

URBAN_FRESH_ZONE1B

Sobeys

urbanFRESH

Canadian
Since 1907



HOT PRICE
3.49
/lb

Boneless Pork Sirloin Chops or Roasts
Family Size or Fresh Pork Side Ribs
breast bone removed 7.69/kg



HOT PRICE
4.88
/lb

Fresh Regular
Ground Beef Family Size
10.76/kg



HOT PRICE
6.88
/lb

Fresh **AIR-CHILLED** Boneless
Skinless Chicken Thighs 15.17/kg

HOT PRICE
9.99

Prepared Fresh Daily Fruit or
Vegetable Trays 1-1.3 kg



10.99
MEMBER PRICING

SAVE UP TO
46%
WITH
MEMBER PRICING

15.99 without
Scene+ Card

HIGH LINER Signature Cuts or Pan Sear
Breaded or Battered Premium Fish
425-540 g



HOT PRICE
2.99
/lb

Asparagus product of
Mexico 6.59/kg

READY
FOR
YOU



200 PTS
when you buy 1
9.99

Tulip Bouquet 10-stem
grown in Ontario



HOT PRICE
4.94

NESTLÉ Premium Frozen
Dessert or Real Dairy Ice
Cream 1.5 L or selected
Premium Novelties 4-10 pk or
HAAGEN-DAZS Ice Cream
400-450 mL or Novelties 3-4 pk



CLUBHOUSE Gravies 21-47 g or
Gluten Free Gravies 24-25 g



HOT PRICE
99¢



HOT PRICE
3.99

COMPLIMENTS Pure Orange
Juice 1.54 L



HOT PRICE
4.97

HEINZ Ketchup 750 mL-1 L or
Picnic Pack 3x375 mL or KRAFT
Miracle Whip or Mayonnaise
650-890 mL



HOT PRICE
5.97

CRACKER BARREL Cheese
340-400 g or Shreds 250-320 g



HOT PRICE
2.49

GREEN GIANT Frozen
Vegetables or Valley Selections
selected 400-750 g

Scene+
GIVE & GET



MAR 26-APR 1

BUY \$150 IN SOBEYS
GIFT CARDS & GET
1,000 PTS

That's like \$10 toward your groceries

Receive 1,000 Scene+ Points when you purchase \$150 in Sobeys Gift Cards. Offer valid from March 26-April 1, 2026 at all Sobeys locations in Ontario. Gift card purchase must be in a single transaction and cannot be combined with other gift card offers. Sobeys gift cards cannot be purchased with other Corporate gift cards. No base Scene+ points earned. Offer is valid only on Sobeys gift cards. Limit of 5 offers per account number. No coupon is required. Scene+ digital or physical membership card must be presented. Offer subject to change and may be withdrawn without notice. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.



KRINOS Twisters 1 kg
selected varieties

HOT PRICE
6.99

Bloor & Islington
3300 Bloor St. W, 416 233 3058

Specials available at
Bloor & Islington
location only

See store or website for store hours
THU 26 FRI 27 SAT 28 SUN 29 MON 30 TUE 31 WED 1

Prices and offers in
effect March-April 2026



so many deals
Scan here for our full digital flyer

ONT

Easter is just around the corner



**RAISED
WITHOUT
ANTI-
BIOTICS**

MEMBERS SAVE 50¢/lb
1.99 /lb
4.39/kg **MEMBER
PRICING**



**EXCLUSIVE TO
Sobeys**

2.49 /lb,
5.49/kg **without
Scene+
Card**

**HAYTER'S FARM Raised Without
Antibiotics Frozen Grade A Turkeys**
all available sizes



2.99 /lb

**COMPLIMENTS Hickory Smoked
Bone-In Ham Portions butt or shank or
SCHNEIDERS Applewood Smoked
Bone-In Ham 6.59/kg**



**CERTIFIED
TENDER***
**TENDRETE
CERTIFIEE**

**Sterling
SILVER
PREMIUM BEEF**

14.88 /lb

**STERLING SILVER Fresh
Capless Prime Rib Premium
Oven Roast or Family Size
Grilling Steaks cut by your meat
expert from Canada AAA grade
beef while supplies last
32.80/kg**



5.99 ea when you
buy 2 or more

**COMPLIMENTS Apple, Pumpkin or Apple Crumble 650-750 g
6.99 ea**



100 PTS
when you buy 1

16.99

**CADBURY Mini or Assorted Eggs
745-875 g while supplies last**

*Certified by the Canadian Beef Grading Agency / Certifié par L'Agence Canadienne de Classement du Bœuf

FLO1_SBY_WK48_PRN_ONT

Make Moments Homemade



Raspberry
Chocolate
Cream Tart

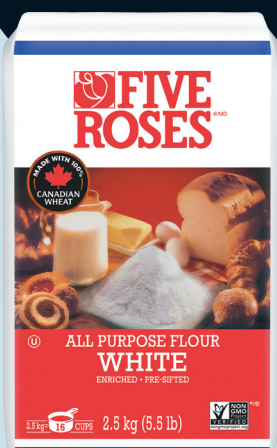
SCAN
FOR DELICIOUS
SPRING RECIPES



Get **500** **PTS**

When you spend \$20
on these participating
products*

*before taxes



4⁴⁹

ROBIN HOOD or FIVE ROSES Flour
selected 2.5 kg



3⁹⁹

ROBIN HOOD Oats 1 kg or LAURA
SECORD Chocolate Chips 250 g

3⁴⁹

EAGLE BRAND
Condensed Milk
300 mL



1⁷⁹

CARNATION
Evaporated Milk
354 mL



3⁹⁷

PHILADELPHIA
Cream Cheese
227-250 g selected



Product availability may vary by store. *Offer valid from March 26th to April 1st, 2026 at participating Sobeys, Safeway, IGA West, Foodland and Thrifty Foods locations in Canada. Get 500 PTS when you spend \$20 on participating Robin Hood®, Five Roses®, Carnation®, Eagle Brand®, and Laura Secord® products. Qualifying purchase must be made in a single transaction. Excludes Carnation® 12 pk and Robin Hood® and Five Roses® 10 kg Flour. Offer excludes taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy deposits, environmental charges, fuel, and other goods and services which are non-discountable or excluded by law. Cannot be combined with any other offers. Limit of one offer per transaction. Offer subject to change and may be withdrawn without notice. TM Trademarks of Scene Plus IP Corporation, used with permission.

FLO2_SBY_WK48_PRN_ONT

Hop into Easter Deals

BUY 2 GET 3RD
of equal or lesser value
FREE

COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls or Spring Rolls 252-800 g or Seafood Appetizers selected 240-355 g or PANACHE Frozen Desserts 300-650 g or Pastry Box Cheesecakes frozen 350-600 g

12⁹⁹

COMPLIMENTS
Thick Cut Bacon
1 kg

We offer
cored or whole
pineapples for
the same price

10⁹⁹
/lb, ea

Coho Salmon Fillets frozen or previously frozen product of Chile 24.23/kg or COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g

3⁹⁷

Whole or
Cored Pineapple
product of Costa Rica

3⁹⁹

Pumpernickel or
Sourdough Boules 450-495 g

Made
with 100%
Canadian
Flour

6⁹⁹

200 PTS
when you buy 2
TRE STELLE
Bocconcini
200 g

3⁹⁹
/100 g

PILLER'S Salami assorted varieties
or CASTELLO Fontal Cheese

2/\$7

300 PTS
when you buy 2

TOSTITOS Tortilla Chips 205-300 g or
MISS VICKIE'S Kettle Chips 190-200 g

2/888

COCA-COLA or PEPSI Soft Drinks 6x710 mL

3⁹⁹

OCEAN SPRAY Cranberry Cocktail 1.89 L,
100% Cranberry Juice 1.77 L or
MATT & STEVE'S Caesar Mix 1.36 L

6⁹⁹

CASHMERE Bathroom Tissue
12=24 or 8=24 rolls,
SPONGETOWELS 3=6 rolls or
SCOTTIES Facial Tissue 6 pk

2/\$5

CHRISTIE Cookies selected
224-303 g or Crispers or Bits &
Bites 145 g or DARE Cookies
selected 168-360 g

2⁹⁹

VILLAGGIO Bread 570-675 g or
Buns 6-8 pk (excludes Ciabatta
Buns)

30% off

MCCORMICK Gourmet Spices
selected 0.5-74 g

5⁹⁹

NATREL Organic Milk 2 L

265
MEMBER
PRICING

KELLOGG'S Nutri Grain Bar, Rice
Krispies Squares, Pop-Tarts or
Pastry Crisps selected 125-384 g

349
without
Scene+ Card

3⁹⁹

KELLOGG'S Cereal 210-525 g
(excludes Family Size) or POST
Cereal 283-525 g selected

3⁹⁹

100 PTS
when you buy 2

BECEL Plant-Based Bricks 454 g
or Plant-Based Salted Tub 427 g

90¢

PURINA Friskies or Fancy Feast
85-156 g

3/\$10

QUAKER Instant Oatmeal
232-344 g or Quick or Old
Fashioned Oats 900 g-1 kg

6⁹⁹

IÖGO Creamy Yogurt 16 pk or
SIGGI'S Icelandic Skyr Yogurt
650-750 g

3/\$5

CLIF Bars 68 g or 12 pk 18.99

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 NIO 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.

2X
Canadian-origin
products



PROUDLY CANADIAN **sobeys.com**



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The Scene+ Loyalty Program is available at all participating Sobeys locations within Ontario. 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, McCafe®/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.

makehappytummies.ca

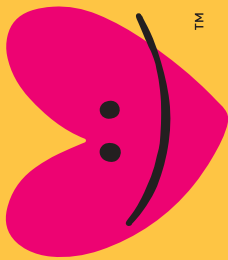
TM 2026 Make Happy Tummies

Donate
in-store

Join Us.

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

make
happy
tummies



Get ready for Easter



19⁹⁹ /lb

STERLING SILVER Fresh Boneless Rib Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef while supplies last 44.07/kg

CERTIFIED
TENDER
TENDRETE
CERTIFIEE



12⁹⁹ /lb

SUNGOLD Fresh Boneless Lamb Leg 28.64/kg



100 PTS
when you buy 3

179

FRANCO-AMERICAN Gravy 284 mL



50 PTS
when you buy 2

BUY
MORE
SAVE
MORE

349

ea when you buy 2 or more

COMPLIMENTS Deli Sausage Stick 250 g 3.99 ea



21⁹⁹

COMPLIMENTS Large Cooked Shrimp In Ring with Sauce 737 g

OCEAN WISE
RECOMMENDED

READY
FOR
YOU



12⁹⁹ /lb

Fresh Atlantic Salmon Roasts with Imitation Crab & Cold Water Shrimp 28.64/kg



10⁹⁹

SIMPLY COCKTAILS Cocktail & Mocktail Mixers 480 mL



629

FRITO-LAY Snacks 325-535 g



150 PTS
when you buy 3

\$4

KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g



249

CLOVER LEAF Smoked Oysters or Mussels 85 g



349

COMPLIMENTS Frozen Pie Shells, Tart Shells or Phyllo Pastry 255-454 g selected



50 PTS
when you buy 1

649

COMPLIMENTS Aerosol Whipped Cream Topping 400 g



100 PTS
when you buy 2

499

COMPLIMENTS Cozy Coop Large White Eggs 12 pk

Easter blooms

250 PTS
when you buy 1

12⁹⁹

Easter Lily 6" 5+ Blooms grown in Ontario



STARTING AT
8⁹⁹

Blooming in Easter Décor Pots assorted

SPEND \$100 IN LCBO GIFT CARDS

LCBO

AND GET A **\$10**



SOBEYS
GIFT CARD!

Offer valid during March 26 – April 1, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

*Certified by the Canadian Beef Grading Agency / Certifié par L'Agence Canadienne de Classement du Bœuf

Sides, starters and sweets

**6⁹⁹**THE LITTLE POTATO
COMPANY Potatoes
product of Canada no 1
1.36 kg 3 lb**1⁷⁷**
/lbButternut, Kabocha, Acorn or Spaghetti Squash
product of Canada, Canada no 1 or Mexico 3.90/kg**100 PTS**
when you buy 2**4⁵⁹**Tray or Butter Topped Buns 12 pk
425-455 gBAKED
IN STOREMade
with 100%
Canadian
Flour**\$2** offHORMEL Snack Trays
425 gSLICED
FRESH**4⁴⁹**
/100 gSAN DANIELE
Prosciutto**21⁹⁹**

Dessert Cakes 1.2-1.49 kg

**\$3**Handheld Savoury Pastries spinach & feta,
bacon & egg or other select varieties**100 PTS**
when you buy 2**4⁴⁹**

KING'S HAWAIIAN Rolls 12 pk

**6⁴⁹**BUBLY or MONTELLIER
Sparkling Water 10-12x355 mL**4⁹⁹**ALCAN Foil 50 ft, Non-Stick 25 ft
or Parchment Paper 35 ft or
CUT-RITE Wax Paper 75 ft selected**200 PTS**
when you buy 2COMPLIMENTS Spices or
Seasonings selected 5-245 g**28⁹⁹**STARBUCKS Whole Bean
Coffee 907 g or K-Cups®
24 pk**3⁹⁹**VH Sauces
341-380 mL selected**100 PTS**
when you buy 2**1⁹⁹**COMPLIMENTS Broth
900 mL

STARTING AT

9⁹⁹Calla Lilies
available in 4.5"
or 6" Pots
grown in Ontario

STARTING AT

12⁹⁹Multi-Bloom
Hydrangea
grown
in Ontario**\$14**Easter Friends with Mini
Kalanchoe grown in Ontario**300 PTS**
when you buy 1**19⁹⁹**

Whispers of Spring Bouquet

Scene

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ON PRODUCTS YOU'LL LOVE.Visit [Sobeys.com/offers](https://www.sobeys.com/offers)
or the Sobeys app.

so much value

100%
fresh
GUARANTEE*



3⁹⁹

Raspberries product of USA or Mexico 170 g



Avocados
product of
Mexico 5 pk
3⁹⁹



100 PTS
when you buy 2
5⁹⁹

COMPLIMENTS Oranges
product of Egypt 1.36 kg 3 lb bag



1⁷⁷

/lb
Sweet Potatoes product of USA no 1 grade 3.90/kg



4⁴⁴

/lb
Extra Large Black or Red Seedless Grapes product of Peru no 1 grade 9.79/kg



1⁴⁹

Long Seedless English Cucumbers
product of Ontario, Canada no 1 grade



5⁹⁹

COMPLIMENTS Russet or Yellow Potatoes product of Canada Canada no 1, 10 lb



2⁹⁹

/lb, ea
Brussels Sprouts 6.59/kg or Rapini product of Mexico or USA



4⁹⁹

3 pk product of Mexico or Canada



2⁹⁹

Baby Romaine Hearts 2 pk



6⁴⁹

COMPLIMENTS Gala, McIntosh, Ambrosia or Red Delicious Apples product of Ontario, Canada fancy grade 1.36 kg 3 lb bag



6⁸⁸

HALOS Clementines or Mandarins product of USA 907 g 2 lb bag



3⁴⁷

/lb
Cosmic Crisp Apples product of USA extra fancy grade 7.65/kg



2/\$5

Large Red Grapefruit product of Israel



2/\$6

COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA



3⁹⁹

HAVEN GREENS Lettuce Blends product of Ontario 113 g



15% off

Prepared In Store Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes



15% off

Prepared Fresh Daily Cantaloupe, Honeydew, Pineapple or Watermelon Chunks



3⁹⁹

Dragon Fruit product of Vietnam or Yellow Pitahaya product of Ecuador



1⁷⁷

/lb
Napa Cabbage or Bok Choy product of USA or Mexico 3.90/kg



8⁹⁹

LIL SNAPPERS Gala, Pink Lady or Granny Smith Apples product of USA fancy grade 1.36 kg 3 lb bag



3⁸⁸

COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g



9⁹⁹

NUTS FOR CHEESE Wedges 120 g product of Canada



18⁹⁹

TOFURKY Roast & Gravy Combo 1.13 kg



7⁹⁹

Candy Zone Tubs 525-625 g



5⁹⁹

Wonderful Pistachios 200-225 g

floral

Available at most stores



STARTING AT
19⁹⁹

Assorted Easter Gardens selection may vary by store



STARTING AT
5⁹⁹

Assorted Easter Chrysanthemum selection may vary by store grown in Ontario



\$16

Glitzy Pom Easter Bouquet



34⁹⁹

Designer's Choice Easter Bouquet

Give them more with the Grocery Essentials Card

Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) for details



value size

500 PTS
when you buy 1

8⁹⁹
/lb

So·tender

Sterling SILVER 
PREMIUM BEEF

**HAND-SELECTED
AAA BEEF**

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



STERLING SILVER Fresh Boneless Blade Pot Roast or Family Size Simmering Steak cut by your meat expert from Canada AAA grade beef 33.05/kg

14⁹⁹
/lb



200 PTS
when you spend \$20 or more

Fresh Chicken Legs back attached



500 PTS
when you spend \$30 or more

COMPLIMENTS Fresh **AIR-CHILLED** Boneless Skinless Chicken Breasts



3⁴⁹
/lb

Fresh Pork Hock 7.69/kg



4⁴⁹
/lb

Fresh Boneless Pork Loin Centre and Rib Combo Chops
Family Size 9.90/kg



200 PTS
when you spend \$20 or more

8⁹⁹
/lb

Fresh Medium Ground Chuck Beef Burgers 19.82/kg



11⁹⁹
/lb

Seasoned Lamb Chops
Greek & lemon or Herbes de Provence 26.43/kg



5⁹⁹

COMPLIMENTS Breakfast or Dinner Pork Sausage 375-500 g



BUY MORE SAVE MORE

\$6 ea when you buy 2 or more

NOBLE Premium Lean Ground Bison starting at 6.99 ea

Get roasting for less!

RULE THE ROAST:
Your Ultimate Guide to Roasting at Sobeys.com

 Scan here for our **Roast Calculator**

READY FOR YOU



300 PTS
when you spend \$15 or more

12⁹⁹
/lb

STERLING SILVER Fresh Boneless Cross Rib Pot Roast homestyle seasoned fat added cut by your meat expert from Canada AAA grade beef 28.64/kg

3⁹⁹
/lb

Fresh Boneless Pork Loin Centre Roast homestyle seasoned 8.80/kg

Ham It Up

500 PTS
when you buy 1

4⁹⁹
/lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg

500 PTS
when you buy 1

8⁴⁹
/lb

PANACHE Simple-Carve Ham 18.71/kg

100 PTS
when you spend \$10 or more

6⁴⁹
/lb

COMPLIMENTS Bone-In Ham Steak or Honey Ham half or quarter 14.31/kg

200 PTS
when you buy 1

14⁹⁹

BEST BUY Boneless Smoked Ham 1.2 kg

quick & easy



BUY MORE SAVE MORE

4⁴⁹
ea when you buy 2 or more

COMPLIMENTS Boneless Smoked Ham Slices 375 g 4.99 ea



5⁴⁹
/lb

SPRINGER'S Smoked Pork Picnic Shoulders 12.10/kg



BUY MORE SAVE MORE

12⁹⁹
ea when you buy 2 or more

PILLER'S Naturally Smoked Boneless Hams 800 g 14.99 ea



STARTING AT

6⁹⁹

LOU'S Fully Cooked Entrées or Bacon 375-400 g or LIL' JUAN'S Entrées 300-400 g



4⁹⁹

100 PTS
when you buy 2

COMPLIMENTS Stuffed Chicken Cutlettes or Asian Inspired Entrées 284-500 g



9⁹⁹

POGO Original 10 pk or All Beef 8 pk 600-750 g



11⁹⁹

120 PTS
when you buy 1

COMPLIMENTS Cabbage Rolls or Five-Cheese Cannelloni 907 g-1 kg



300 PTS
when you buy 2

13⁹⁹

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g

GET TO FREE GROCERIES FASTER

when you scan your **Scene+ membership card** and pay with your **Scotiabank Scene+ Visa Card**.

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.

**CHANCE TO WIN*
EVERY WEEK!**

**G R O C E R Y
GIVEAWAYS**



Play on the Sobeys app now

IT'S GAME TIME

Don't miss your chance to play weekly challenges, answer trivia questions, Spin the Wheel and earn chips to enter into your choice of sweepstakes prizes for a chance to win* – exclusively on the Sobeys app



Download the Sobeys grocery app to play.



Register or sign into your account and link your Scene+ card.



Play every week for a chance to unlock offers for free products, Scene+ points and earn chips.

**Learn more on how to get in on all the fun
at www.sobeys.com/grocerygiveaways**

NO PURCHASE NECESSARY. Full Contest rules found at sobeys.com/grocerygiveaways. Contest runs from 03/26/26 – 04/29/26. Open to legal residents across provinces of Canada excluding Quebec who have a valid Scene+ account and have reached the age of majority. Total of 32 prizes to be won: 6x 1,000,000 Scene+ points (\$10,000 CAD ea), 3x Cineplex Showtime Cards (\$3,650 CAD ea), 2x \$5,000 Scotiabank Cash Prizes, 20x \$500 Home Hardware GCs, and 1x 1,000,000 Scene+ points that can be used for Travel (\$10,000 CAD). Contest is no way sponsored, endorsed or administrated by Scotiabank, Cineplex Inc., Home Hardware Stores Limited, Apple Inc. or Google LLC. Apple Inc.* and Google LLC are completely released of all liability by each entrant in this Contest.

P06_SBY_WK48_PRN_ONT

Enter your chips for a chance to win* one of these great prizes:

Scene+ Travel
Powered by Expedia

1 x 1 MILLION SCENE+ POINTS
valued at \$10,000

Scene+

6 x 1 MILLION SCENE+ POINTS
valued at \$10,000 each

CINEPLEX

3 x CINEPLEX SHOWTIMES CARDS
valued at \$3,650 each

Scotiabank

2 x \$5,000 SCOTIABANK CASH PRIZES
deposited into a Scotiabank investment plan



20 x \$500
HOME HARDWARE GIFT CARDS

PLAY WEEKLY TO UNLOCK
FREE ITEM OFFERS FROM
COMPLIMENTS!

WE'RE FULL OF
compliments

FEATURED
FAVOURITES



EARN UP TO 5X MORE POINTS
WHEN YOU USE THE OFFERS ON THE SOBEYS APP.

Analysis of Scene+ offers over a 52-week period across all Sobeys Capital Incorporated banners reveals that, members who use the Foodland, FreshCo, Sobeys or Safeway app for digital and in-store offers accumulate more points compared to members who do not use the app for these offers.

seafood



10⁹⁹ **MEMBER PRICING**
11⁹⁹ without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE
Haddock or Cod Fillets 400 g



150 PTS when you buy 3
4⁹⁹

Fresh Atlantic Salmon Portions
skin on, plain or in-store marinated 113 g

PRODUCT OF ATLANTIC CANADA
PRODUIT DU CANADA ATLANTIQUE

CHOOSE CANADIAN SEAFOOD



EVERYDAY VALUE

\$19

OCEAN JEWEL Pacific White
Shrimp raw 50-70 ct per lb 908 g



11⁹⁹

COMPLIMENTS Smoked Atlantic,
Steelhead or Gravlox Salmon 150 g



5⁹⁹ CHOOSE CANADIAN SEAFOOD

Fresh Mussels 907 g or MUSSEL
KING Whole Cooked PEI Mussels
frozen 454 g



12⁹⁹ /lb

Fresh Wild Haddock Fillets
subject to availability 28.64/kg

CHOOSE CANADIAN SEAFOOD



EVERYDAY VALUE

\$23

OCEAN JEWEL Pacific White
Shrimp cooked 50-70 ct per lb 908 g

bakery



BUY 1 GET 1 FREE
or equal or lesser value

MIX & MATCH

Brownies 550-585 g or
Brownie Cakes 310-390 g



9⁹⁹

ALLIE & SARA'S KITCHEN
Belgian Chocolate or Apple
Cinnamon frozen 540 g



7⁹⁹ **MEMBER PRICING**
9⁹⁹ without Scene+ Card

Small Bar Cakes 325-575 g



BAKED IN STORE

200 PTS when you buy 2
5⁹⁹

All Butter Danish
4 pk 420 g



BAKED IN STORE

100 PTS when you buy 2
5⁹⁹ STARTING AT

Gourmet Cookies
6 pk 410-475 g or
Mini 24 pk 312 g



BUY MORE SAVE MORE

3⁴⁹ ea when you buy 2 or more

Strudel Fingers, Turnovers or
Mini Strudel 4-6 pk 228-272 g
3.99 ea

BAKED IN STORE



Made with 100% Canadian Flour

BAKED IN STORE

4⁴⁹

Panini or Calabrese
Buns 6 pk 375-480 g



5⁴⁹ **200 PTS** when you buy 2

Portofino Breads 810 g or
Brioche Burger Buns 6 pk



3⁹⁹

COMPLIMENTS Garlic Bread
284 g



3⁴⁹ **200 PTS** when you buy 2

COMPLIMENTS 7" Tortillas 340 g



2⁹⁹

HOSTESS Snacks 121-225 g

deli & kitchen



7⁹⁹

PANACHE Italian Sliced Meats
selected 100 g



200 PTS when you buy 2
6⁷⁹

PANACHE Toppers or Crisps
130 mL or 150 g selected



SLICED FRESH

10% off **200 PTS** when you buy 300 g or more

BRANDT Kolbassa Coil, Loaf,
LYONER Sausage, Krakowska,
Double Smoked Bacon or
Lachsschinken Pork



SLICED FRESH

4⁴⁹ /100 g

MAPLE LEAF Natural Selections
Turkey or Ham



6⁹⁹ **MEMBER PRICING**
7⁹⁹ without Scene+ Card

AGROPUR Grand Cheddar 1 Year Old 200 g, KERRY GOLD 198 g,
MONSIEUR GUSTAV Cheddar 200-250 g or L'EXTRA Brie or
Camembert 170 g



READY FOR YOU

LIMITED TIME ONLY

7⁹⁹ **200 PTS** when you buy 2

2 Pack Mini Croissant Chicken
Club Salad Sandwiches 216 g



200 PTS when you spend \$15 or more
20% off

QUESO MANCHEGO, JARLSBERG,
CAMBOZOLA or ENTREMONT Brie
prices as marked



4⁹⁹ **200 PTS** when you buy 3

RESER'S Side Dishes
available chilled 340-567 g



3⁹⁹

COMPLIMENTS Regular Hummus,
Topped Hummus or Dips
227-255 g



18⁹⁹

RANA Lasagna available chilled
1.1 kg



8⁹⁹ **50 PTS** when you buy 1

YUCATAN GUACAMOLE Tub
454 g or Squeeze 340 g

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

frozen & dairy

STARBUCKS Creamers or
Non-Dairy Creamers 828 mLHELUVA GOOD! Dip 250 g,
YOPLAIT Source Yogurt 630 g, 4 pk
or Minigo or Tube Yogurt 6-8 pkARMSTRONG Cheese Sticks
210 g, Swirls 283-340 g, Nibblers
200 g or Combos 180 g

DEL MONTE Juice 1.6 L

DANONE OIKOS
Greek Yogurt
12 pk or 1.5 kgYOPLAIT Source
Yogurt 16 pkKRAFT Shredded
Parmesan 200 gPILLSBURY Cookies 468 g
(excludes seasonal) 3.49 eaCOMPLIMENTS Dough'chi Bites
or Fruit Bars 6 pk or CHAPMAN'S
Yukon Novelties 5-8 pk selectedNATREL Lactose
Free Ice Cream
473 mLMCCAIN Fries
selected 800 gKRAFT Cool Whip
Frozen Whipped
Topping 1 LSWANSON Pot Pies
200 gP.F. CHANG'S Bowls
312 gMCCAIN Pizza Pockets 3 pk or
Diced Hashbrowns 800 gMCCAIN Deep'n
Delicious Cakes
510 g selected

COMPLIMENTS Sour Cream 250 mL



COMPLIMENTS Perogies 907 g

COMPLIMENTS Belgian Waffles,
Original or Liège-Style 268-390 gCOMPLIMENTS Butter Sticks
454 g salted or unsalted

natural health

KETTLE BRAND
Chips 156-198 gKASHI Granola
311-340 gCERES Juice 1 L
3.99 eaNUTS TO YOU
Spreads 365 gMUTTI Organic
Tomatoes 398 mLSILK Aseptic
Plant-Based
Beverages 946 mLAMY'S KITCHEN
Burritos or Wraps
142-170 gMID-DAY
SQUARES 33 g

CLIF Builders Protein Bars 68 g

PVL Iso Sport, Iso Gold Essential
Sport or Plant 727-840 gWEBBER NATURALS Vitamins
or Supplements selectedPERFECT SPORTS Diesel Whey
Protein Powder 908 g

Give them more with the Grocery Essentials Card

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for details

drinks & snacks

**2/450**
GATORADE
710 mL**2/\$6**
COCA-COLA Soft Drinks 500 mL**999**
LINDT or GHIRARDELLI Bagged
Chocolates 130-151 g**999**
HARIBO Gummy Candy 40 pk
while supplies last**2/\$9**
DORITOS Tortilla Chips 210-280 g
or CHEETOS 170-285 g**249**
COMPLIMENTS Potato Chips 200 g
or Tortilla Chips 250-280 g**2/\$7**
CHRISTIE Snacking or Mini
Crackers 162-200 g selected**2/\$7**
BOULANGERIE GRISSOL Melba
Toast, Canapé or Baguettes
120-200 g**799**
DAVID'sTEA 12-15 pk**2899**
LAVAZZA
K-Cup Pods
30 pk**379**
COMPLIMENTS
Apple Juice 2 L**1299**
NATURE VALLEY Granola Bars,
BETTY CROCKER Fruit or MOTT'S
Fruitsations 637 g-1.28 kg selected

meal makers

**599**
KELLOGG'S
Family Size Cereal
450-650 g**399**
QUAKER Harvest
Crunch Cereal
270-510 g**599**
ST. DALFOUR Jam
225 mL**449**
STONEMILL Bread
454-600 g**299**
HABITANT Soup 796 mL or
BETTY CROCKER Mashed or
Sliced Potatoes 141-215 g**199**
COMPLIMENTS
Canned Tomatoes
540-796 mL**599**
TENDERFLAKE Lard 454 g,
BAKER'S Chocolate 170-225 g,
FLEISCHMANN'S Yeast 24-227 g,
CHRISTIE Honey Maid Crumbs 400 g,
QUAKER Muffin or Cookie Mix
750-900 g or Oat Flour 700 g**499**
SUN-MAID Cinnamon Raisin Bread
450 g or POM Raisin Buns 500 g
not available in all stores**599**
PAM Cooking Sprays 113-170 g
(excluding Non-GMO and Organic)**779**
FRANK'S RedHot
Sauce 680 mL**349**
KRAFT Jet-Puffed Marshmallows
400 g or BETTY CROCKER
Frosting 340-450 g**599**
DAINTY Jasmine
Rice 900 gWE'RE FULL OF
compliments**222**
COMPLIMENTS
Pudding Cups 4 pk**399**
COMPLIMENTS Fruit
Cups 4 pk**15% off**
COMPLIMENTS Baking
Nuts 350 g or Selected
Raisins, Currants, Dates
or Prunes 375 g-1 kg**349**
COMPLIMENTS Coconut
selected 200 g**399**
COMPLIMENTS
Bouillon Concentrate
250 mL**499**
COMPLIMENTS
Salsa 650 mL**299**
COMPLIMENTS Dinner Rolls 12 pk or
Hot Dog or Hamburger Buns 8 pk**100 PTS**
when you buy 1
COMPLIMENTS Bacon Bits 75-85 g
or Parmesan Cheese 250 g

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for details

home & pet care

**25⁹⁹** PEDIGREE
Dry Dog Food
6.35-8 kg**4⁹⁹** MILK-BONE Biscuits,
Treats or Chews
201-900 g selected**8⁹⁹** PURINA Cat or
Kitten Chow
1.6-2 kg**15⁹⁹**
NATURE'S RECIPE Dry Dog Food
1.8 kg or PURINA ONE True
Instincts Wet Dog Food 6 pk

March 19 - April 8, 2026

**200** Get
SCENE+ POINTS
when you buy
2 Carlton Cardscarlton cards
PAPYRUS*valid on cards priced
at \$3.49 and up**2⁷⁹**
CREATIVE CONVERTING 7" or 9"
Plates 8 pk or Napkins 2 ply 16 pk
while quantities last**9⁹⁹** STARTING AT
CHARMIN Bathroom Tissue
8=24 rolls or BOUNTY Paper
Towels 2-3 pk or Napkins 400 pk**400 PTS**
when you buy 1
COMPLIMENTS Paper Towels
12 pk**7⁹⁹** GLADE Plug-In
Scented Oil Kit 1 pk**19⁹⁹**
DOWNY or GAIN Fabric
Enhancers or Softener 598-694 g
or 1.8-4.16 L**4⁹⁹** **100 PTS**
when you buy 2
CLOROX Clean-Up or All Purpose
Cleaners 946 mL or Bathroom
Foam 887 mL selected**12⁴⁹** ARM & HAMMER
Laundry
Detergent 2.96 L

health, beauty & baby

**200 PTS**
when you buy 2
STARTING AT
7⁹⁹ COLGATE
Toothbrushes
1-12 pk selected**8⁹⁹** STARTING AT
AVEENO Body Wash 532 mL or
OGX Hair Care 50-385 mL selected**6⁹⁹** STARTING AT
SENSODYNE Clinical Whitening,
HELLO Toothpaste or
THERABREATH Oral Rinse
75-473 mL selected**11⁹⁹** STARTING AT
OLAY or OLD SPICE Body Wash
or OLAY Bar Soap 591-987 mL or
8 pk selected**400 PTS**
when you buy 2
STARTING AT
10⁴⁹
ALWAYS Pads, Liners or TAMPAX
Tampons 18-120 pk selected**7⁹⁹** STARTING AT
SECRET or OLD
SPICE Deodorant
68-144 g selected**500 PTS**
when you buy 2
8⁷⁹ LISTERINE
Mouthwash 1.5 L
selected**200 PTS**
when you buy 2
10% off L'ORÉAL PARIS
Cleansers 200 mL**100 PTS**
when you buy 2
3⁴⁹ BUY
MORE
SAVE
MORE
ea when you
buy 2 or more
PAMPERS Baby
Wipes 56-72 pk
3.99 ea**78⁹⁹**
SIMILAC 360 Total Care
Ready-To-Feed Formula 16x235 mL**\$1** BUY
MORE
SAVE
MORE
ea when you
buy 5 or more
COMPLIMENTS ORGANIC
Pouches 128 mL 1.79 ea

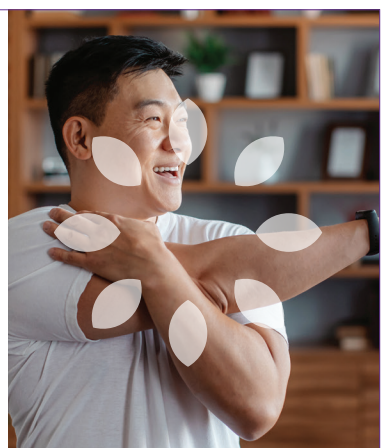
pharmacy

Only available at Pharmacy Locations

*Select products are only available when a pharmacist is on duty.

**150 PTS**
when you buy 2
10% off BAND-AID
Bandages 10-60 pk
selected**150 PTS**
when you buy 1
15% off LAX-A-DAY Laxative
510 g or GELUSIL
Antacid 100 pk**14⁹⁹**
ENSURE or GLUCERNA
Meal Replacement 6 pk**150 PTS**
when you buy 2
15% off CLEAN & CLEAR
Products selectedTYLENOL or BENLYN Cough, Cold & Flu selected*,
TYLENOL Pain Relief 80-150 pk, Easy Dissolve 32 pk or
Precise 113 g or MOTRIN 400mg Liquid Gel 60 pk***10% off****200 PTS**
when you buy 2Need health
care or advice?
We do that!From weight management
to diabetes care,
pharmacists can help*.360Health | Sobeys
PHARMACY & WELLNESS

*Free for some services may apply.



Scene+

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S04_SBY_WK48_DIG_ONT

**Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points.

Scene⁺
**DIGITAL
EXCLUSIVE**

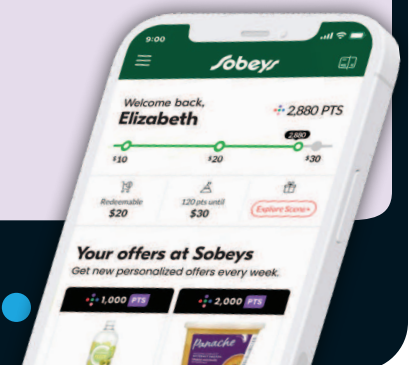
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- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

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

Get
400 PTS
when you
buy 2

COMPLIMENTS Oh Mama!
Hot Sauce 354 mL



Download on the
App Store



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Google Play

Offer valid March 26th to April 1st, 2026 at all Sobeys locations in Ontario. 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.

CHANCE TO WIN*
EVERY WEEK!

G R O C E R Y
GIVEAWAYS



Play on the Sobeys app now

IT'S GAME TIME



PLAY THE COMPLIMENTS TRIVIA CHALLENGE THIS WEEK
FOR YOUR CHANCE TO EARN A FREE ITEM OFFER!

COMPLIMENTS
Extraaaa! Flavour
Potato Chips
200 g



COMPLIMENTS
Exceptional
Chocolate Chip
Cookies
280 g



NO PURCHASE NECESSARY. Full Contest rules found at sobeys.com/grocerygiveaways. Contest runs from 03/26/26 – 04/29/26. Open to legal residents across provinces of Canada excluding Quebec who have a valid Scene+ account and have reached the age of majority. Total of 32 prizes to be won: 6x 1,000,000 Scene+ points (\$10,000 CAD ea), 3x Cineplex Showtime Cards (\$3,650 CAD ea), 2x \$5,000 Scotiabank Cash Prizes, 20x \$500 Home Hardware GCs, and 1x 1,000,000 Scene+ points that can be used for Travel (\$10,000 CAD). Contest is in no way sponsored, endorsed or administrated by Scotiabank, Cineplex Inc., Home Hardware Stores Limited, Apple Inc. or Google LLC. Apple Inc.* and Google LLC are completely released of all liability by each entrant in this Contest.

Happy Vaisakhi



\$4

Mangoes Bag
product of Mexico 3 pk



1.49
/lb

Long Squash product of Mexico or
Red Carrots product of China 3.28/kg



4.99

COMPLIMENTS
Naan 340 g



6.99

DERLEA Chopped
Garlic product of
Canada 1 kg



5.99

COMPLIMENTS
Mixed Nuts salted
or unsalted 275 g



9.99

COMPLIMENTS
Milk Chocolate
Covered Almonds
350 g



8.99

GIA Basmati Rice 3.63 kg



19.99

AASHIRVAAD Whole
Wheat Flour 9.07 kg



14.99

INDIA GATE Pure
Basmati Rice 4.54 kg



4.79

KFI Cooking Sauces
375-395 mL
selected varieties



5.49

PATAK'S Curry Paste
284 mL



2/\$7

THE SPICE TAILOR Sauce Kits 260 mL
selected varieties 3.99 ea



15.29

BRAR'S Desi Ghee
800 g-1.6 kg



2.79

RUBICON Juice
Drink 1 L
selected varieties



4.49

RUBICON Organic
Coconut Water or
Non-Dairy Beverage
1 L selected



1.29

PARLE-G Biscuits
300 g



1.49

HALDIRAM'S Indian Snacks
150 g selected varieties



1.99

MAGGI Masala Noodles
Family Pack 280 g



**Find more variety and
value in store**

Global Market

Your destination for variety and value



1⁹⁹
/lb

Papaya product of Mexico 4.39/kg



11⁹⁹
/lb

Fresh Boneless Stew Beef Family Size 26.43/kg



1⁴⁹
/lb

Plantains product of Ecuador or Guatemala 3.28/kg

8⁹⁹

MARINA DEL REY Wild Argentinian Raw Shrimp 20-40 ct peeled & deveined 300 g



5⁹⁹

CHELSEA Boned Cod Bits 400 g



1¹⁹

GRACE Mackerel or Sardines 155 g selected varieties



99¢

GRACE Cock Dry Soup Mix 43 g



4²⁹

GRACE Sweetened Condensed Milk 300 mL



1¹⁹

GRACE Peanut Punch 240 mL or Coconut Milk Powder 50 g



1⁴⁹

GRACE Island Soda 355 mL selected varieties



1⁹⁹

GRACE 100% Pure Coconut Water 500 mL



WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

So·ready to entertain

We make it easy!

*Let's start
with apps!*



Beautiful Bites!

Our most popular cheeses cubed for easy nibbling. Mild Cheddar, Provolone, Creamy Havarti, Swiss and Marble Cheddar.

Small serves 8-10
Large serves 15-20



Shop our
selection of
60+
Made-to-order
trays!

Take the Wrap!

An appetizing assortment of freshly prepared wraps, including Chicken Caesar, Crispy Chicken, Turkey Club, Buffalo Chicken and Seven-Grain Veggie.

Ask in store for full selection.

Small serves 5
Large serves 10



Nature's Bounty!

A beautifully presented variety of Fresh Berries, Pineapple, Red and Green Seedless Grapes, Kiwi, Cantaloupe, Watermelon and Honeydew.

Small serves 20



*Family faves
everyone will
enjoy!*

Dessert Bars!

Our Hand-cut Squares are a welcome addition to any table.

Small serves 15
Large serves 20

Get **1,000** PTS

When you spend \$75

or

Get **2,500** PTS

When you spend
\$150 or more

That's like

\$25

toward your
groceries

Order in-store or online today!

Visit www.sobeys.com/entertaining for tray selections and ordering tips

So golden

Roasts to star in your feast



\$25

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2-1.5 kg



1.99
/lb

4.38/kg **MEMBER PRICING**

2.49
/lb

5.49/kg

without **Scene+ Card**

HAYTER'S FARM Raised Without Antibiotics Grade A Turkeys frozen all available sizes



2.77
/lb

BUTTERBALL Turkey Regular or Stuffed frozen all available sizes 6.11/kg



500 PTS
when you buy 1

4.99
/lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg



200 PTS
when you buy 1

14.99

BEST BUY Smoked Boneless Ham 1.2 kg



500 PTS
when you buy 1

8.49
/lb

PANACHE Simple Carve Boneless Ham 18.71/kg



10.99

GOLD LABEL Hams 800 g



6.49
/lb

COMPLIMENTS Bone-In Ham Steak or Honey Ham half or quarter 14.31/kg

100 PTS
when you spend \$10 or more



BUY 2 GET 3RD FREE
of equal or lesser value

HAYTER'S FARM Turkey Products selected varieties

So. tender



HAND-SELECTED AAA BEEF

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

THE CERTIFIED TENDER* ADVANTAGE

When choosing a roast or steaks, look for the Certified Tender* shield. It means the meat has been certified by the Canadian Beef Grading Agency to be tender and aged perfectly, so you can count on delicious results. Exclusive to select STERLING SILVER® premium cuts.



Exclusive cuts
available
at Sobeys

20⁹⁹
/lb

STERLING SILVER Fresh Three Peppered Glazed Boneless Rib Eye Grilling Steaks or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 46.27/kg



YOUR GUIDE TO THE PERFECT STEAK

STEAK TEMP GUIDE



RARE

Remove from heat at
115° - 120° F (49° - 54° C)

MEDIUM-RARE

Remove from heat at
125° F (52° C)

MEDIUM

Remove from heat at
135° - 140° F (57° - 60° C)

MEDIUM-WELL

Remove from heat at
145° - 150° F (63° - 66° C)

WELL-DONE

Remove from heat at
155° - 160° F (68° - 71° C)

THREE PEPPER ATTRIBUTES:

A blend of black pepper, pink peppercorn and green peppercorn, garlic and onion. Simple ingredients, rich and savoury taste.



HOMESTYLE ATTRIBUTES:
Robust combination of herbs & spices, beautiful notes of roasted peppercorn, mustard, garlic & herbs that give a nostalgic "homestyle" feel to our roasts!

12⁹⁹
/lb

300 PTS
when you spend
\$15 or more

STERLING SILVER Fresh Boneless Cross Rib Pot Roast homestyle seasoned and fat added cut by your meat expert from Canada AAA grade beef 28.64/kg



12⁹⁹
/lb

STERLING SILVER Fresh Boneless Cross Rib Pot Roast or Family Size Simmering Steaks cut by your meat expert from Canada AAA grade beef 28.64/kg

So. Canadian

Farmer Spotlight

Keith Gregory, Cattleland Feedyards

Keith manages his family's cattle operation in Strathmore, Alberta, which grows its own feed and pasture to support a 600-head Black Angus herd. He is also developing a biodigester to generate renewable energy from manure. Farmers like Keith, who hosts international buyers on beef-production information and is active in industry organizations, make us Canadians proud!



*Certified by the Canadian Beef Grading Agency

So sweetly Easter



6⁹⁹ **100 PTS**
when you buy 2

KINDER Mini Eggs 182-200 g, Surprise Egg 100 g or
Candy Surprise 80 g



8⁹⁹

NESTLÉ Smarties Bunny 150 g, Egg Hunt Kit 140 g
or LINDT Gold Bunny 50-100 g



200 PTS
when you buy 2
12⁴⁹

KINDER Maxi, Plush or Egg Hunt Kit 116-186 g



100 PTS
when you buy 2

4⁷⁹

COMPLIMENTS Candy Coated
Mini Eggs 200 g



8⁹⁹

TOFFIFEE Easter Boxed Chocolate
369 g



14⁴⁹

COMPLIMENTS Candy
Coated Mini Eggs 650 g



6⁹⁹

TERRY'S Original Orange Easter
145 g or LINDT Bunny Bar 120 g



120 g



13⁹⁹

CADBURY Mini Eggs
362-381 g



While supplies last. Selection may vary by store.



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



400 PTS
when you buy 2

28⁹⁹

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



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

BEST BUY



BEST BUY
Baking Mixes
375 g



MAKE YOUR DOLLAR GO FURTHER WITH THESE GREAT ITEMS

EVERYDAY
VALUE



\$19

OCEAN JEWEL
Raw Peeled & Deveined Shrimp
50-70 ct per lb 908 g



\$23

OCEAN JEWEL
Cooked Shrimp
50-70 ct per lb 908 g

Get
1,000 PTS

when you buy 1
True North Fresh
Atlantic Salmon
Fillet 908 g

\$35

TRUE NORTH Fresh Atlantic Salmon
Fillets skinless product of Canada
subject to availability 908 g



\$35

908g

CHOOSE
CANADIAN
SEAFOOD





Sprite Chill
CHERRY LIME
CERISE LIME

OBEY YOUR THIRST.

CHERRY LIME'S NEVER BEEN COLDER

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NEW

GATORADE FUELS
CANADA SOCCER

2/4⁵⁰ GATORADE Perform Sports Drink 710 mL



° CELSIUS
LIVE FIT

NO FIZZ. ALL GO.
FIZZ-FREE
ZERO SUGAR ENERGY

2/\$6
CELSIUS Energy Drink 355 mL



Alani
NU

NEW

0 sugar
140 mg caffeine

2/\$6 ALANI NU Energy Drink 355 mL



PEPSI | **NHL** OFFICIAL SPONSORS OF THE NHL

NEW

100 PTS when you buy 2

PEPSICO Beverages 6x222 mL any flavour



bubly mini

NEW

100 PTS when you buy 2

BUBLY Sparkling Water Beverage 6x222 mL any flavour



NEW

6⁹⁹

PURE LEAF Iced Tea 6x340 mL any flavour



Becel

Prepared in Canada

FEEL GOOD ABOUT EVERY BITE

CANADA'S #1 SPREAD*

7⁹⁹

BECEL Margarine 637-850 g

*Based on number of units sold in the margarine or similar products category of spreads for the latest 52 weeks ending August 9, 2025, according to NielsenIQ MarketTrack



3⁹⁹

IMPERIAL Margarine Soft Tub 427 g

YOU COULD WIN
1 OF 3 \$10,000 VIP TRIPS
TO THE **STANLEY CUP FINAL 2026**
PLUS DAILY PRIZES OF GIFT CARDS & MORE!

FindAndWin.ca





3 DOUBLES = 6

Sponge Towels
ULTRA

6⁹⁹ SPONGETOWELS Ultra or UltraPRO Paper Towels 3=6 rolls



3 DOUBLES = 6

Sponge Towels
ULTRA PRO



Cashmere Ultra

6⁹⁹

CASHMERE 12=24 rolls or Ultra or UltraLuxe 8=24 rolls



Scotties
HOUSE & HOME

6⁹⁹

SCOTTIES Original or Supreme 6 pk



make
happy
tummies

Join Us.

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

Donate
in-store

makehappytummies.ca

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.



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OWNED &
OPERATED**

**WATER
VENDING
TRUSTED BY
CANADIANS!**

**PROUDLY SERVING
CUSTOMERS
ACROSS CANADA.**

nimbus



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\$10,000 TO BE **WON** IN Scene⁺ **PTS**

BUY ANY PARTICIPATING NATREL OR AGROPUR FINE CHEESE PRODUCT
FOR A CHANCE TO WIN 1 OF 10 PRIZES OF \$1,000 IN SCENE+® POINTS



LEARN MORE

Natrel

OKA

L'EXTRA

Chevalier

NOTRE-DAME

*NO PURCHASE NECESSARY. Full Contest rules and pricing details found at <https://www.sobeys.com/agropur-easter-scene-contest>. Contest runs from 03/05/2026-04/08/2026. Open to legal residents of AB, BC, MB, NB, NS, ON, P.E.I, SK, and QC with a valid Scene+® account, and who have reached the age of majority on the date they entered the Contest.

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

APPLY NOW



*Conditions Apply



BOLD FLAVOUR MEETS MAYO



HEINZ MAYONNAISE-STYLE SAUCES

LEARN MORE