 PTS
when you buy 1
2⁹⁹ PALMOLIVE Dish
Detergent 591 mL



STARTING AT 5⁹⁹ WINDEX Glass
Cleaner 765-950 mL
or BON AMI Glass
Cleaner 560 g



1³⁹ WHISKAS Perfect
Portions Wet Cat Food
75 g



100 PTS
when you buy 1
32⁹⁹ IAMS Dry Dog
Food 6.1-6.8 kg



18⁹⁹ ARM & HAMMER Clump & Seal
Cat Litter 6.35-9.1 kg



150 PTS
when you buy 4
COMPLIMENTS Wet Cat Food
85-156 g



100 PTS
when you buy 1
9⁹⁹ ENERGIZER
Batteries AA 8 pk,
AAA 4 pk or 9V 2 pk



100 PTS
when you buy 2
7⁹⁹ COMPLIMENTS Waste Bags 90 L
24-30 pk selected



100 PTS
when you buy 2
2⁴⁹ COMPLIMENTS Foil
Wrap 25 ft or
Parchment Paper 35 ft



100 PTS
when you buy 1
13⁴⁹ ZIPLOC Mega
Packs 60-270 pk

health, beauty & baby



6⁹⁹ **200 PTS**
when you buy 2
CREST 3D White Toothpaste, Scope
Mouthwash or ORAL-B Toothbrushes
85 mL-1 L or 2 pk selected



STARTING AT 3⁹⁹ **100 PTS**
when you buy 2
SOFT SOAP Hand Soap 332 mL or
LADY SPEED STICK or Men's
Deodorant 45-85 g selected



Get more for your little one
Oh baby!

100 PTS
when you buy 2
10% off
AVEENO Baby Care selected
227-354 mL, 331 g or DESITIN
Diaper Rash Cream 113-454 g



STARTING AT 5⁴⁹
GARNIER or PANTENE Shampoo or
Conditioner or AUSSIE, HERBAL
ESSENCES or PANTENE Stylers
150-650 mL or 170-283 g selected



STARTING AT 9⁴⁹
HERBAL ESSENCES or PANTENE
Shampoo, Conditioner or Stylers
95-400 mL selected



4⁹⁹ NESTLÉ Baby
Cereal 227 g

3⁹⁹ CABOO Baby Wipes
72 pk



6⁹⁹
OLD SPICE Body Wash 532 mL or
DEGREE Men's or Women's
Deodorant 74-107 g selected



200 PTS
when you buy 2
20% off CERAVE
Moisturizers or
Cleansers selected



55⁹⁹ GOOD START Formula 1.02 kg or
Ready To Feed 15x250 mL

STARTING AT 14⁹⁹
HUGGIES Baby Wipes 288-384 pk
or Jumbo Diapers Newborn Size 2
29-32 pk

pharmacy

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



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



15% off **150 PTS**
when you buy 2
VISINE Eye Care selected 15 mL



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



10% off **150 PTS**
when you buy 2
POLYSPORIN Ointment selected
15 g or 177 mL

200 PTS
when you buy 2

FOR THE ASSIST 15% off ADVIL Pain Relief
40-150 pk

Official Partner of Canada Soccer

Trademarks owned or licensed by Haleon ©2026 Haleon or licensor.

Need health care or advice? We do that!

From weight management to diabetes care, pharmacists can help*.

360Health | Sobeys
PHARMACY & WELLNESS

*Fee for some services may apply.

Scene+ JOIN SCENE+ TODAY. sceneplus.ca/register

Scene+
DIGITAL EXCLUSIVE



LOAD IT TO GET IT!

- 1 Download the Sobeys app
- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

Activate your offers in the Sobeys app or at [Sobeys.com/offers](https://www.sobeys.com/offers)



Get
100 PTS
when you buy 1

CHALO! Naan 5 pk

value size

SAVE \$2

LOAD THIS OFFER AND SAVE \$2 ON COMPLIMENTS Hot Pepper Rings 2 L



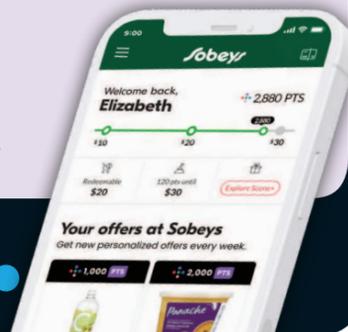
Get
400 PTS
when you buy 2

COMPLIMENTS ORGANIC Soup 398 mL



Get
100 PTS
when you buy 1

TRE STELLE Bocconcini or Halloumi 200 g



Offer valid March 19th to March 25th, 2026 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. 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.

Happy Vaisakhi

3⁹⁹ /lb

Indian Eggplant product of Mexico or The Dominican Republic 8.80/kg



1⁹⁹ /lb

Long Squash or Opo Squash product of Mexico or The Dominican Republic 4.39/kg



2⁹⁹

Coconut product of Vietnam



\$4

SANTOSH Gold Naan or Naan Bites 440-600 g



14⁹⁹

INDIA GATE Pure Basmati Rice 4.54 kg



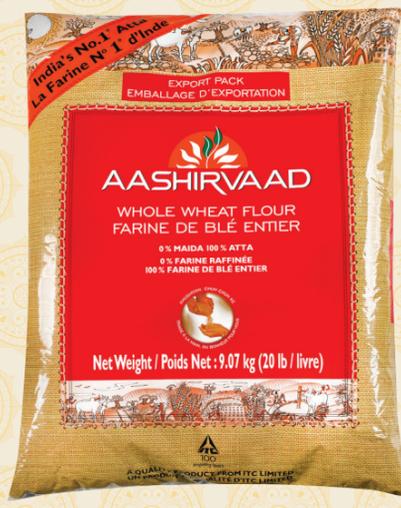
8⁹⁹

GIA Basmati Rice 3.63 kg



19⁹⁹

AASHIRVAAD Whole Wheat Flour 9.07 kg



4⁴⁹

PATAK'S Cooking Sauces 400 mL selected varieties



3⁷⁹

PATAK'S Side Dishes 285 g selected varieties



4⁹⁹

PATAK'S 3 Step Cooking Kits 313 g selected varieties



15²⁹

BRAR'S Pure Desi Ghee 800 g



2⁷⁹

RUBICON Juice 1 L selected varieties



4⁴⁹

RUBICON Organic Coconut Water or Non-Dairy Beverage 1 L



1²⁹

PARLE-G Biscuits 300 g



1⁴⁹

HALDIRAM'S Indian Snacks 150 g selected varieties



1⁹⁹

MAGGI Masala Noodles Family Pack 280 g



WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

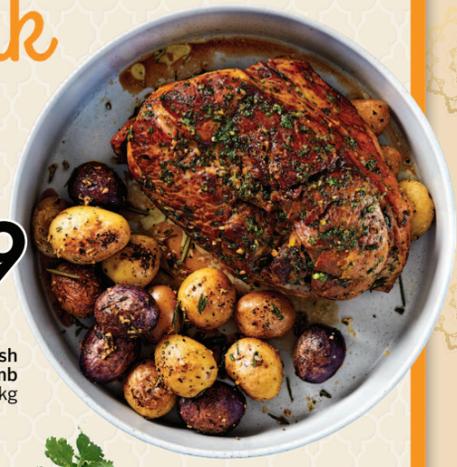
Eid Mubarak



حلال
Halal

12⁹⁹ /lb

SUNGOLD Fresh Boneless Lamb Leg 28.64/kg



10% off

SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg Steak or Stew Cubes 44.07/kg



5⁴⁹ /lb

Guava product of Egypt 12.10/kg



2⁵⁰

Mint or Cilantro Bunches product of Mexico



3⁴⁹

COMPLIMENTS Pitas 200-425 g



5⁹⁹

KIRI Cream Cheese Portions 144 g



7⁹⁹

TILDA Basmati Rice 900 g



2⁴⁹

SALEM FOODS Bulgur 908 g selected varieties



3⁹⁹

SALEM FOODS Pickled Vine Leaves 454 g or Pickled Cucumbers 1 L



8⁴⁹

KASIH Golden Tahini 900 g



4⁹⁹

DURRA Syrian Style Sesame Bread Sticks 454 g



2⁷⁹

SALEM FOODS Super Melon Seeds 300 g



1⁷⁹

CANDYLIIOUS Gummy 180 g selected varieties



2⁴⁹

ETI Mini Popkek 144 g or Tea Biscuits 400 g



6⁹⁹

AHMAD Tea 100 pk selected varieties



Find more variety and value in store

Sobeys

1,000+ ITEMS ARE PRICE LOCKED

until April 29, 2026



STARTING AT
9.99

TRE STELLE Feta 375 g or
CASTELLO Havarti 425 g

\$5

Mangoes
product of Mexico 3 pk

\$4

Mini Seedless Cucumbers 6 pk
product of Canada, Canada no 1 grade

\$4

COMPLIMENTS Grape Tomatoes
product of Mexico 283 g

100 PTS
when you buy 1

\$10

COMPLIMENTS NATURALLY SIMPLE
Wild Pacific Pink Salmon Fillets 400 g

BEST BUY VALEUR PLUS

\$7

BEST BUY Cooked Shrimp
65-75 ct per lb 300 g

4.99

CATCH OF THE DAY
Breaded or Battered Fish 350 g

100 PTS
when you buy 2

6.99

FONTAINE SANTÉ Hummus
454 g

STARTING AT
4.49

COMPLIMENTS Pizza Crust
298-460 g

9.99

BBQ Chicken Legs back attached 4 pk
available hot or chilled

100 PTS
when you buy 2

6.49

COMPLIMENTS Pecan or Raisin
Butter Tarts 510 g

BUY MORE SAVE MORE

\$5 ea when you buy 2 or more

CHUDLEIGH'S Blossoms,
Cakes or Pies frozen 228-290 g
5.99 ea

So much value in every shop

Sobeys

1,000+ ITEMS ARE PRICE LOCKED

until April 29, 2026



3⁹⁹

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



10⁹⁹

NABOB Roast & Ground or Whole Bean Coffee 300-340 g



2⁹⁹

COMPLIMENTS Instant Oatmeal 260-344 g



2/\$3

FRENCH'S Mixes 28-50 g



99¢

COMPLIMENTS Taco or Fajita Seasonings 35-39 g



600 PTS when you spend \$20 or more
STARTING AT 7⁹⁹

DOVE Deodorant 74-113 g or Personal Wash or Bar Soap 400-710 mL or 6 pk selected



\$3

DARE Breton, Vinta or Simple Goodness Crackers selected 173-225 g



4²⁹

OLD DUTCH Restaurant Tortilla Chips 275-320 g



15⁹⁹

NESTLÉ XXL Cellos 700 g-1 kg



2/3⁵⁰

PEACE TEA 695 mL



\$4

COMPLIMENTS Straight Cut or Shoestring Cut Fries or Wedges 650 g



7⁴⁹

DANONE Oikos Yogurt 650-750 g



4⁹⁹

CRACKER BARREL Cheese Slices 200-240 g



29⁹⁹

KICKING HORSE COFFEE K-Cups® 24 pk



7⁹⁹

MINUTE RICE 1.4 kg or Whole Grain Brown Rice 1.2 kg selected



5⁹⁹

PINE-SOL Cleaner 1.41 L or CLOROX Bleach 2.4 L

So much value in every shop

fresh fest

It's Tropical Season!

Taste the tropics with golden Ataulfo mangoes and other sun-kissed fruits.



LARGE

2/\$5

Ataulfo Mangoes
product of Mexico



4.99
Kiwi
product of
Greece 454 g



\$5

Mangoes
product of
Mexico 3 pk



1.99

Papaya product
/lb of Mexico 4.39/kg



15% off
Papaya Halves



4.99

Whole or Cored
Pineapple product
of Costa Rica

We offer
cored or whole
pineapples for
the same price

1.29

Passion Fruit
product of
Colombia



3.99

Dragon Fruit
product of Vietnam



150 PTS
when you buy 2

COMPLIMENTS
Canned Pineapple
Slices 398 mL



2.99

Coconut
product
of Vietnam



100 PTS
when you buy 2
3.49

COMPLIMENTS
Coconut selected
varieties 200 g



READY FOR YOU

15% off

Prepared Fresh Daily
Regular or Tropical
Fruit Salad
assorted sizes

Get 400 PTS
When you buy 2
OR
Get 800 PTS
When you buy 3
or more

STARTING AT
12.99

Hawaiian 14" Take & Bake
Pizza or Select Varieties
715-890 g



100 PTS
when you buy 3

3/7.98

DEL MONTE Nectar 960 mL tetra

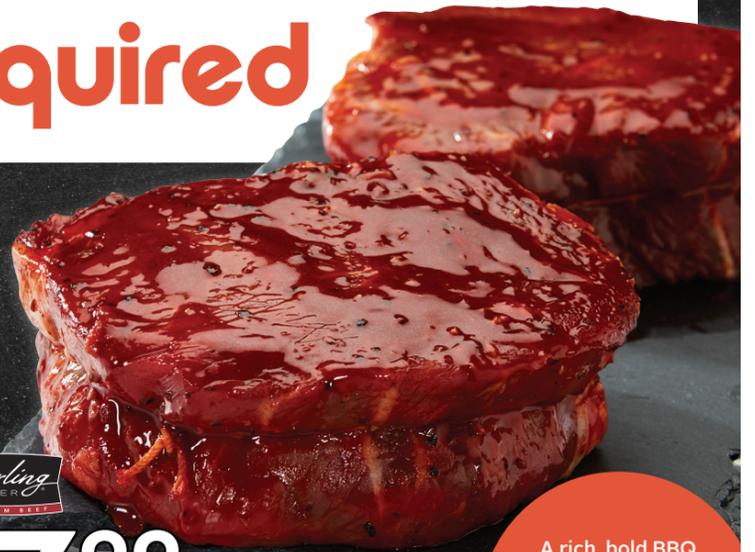


Ready for You No Prep Required



12⁹⁹
/lb

Fresh Prepared In-Store Atlantic Salmon Roasts Stuffed with Cheddar Cheese, Spinach, Bacon and Cold Water Shrimp 28.64/kg



17⁹⁹
/lb

STERLING SILVER Fresh BBQ Whiskey or Montreal BBQ Marinated Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef 39.66/kg

A rich, bold BBQ sauce with maple sweetness, whiskey warmth, hickory smoked flavour, black pepper and tomato.



4⁹⁹
/lb

Marinated Fresh Chicken Drumsticks or Thighs 11.00/kg

Back to routine made easy



GLUTEN FREE



\$15

PINTY'S EatWell Gluten-Free Breaded Chicken Burgers, Strips or Nuggets 765-790 g



200 PTS
when you buy 2

Snack or Classic Meal Boxes select varieties 300-320 g



1⁹⁹

FONTAINE SANTÉ Snacks 129 g



\$3

Swirls available chilled or heated 225 g

Make your own Beer Battered fried fish!

Get recipe

TRY OUR

recipe with Wild
North Atlantic
Cod Fillets



From
Newfoundland



9.99
/lb

From Newfoundland Wild North Atlantic
Cod Fillets frozen or previously frozen
22.02/kg

THE OFFICIAL HIGH PROTEIN YOGURT OF THE NHL

oikos SNACK TO WIN

YOU COULD WIN A TRIP FOR 2 TO THE STANLEY CUP FINAL \$25,000 TOTAL PRIZES

3.49 DANONE Oikos Pro 300 mL

7.49 DANONE Oikos Greek Yogurt 650-750 g

SCAN NOW

*No purchase necessary. Begins 03/23/26 at 12:00:01 AM ET & Ends 05/04/26 at 11:59:59 PM ET. Draw 05/05/26 at 2PM ET. One (1) Grand Prize Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 900 Instant Win Prizes: a \$100 Digital Prepaid Card (20 total), or a \$50 CAD Physical Danone Oikos® Coupon (800 total). Mathematical skill-testing question. Full contest rules: www.snacktowin.ca. Oikos® used under lic. © 2026 Danone LLC. All rights reserved. Oikos® Pro™ used under lic. © 2026 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the wordmark and image of the Stanley Cup and the Stanley Cup Final logo are registered trademarks of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © 2026 NHL. All Rights Reserved.

Knorr

BUY MORE SAVE MORE

1.779 ed when you buy 2 or more

300 PTS when you buy 4

300 PTS when you buy 2

KNORR Sauces or Gravies 17-48 g 2.29 ea

KNORR Rice & Pasta Cups 73 g or Soups 2 pk or LIPTON Cup-A-Soup 40-83 g any variety

Trademark owned or used under license by Unilever Canada, Toronto, Ontario, M4W 3R2.

BACKED BY OVER 35 YEARS OF ACTIVIA'S EXPERTISE IN GUT HEALTH

delight Elevating coffee moments, with just a Touch Of flavour

4.49 DANONE Activia 650 g or Activia Expert 4x100 g

7.49 DANONE Activia 12x100 g or Activia Expert 750 g

3.49 INTERNATIONAL DELIGHT 425 mL

Activia® used under lic. © 2026 Danone. All rights reserved. International Delight® © 2026 WhiteWave Services, Inc. All rights reserved.

Enjoy a great break with Nestlé

1,000 PTS when you buy any 4

5.49 NESTLÉ Cellos 76-203 g assorted

NESTLÉ Tablets 95-105 g, King 50-86 g or Junior Bars 58-94 g

* All Nestlé trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under licence. ©2026 Nestlé.

2,500,000 PTS TO BE WON*

BUY ANY PARTICIPATING HERSHEY'S PRODUCT FOR A CHANCE TO WIN* 1 OF 5 PRIZES OF 500,000 PTS

5.79 HERSHEY'S Bagged Chocolate 160-290 g

2.19 HERSHEY'S King Size Bars 62-85 g

2.69 HERSHEY'S Family Bars 90-120 g

*NO PURCHASE NECESSARY. Full Contest rules found at https://www.sobeys.com/hershey-canada-scene-contest. Contest runs from 03/19/2026-04/29/2026. Open to legal residents across provinces of Canada excluding QC with a valid Scene+ account, and who have reached the age of majority. 5 prizes of 500,000 Scene+ points to be won (ARV: \$5,000.00 CAD) each.

GET UP TO \$20 IN FREE GROCERIES!

Spend \$25 & get **1,000 PTS** OR Spend \$40 & get **2,000 PTS**

SCAN HERE FOR COMPLETE LIST OF PARTICIPATING PRODUCTS

Offer valid March 19 - April 29, 2026

FOR EVERY BURGER IT HAS TO BE HEINZ

ESTD 1869

Product availability may vary in each participating Sobeys or Sobeys store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene+ card in order to qualify. The offer can only be redeemed for items per Scene+ member list during the duration of the program between March 19 and April 29, 2026. Empire reserves the right to make changes to this offer and to terminate the offer at any time, for any reason and without notice. Scene+ and Scene+ Design are registered trademarks of Scene Plus P Corporation. Used under license.

NEW BASKIN-ROBBINS

9.99 BASKIN-ROBBINS Confectionery Ice Cream 946 mL or Novelties 4 pk selection may vary by location

MADE IN CANADA

NEW & IMPROVED FORMULA

50% MORE CLEANING POWER*

11.99 FINISH Dish Tabs 21-30 pk

24.99 FINISH Dish Tabs 60-105 pk

*BASED ON INCREASED INGREDIENTS VS. FINISH QUANTUM. © 2026 RECKITT BENCKISER LLC.

Nestlé® Favourites

5.99 NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or Selected Premium Novelties 4-10 pk selection may vary by location

* All Nestlé trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under licence. ©2026 Nestlé.

A SMALL CHOICE WITH AN ENORMOUS IMPACT

7.99 **400 PTS** when you buy 2

BONTERRA Bathroom Tissue 9=27 rolls, Paper Towel 3=6 pk or Facial Tissue 3=6 pk

**with domestic and imported material.

LIBERTÉ Greek Yogurt 2-4 pk, Méditerranée 4 pk or 500 g or YOPLAIT Source Protein 650 g

4.49

GAY LEA Aerosol Whipped Cream 225 g

4.99

TWINKLE Original Food Colour Colourant Alimentaire 4 x 10 ml bottles/bouteilles 40ml

3.99

RED BULL Energy Drinks 250 mL

2/5.50

DR. OETKER Giuseppe Stuffed Crust or Suprema Pizza 475-771 g

7.99

CHEEMO Perogies 745-907 g

2.99 **100 PTS** when you buy 2

CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected

3.99

MILK2GO or NESTLÉ Milkshakes 310-473 mL

2/\$3 **100 PTS** when you buy 4

SAVE \$3
when you buy any
1 Dempster's Bagels or Bread*
+
1 any Philadelphia Cream Cheese Product (227 - 340 g) or Kraft Peanut Butter Spread (750 g - 1 Kg)*
EXPIRES: June 30, 2026
*See in-store for coupon. Subject to availability. While supplies last.

*Includes Philadelphia Cream Cheese (227 - 340 g) and Kraft Peanut Butter (1KG/750g), Dempster's White and Whole Wheat Bread only. Excludes Dempster's Signature and Whole Grain bread.

— MAKE —
HOSTING Delicious

5.99 CHRISTIE Ritz Mini Bits or Drizzled Crackers 226-280 g selected

2/\$7 CHRISTIE RITZ Snacking or Mini Crackers 162-200 g selected

#1 MOST TRUSTED BRAND IN CANADA

5.99 KRAFT Peanut Butter 750 g-1 kg selected

\$3 DEMPSTER'S White or Wheat Bread 570-675 g

#1 MOST TRUSTED BRAND IN CANADA

6.99 PHILADELPHIA Cream Cheese Product 340 g selected

4.49 DEMPSTER'S Bagels 5-6 pk selected excludes protein

*Based on the 2026 BrandSpark® Canadian Trust Study.

iöco nanö

Bursting with Mini Popping Bubbles

3.49 IÖGO Nanö Yogurt with Flavoured Pearls 4x100 g selected

3.49 ASTRO Balkan Yogurt 650-750 g selected

4.50 IÖGO Nanö Drinkable Yogurt 6x93 mL selected

WIN WITH SCENE+™

SHOP, SCAN, EARN 150 POINTS

+ CHANCE TO WIN* **500,000 POINTS**

*Contest Ends June 3, 2026
See participating packages for details

SPRING Savings
with General Mills

2.99 NATURE VALLEY Sweet & Salty Granola, Protein or Fibre 1 Bars 125-210 g selected

4.49 GENERAL MILLS Retail Size Cereals 296-437 g, PILLSBURY Easter Seasonal Cookies 260-396 g, BETTY CROCKER Cake, Cookie, or Bisquick Mix 263-113 kg selected

HELLMANN'S OFFICIAL CONDIMENT OF CANADA

Scene+™

You could **WIN 1,000,000 PTS**

or 1 of 110 Canada Soccer Gift Cards!

SPEND \$10 on participating Hellmann's products (before taxes)

SCAN your Scene+™ card at check-out to enter for a chance to win*

4.99 HELLMANN'S 325-445 mL any variety

6.49 HELLMANN'S 710-890 mL any variety

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.sobeys.com/hellmanns-canada-soccer-spring-contest>. Contest runs from 2026/03/12 - 2026/05/06. Open to legal residents across all provinces of CA including QC with a valid Scene+™ account, and who have reached the age of majority on the date they entered the Contest. Trademarks of Scene Plus IP corporation used under license by Sobeys Capital Incorporated. All Canada Soccer logos and marks are the property of Canada Soccer and may not be reproduced without prior written consent. © 2026 Canada Soccer. All Rights Reserved.

Refresh your fandom

Coca-Cola

FIFA

*Coca-Cola Ltd., used under license.

SPREAD DELICIOUS MORNINGS

4.49 JIF or ADAMS Peanut Butter 500 g or SMUCKER'S Fruit Spreads 250 mL selected

2/4.50 POWERADE Beverages 710 mL

2/4.50 BODYARMOR Beverages 473 mL

2/\$6 GLACÉAU Vitaminwater 591 mL or Smartwater 1 L

50 PTS when you buy 1

Offer valid from March 19th to March 25th, 2026.
*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price.
The trademarks that appear are the property of their respective trademark owners.

MORE DOG. MORE LOVE. MORE MILK-BONE

4.99 MILK-BONE Biscuits 900 g, Farmer's Medley 280-340 g or Flavour Snacks 800 g selected

4.99 SMUCKER'S Uncrustables 4 pk selected

6.49 ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 340-492 g or Gourmet Popping Corn 850 g

2.49 SNACK PACK Pudding assorted flavours 396 g

4.79 ANGIE'S Boomchickapop Popcorn 136-198 g

Snacks the whole family loves!

2.77 QUAKER Dippos or Chewy Bars 120-156 g

3.49 QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea

BUY MORE SAVE MORE

8.49 NONNA PIA'S Balsamic Reductions 250 mL

GLUTEN FREE

6.99 LITTLE NORTHERN BAKEHOUSE Breads, Buns, Bagels or Pizza Crust 320-567 g

4.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

2.99 CATELLI Pasta 375-500 g (excludes lasagna) or Limited Edition O Canada 375 g

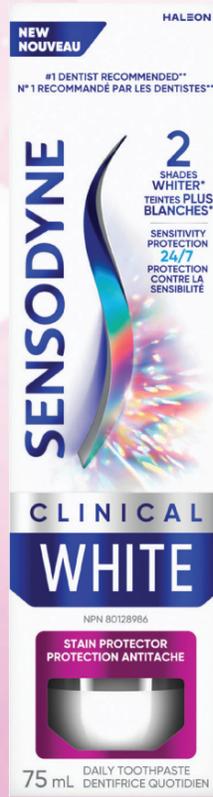
Smile care made simple

Everything you need for everyday oral care



300 PTS
when you buy 2
6.99

LISTERINE Mouthwash 1 L



STARTING AT
6.99

COLGATE Toothbrushes or HELLO Toothpaste 98 mL or 1-12 pk selected

7.99

100 PTS
when you buy 2

SENSODYNE Clinical Toothpaste 75 mL selected

300 PTS
when you buy 2

11.49

CREST 3D White Mouthwash, Stain Remover or ORAL-B Power Toothbrushes 67-946 mL or 1-2 pk selected



Canada's Baby Grocery Store

Big offers for your baby's essentials!



2²²

BABY GOURMET Purée Pouches or Jars 92-128 mL selected

That's like **\$20** toward your groceries

Get 2,000 PTS

When you spend \$90 or more on any of these participating Baby products*. *before taxes



28⁹⁹

PAMPERS Super Pack Diapers 42-96 pk or Ninjamas or Easy Ups 34-74 pk

400 PTS when you buy 2



S/M 44 COUNT



28⁹⁹

HUGGIES Giga Diapers 36-96 pk or Pull-ups or Goodnites 34-74 pk



100 PTS when you buy 2

6⁴⁹

JOHNSON & JOHNSON Baby Care 400-600 mL or 623 g selected



9⁹⁹

PEDIASURE Complete 4 pk



2/\$5

BABY GOURMET Simply Snacks 32 g



600 PTS when you buy 1

46⁹⁹

CAPRICARE Infant Formula 800 g



make happy tummies

Join Us.

100% of donations help feed hungry tummies at schools in our neighbourhoods.

Donate in-store

makehappytummies.ca

TM 2026 Make Happy Tummies

Thank you to our Make Happy Tummies™ partners. Look for their products in-store.



Products may be sold in a format other than as shown and/or may not be available at all stores.

Donate in-store March 19 – April 2, and we'll MATCH it!*

*Empire Company Limited will donate up to a maximum of \$300,000 from March 19 – April 2, 2026. Participating Empire stores only. For more information on the Make Happy Tummies™ campaign, please visit makehappytummies.ca.

GET UP TO \$20 IN FREE GROCERIES!

Scene

Spend \$25 & get

1,000 PTS

OR

Spend \$40 & get

2,000 PTS

FOR EVERY BURGER

IT HAS TO BE
HEINZ
ESTD 1869



LEARN MORE

Product availability may vary in each participating Sobeys or Safeway store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene+® card in order to qualify. The offer can only be redeemed six times per Scene+® cardholder during the duration of the program between March 19 and April 29, 2026.

Empire reserves the right to make changes to this offer and to terminate the offer at any time, for any reason and without notice. Scene+® and Scene & Design are registered trademarks of Scene Plus IP Corporation, used under license.

GIVE YOUR SCENE+ POINTS A BOOST

Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply

