

WST_BC THAT'S THE WAY SAFEGWAY

7⁹⁹ /lb

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

3⁹⁹ /lb
8.80/kg

MEMBER PRICING

SAVE UP TO 60% WITH MEMBER PRICING

4⁹⁹

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

99¢ /lb

Ambrosia Apples product of Canada, Canada extra fancy grade 2.18/kg

3⁴⁹ /100 g

Fresh Steelhead Trout Fillets responsibly raised product of Western Canada

1⁹⁵ /lb

Red Cluster Tomatoes product of British Columbia 4.30/kg

HOT PRICE 9⁹⁷

KRAFT DINNER Original 12 pk

HOT PRICE 2/\$4

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

HOT PRICE 5⁴⁴

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

HOT PRICE 4⁹⁹

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

HOT PRICE 11⁹⁹

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

HOT PRICE 16⁸⁷

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

HOT PRICE 11⁹⁹

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

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

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

Prices and offers in effect March 2026

More deals! Scan here for our full flyer

WST_ON_BC

Scene™

MEMBER

PRICING

Swipe your
Scene+ Card
and Save

MEMBERS SAVE \$1

8⁹⁹
MEMBER
PRICING9⁹⁹without
Scene+ CardWONDERFUL Shelled Pistachios
assorted varieties 155-170 g

\$2

For only
Add
Twice-Baked
Potatoes
regular size
available
chilled

MEMBERS SAVE \$3

10⁹⁹
MEMBER
PRICING13⁹⁹without
Scene+ CardREADY FOR YOU Crispy Chicken
6 pieces available hot or chilled

MEMBERS SAVE 99¢

\$2
MEMBER
PRICING2⁹⁹without
Scene+ Card

ROGERS Sugar Icing, Brown or Yellow 1 kg



MEMBERS SAVE \$1

3⁹⁹
MEMBER
PRICING4⁹⁹without
Scene+ Card

COCA-COLA or PEPSI Soft Drinks 6x710 mL

Scene™
DIGITAL
EXCLUSIVEOFFER AVAILABLE
MARCH 19-25, 2026Scan QR code to download or
open the app

SPEND \$75 OR MORE, GET

500 PTS

WHEN YOU LOAD THIS OFFER
in the Safeway app or at [Safeway.ca/offers](https://www.safeway.ca/offers)

See page 2 for details

FLOI_SBY_WK47_PRN_WST_ON_BC

Scene™

TURN POINTS INTO GROCERIES



300 PTS when you buy 2

\$12.99 JANE'S Ultimates Battered or Battered Haddock, Cod or Sole 450-615 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

pick from peak
FRESHNESS



It's fresh, or your
money back



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



\$12
SUNRISE FARMS Seasoned Chicken Drumsticks frozen 3 kg



8.99
ULTRA NATURAL Fair Trade Hand-Peeled Shrimp 51-70 ct per lb deveined tail-off cooked or raw 300 g



1.99 /lb
Papaya product of Mexico 4.39/kg



5.99
Large Pineapples product of Costa Rica or Prepared Fresh Daily Cored Pineapples

We offer cored or whole pineapples for the same price



3.99
BAKED IN STORE
Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g



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



4.99
CADBURY, NESTLÉ or HERSEY'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



15.99 without Scene+ Card
14.99 MEMBER PRICING
SAPUTO Shredded Cheese 1 kg or ARMSTRONG 900 g



200 PTS when you buy 2
4.99 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 twice as many Canadian-origin products

You read that right! With twice as many Canadian-origin products as competing stores,* we make it easier for you to truly 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 NielsenIQ's CA-SOBEYS-CROSS CATEGORY database by NielsenIQ'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.

TWICE AS EASY TO SUPPORT CANADA



PROUDLY CANADIAN safeway.ca

We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, March 19, 2026 to Wednesday, March 25, 2026. Advertised prices do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On deliveries, some restrictions may apply. On BUY ONE GET ONE FREE ("BOGO") items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental levies on the purchased and free items. Manufacturers' coupons apply to purchased items only - not free items. Limit one coupon per purchased item. The Scene+ Loyalty Program is available at all participating Safeway locations within British Columbia or Northwestern 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 British Columbia or Northwestern Ontario 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. P06_SBY_WK47_PRN_WST_ON_BC

RICARDO

Gourmet, yet easy

From my kitchen to yours





9.99 RICARDO Frozen Pizza 700-745 g




5.99 RICARDO Baking Mixes 450 g



4.99 RICARDO Kitchen Tools selected varieties




6.49 RICARDO Dips selected 250-300 g

Gourmet meals without the stress. Chef crafted to be easy to prepare.

the way TO VALUE

100% fresh GUARANTEE

BUY 1 GET 1 FREE of equal or lesser value

4.99 /lb Asparagus product of Mexico 11.00/kg

2.99 /lb Sweet Clementines product of Morocco 6.59/kg

2.99 /lb Iceberg Lettuce product of Mexico or USA

3.99 Blackberries product of Mexico 340 g

2/\$5 Ataulfo Mangoes product of Mexico

\$5 Mangoes product of Mexico 3 pk

COMPLIMENTS Baby Spinach, Baby Arugula or Spring Mix product of USA 142 g 4.99 ea

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

5.44 COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g

3.49 COMPLIMENTS Onions 3 lb product of Canada, Canada no 1 or Rainbow Carrots 2 lb product of Canada, Canada no 1, 1.99 ea

2.99 /lb Brussels Sprouts product of Mexico or USA 6.59/kg

5.99 Kiwi product of Greece or Italy 454 g

7.49 Gala, McIntosh or Ambrosia Apples product of Canada Canada fancy grade or Granny Smith Apples product of USA fancy grade 1.36 kg 3 lb bag

1.99 /lb Large Navel Oranges product of USA 4.39/kg

6.99 Mini Watermelon product of Mexico

4.99 COMPLIMENTS Caesar Salad Kit product of USA 280 g

2.99 GOODLEAF Microgreens product of Canada 50 g

25% OFF Prepared Fresh Daily Taco or Guacamole Dip or Pineapple Salsa assorted sizes

BUY 2 GET 3RD FREE Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

7.99 /lb Sugar Mangoes product of Colombia 17.61/kg

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

7.99 Organic Green Kiwi product of Greece 454 g

4.99 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

2/\$12 Tulips 5-Stem assorted colours grown in British Columbia

9.99 Flower Tin with Tropical 4" pot assorted varieties grown in British Columbia

100 PTS when you buy 1
STARTING AT 15.99 Phalaenopsis Orchids in Ceramic Pots assorted colours and sizes

12.99 Hydrangea 3-stem assorted colours

Card must be registered. Offer valid and available to be loaded from March 19-25, 2026 at all Safeway locations in Western 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.

*If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement. Restrictions apply, see www.safeway.ca/value-flyer for details.

Earn one entry for every \$15 spent on Sterling Silver Beef when you scan your Scene+™ card for a chance to

WIN
1,000,000 PTS
That's like \$10,000 toward groceries!
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 or safeway.ca/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 Quebec 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

STERLING SILVER
PREMIUM BEEF
HAND-SELECTED AAA BEEF

Well-marbled · Aged to perfection
Cut from Canada AAA Beef
Exclusive to Safeway



250 PTS
when you spend \$25 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breasts



6⁹⁹
/lb

COMPLIMENTS Fresh AIR-CHILLED Chicken Breasts back attached Family Size 15.41/kg



4⁹⁹
/lb

Fresh Pork Loin Centre and Rib Combo Chops Family Size 11.00/kg



BUY 2 GET 3RD FREE
of equal or lesser value

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs 100% Canadian



7⁹⁹
/lb
Fresh Lean Ground Beef Family Size 17.61/kg



300 PTS
when you buy 2

5⁹⁹
MAPLE LODGE FARMS Chicken Sausage 375-500 g



10% off
Frozen NEW ZEALAND SPRING LAMB



5⁴⁹
MARCANGELO Sweet and Hot Italian Pork Sausage Meat 450 g

Amazing Premium Burgers made...



READY FOR YOU

...fresh or frozen

8⁹⁹
/lb
Fresh Lean Ground Beef Burgers 4 pk Family Size 100% Pure no additives or fillers 19.82/kg

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



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



STARTING AT 4⁹⁹
BUTTERBALL Turkey Franks, Bacon or Rasher 300-450 g



6⁹⁹
200 PTS
when you buy 2
COMPLIMENTS Pepperoni Sticks 300 g



STARTING AT 12⁹⁹
44TH STREET Fully Cooked Entrées 575 g



STARTING AT 12⁹⁹
MARCANGELO Chicken or Pork Souvlaki 480-640 g or Bacon Wrapped Beef Sirloin Medallions 340 g



7⁹⁹
100 PTS
when you buy 2
WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings 360-680 g



10⁹⁹
SWISS CHALET Chicken or Beef Pot Pies 650-655 g



19⁹⁹
BEYOND MEAT Plant Based Burgers or Beef 678-908 g



6⁹⁹
WHOLLY VEGGIE! Cauliflower Wings buffalo, ranch, hot honey or Japanese-inspired bbq 375 g

GET TO FREE GROCERIES FASTER

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



*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



4.69 /100 g **SUSTAINABLE BLUE** Land-Raised Fresh Atlantic Salmon Fillets product of Canada subject to availability



1.50 Fresh Choice Oysters product of Canada subject to availability



\$10

ULTRA NATURAL Raw Marinated Shrimp Skewers large tail-less 4 pk 248 g



STARTING AT 3.99

100 PTS when you buy 1

Assorted Seafood Snack Platters previously frozen 230-310 g



NEW



5.99

CLEAR OCEAN Cooked Cold Water Scallops 227 g



3.49

COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



NEW

10.99 **MEMBER PRICING**

12.99 without Scene+ Card

ULTRA NATURAL Shrimp Ring with Cocktail Sauce 17-19 ct per ring 255 g



2/\$5

AURORA Anchovies Fillets or Paste 50-56 g

deli & kitchen



4.99 **MEMBER PRICING**

5.99 without Scene+ Card

BRANDT Sliced Kolbassa selected 175 g



8.99

MAPLE LEAF Natural Selections Sliced Meats selected 175 g



STARTING AT 5.49 /100 g

Gruyere or Emmental Swiss Cheese product of Switzerland



200 PTS when you buy 1

18.99

TRE STELLE Feta 850 g



Get 500 PTS When you spend \$20 or more on participating Deli Meat from the Service Case.

\$5 toward your groceries

FRESH FROM OUR DELI CASE



3.99 **MEMBER PRICING**

4.49 without Scene+ Card

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



6.49

250 PTS when you buy 2

YUCATAN Avocado Salsa 340 g



75 PTS when you buy 2

1.99

BURNBRAE FARMS Eggs2Go! 2 pk 88 g

READY FOR YOU

100 PTS when you buy 1

14.99

Mixed Deli Meats Subs 4 pk 860 g

Grab 'n Go Meals!

STARTING AT 12.99

14" Take & Bake Pizza 800-890 g

Get 400 PTS When you buy 2

OR

Get 800 PTS When you buy 3

Give them more with the **Grocery Essentials Card** Visit safeway.ca/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

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 Ridgies 200-235 g

3⁹⁹

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

3⁹⁹

TWIGZ Pretzels 130 g

3⁹⁹

LA COCINA Tortilla Chips 300-400 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

2/5⁵⁰

BIOSTEEL Sports Drink 500 mL

100 PTS when you buy 2

4⁹⁹

BUBLY Sparkling Water mini cans 6x222 mL

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, 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.



FRESH FROM OUR DELI CASE

3⁷⁹ /100 g

MASTRO Rosemary Ham or SAN DANIELE Mortadella



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



FRESH FROM OUR DELI CASE

4²⁹ /100 g

MCLEAN Clean and Lean Roasted Turkey or Ham

READY FOR YOU

Power Pair: Soup & Sandwich or Wrap

Buy any & get for only **\$2**

Freshly Prepared Sandwich or Wrap a Small Hot Soup

Available every day! Sandwich/wrap not included

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.

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



6⁹⁹

COMPLIMENTS Dessert Squares 400 g



100 PTS
when you buy 2

5⁹⁹

All Butter Croissants or Pastries 4 pk 275-400 g



75 PTS
when you buy 2

4⁹⁹

Tea Biscuits 6 pk 335-350 g



everyday VALUE

\$3

COMPLIMENTS Grain Breads 600 g



BAKED IN STORE

2/\$7

Bagels 4 pk 450 g



Made with 100% Canadian flour

BAKED IN STORE

5⁹⁹

Gourmet Swirl Buns 4 pk 367-400 g



Made with 100% Canadian flour

BAKED IN STORE

3⁹⁹

Garlic Bread 540 g



200 PTS
when you buy 2

6⁴⁹

PORTOFINO Breads 585-600 g



everyday VALUE

\$3

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 Safeway.ca

frozen & dairy



4.49
DAIRYLAND or LUCERNE
Chocolate Milk 1.89-2 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



100 PTS
when you buy 4
4/\$5 YOPLAIT Yop
Drinkable Yogurt
200 mL



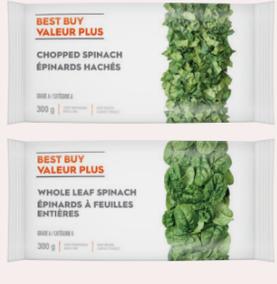
4.49 SIGGI'S Icelandic
Style Skyr Yogurt
4 pk



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



150 PTS
when you buy 3
7.99 STÖK Cold Brew
Coffee 1.42 L



200 PTS
when you buy 2
RIGHTEOUS Gelato or Sorbetto
473 mL selected



5.99 NANAPOPS! Frozen
Bars 4 pk selected



4.49 TAST!EZ 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 Bisto, Smiles or
Tasti-Taters 454-800 g or
MCCAIN Superfries 454-650 g



**BUY 2 GET 3RD
FREE**
RICARDO Frozen Entrées
380-395 g 8.99 ea



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



50 PTS when you buy 1
9.49 COMPLIMENTS BALANCE Egg
Whites 1 kg

200 PTS when you buy 2
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

50 PTS when you buy 1
3.49 COMPLIMENTS
Sour Cream
500 mL

100 PTS when you buy 2
3.99 COMPLIMENTS
Stringable Cheese
8 pk 168 g

2.99 **35 PTS** when you buy 1
COMPLIMENTS BALANCE
Non-Hydrogenated Margarine
427 g

Give them more with the Grocery Essentials Card Visit safeway.ca/giftcards for details

meal makers



4⁹⁹ KELLOGG'S Vector Granola 311 g



2⁹⁹ APPLESNAX Fruit Cups 6 pk



9⁹⁹ NUTELLA Hazelnut Spread 725 g



3⁹⁹ COMPLIMENTS Canned Fruit 796 mL



3⁴⁹ COMPLIMENTS Bagels 6 pk



3⁹⁹ VACHON Snacks 248-336 g

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

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

5⁹⁹ 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



2/5⁵⁰ COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g



2/\$5 MINUTE RICE Cups 250 g



3⁴⁹ AYLMER Ready To Serve Soup 540 mL



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



6⁹⁹ STEFANO Pasta Sauce 405-648 mL



7⁴⁹ AGROMONTE Pasta Sauce 560 mL



5⁴⁹ MAISON ORPHÉE Vinaigrette 250 mL



12⁹⁹ TILDA Basmati or Brown Basmati Rice 1.8 kg selected varieties

Here for your budget and lifestyle



9⁹⁹ PANACHE Maple Syrup amber rich 500 mL



4⁹⁹ ea when you buy 2 or more



49¢ COMPLIMENTS Instant Noodles 85 g



3⁹⁹ COMPLIMENTS Pickles 500 mL or Kalamata Olives 375 mL

natural health



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



6⁹⁹ STOKED OATS Superfood Oatmeal Blends 500 g



2/\$6 CWENCH Hydration 500 mL



2/\$7 COMPLIMENTS ORGANIC Tortilla Chips 240 g



3⁹⁹ EARTH'S OWN Select Beverages 1.75-1.89 L



11⁹⁹ OLYMPIC Organic Yogurt 1.75 kg Regular or Greek 12.99 ea



6⁹⁹ PRANA Organic Chia Seeds 200-300 g



3⁴⁹ ANNIE'S Mac & Cheese 149-170 g



25⁹⁹ VEGA Protein + Supergreens 510-526 g



2/\$4 LÄRABAR 45-48 g



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



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

Give them more with the Grocery Essentials Card

Visit safeway.ca/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

10% off **100 PTS** when you buy 2

Baby Days are here!

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

Need health care or advice? We do that!

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

360Health | SAFEWAY

*Fee for some services may apply.

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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 Safeway app or at [Safeway.ca/offers](https://www.safeway.ca/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



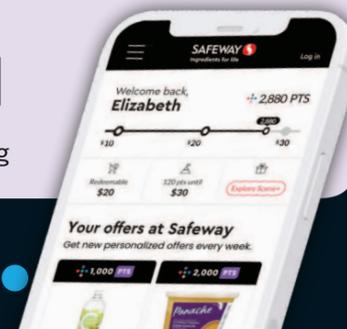
Get **100 PTS** when you buy 1

TRE STELLE Bocconcini or Halloumi 200 g



Download on the **App Store**

GET IT ON **Google Play**



Offer valid March 19th to March 25th, 2026 at all Safeway locations in Western 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



7⁹⁹
/lb

Sugar Mangoes
product of Colombia
17.61/kg



2⁹⁹
/lb

Indian Eggplant
product of Mexico
6.59/kg



2⁹⁹
/lb

Long Squash or Opo
Squash product of
Mexico or The Dominican
Republic 6.59/kg



3⁹⁹

Coconut
product of Vietnam



\$4

SANTOSH Gold Naan
or Naan Bites 440-600 g



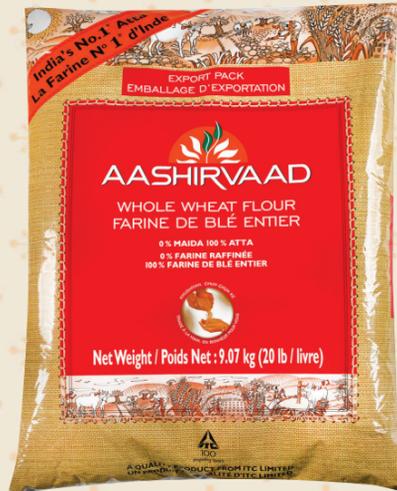
14⁹⁹

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



28⁹⁹

NANAK Desi Ghee PET
1.6 kg



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.

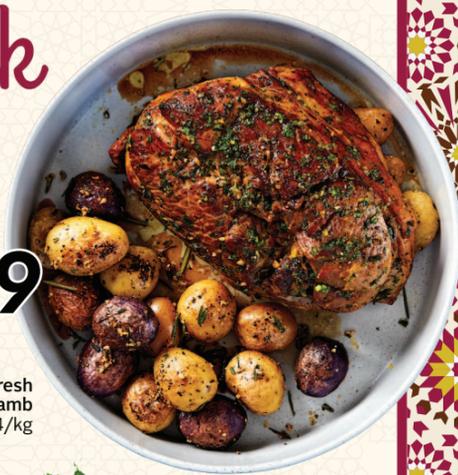
Eid Mubarak



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



4⁹⁹ /lb

Guava product of Egypt 11.00/kg



1⁹⁹

Mint or Cilantro Bunches product of Mexico or USA



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

**price
LOCK**

**1,000+ ITEMS
ARE LOCKED IN**

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

COMPLIMENTS Mini Seedless Cucumbers
6 pk product of Western Canada or
British Columbia, Canada no 1 grade

\$4

COMPLIMENTS Grape Tomatoes
product of Mexico 283 g

100 PTS
when you buy 1

\$10

COMPLIMENTS NATURALLY SIMPLE
Pink Salmon Fillets 400 g

10.99

AQUA STAR Basa Fillets
908 g

10.99

BEST BUY
Breadcrumbs Battered Popcorn Shrimp 800 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

Aisles and aisles of value

**price
LOCK**

**1,000+ ITEMS
ARE LOCKED IN**

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

Aisles and aisles of value



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



LARGE



2/\$5

Ataulfo Mangoes product of Mexico



5.99

Kiwi product of Greece or Italy 454 g



NEW

\$5

Mangoes product of Mexico 3 pk



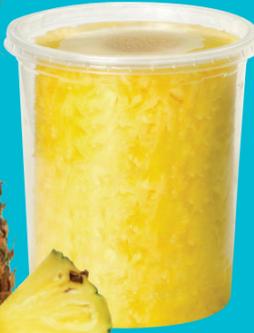
1.99

Papaya product of Mexico 4.39/kg



15% off

Papaya Halves



5.99

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 or Coconut product of Vietnam



150 PTS when you buy 2

COMPLIMENTS Canned Pineapple Slices 398 mL



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

Get 800 PTS When you buy 3 or more

STARTING AT 12.99

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



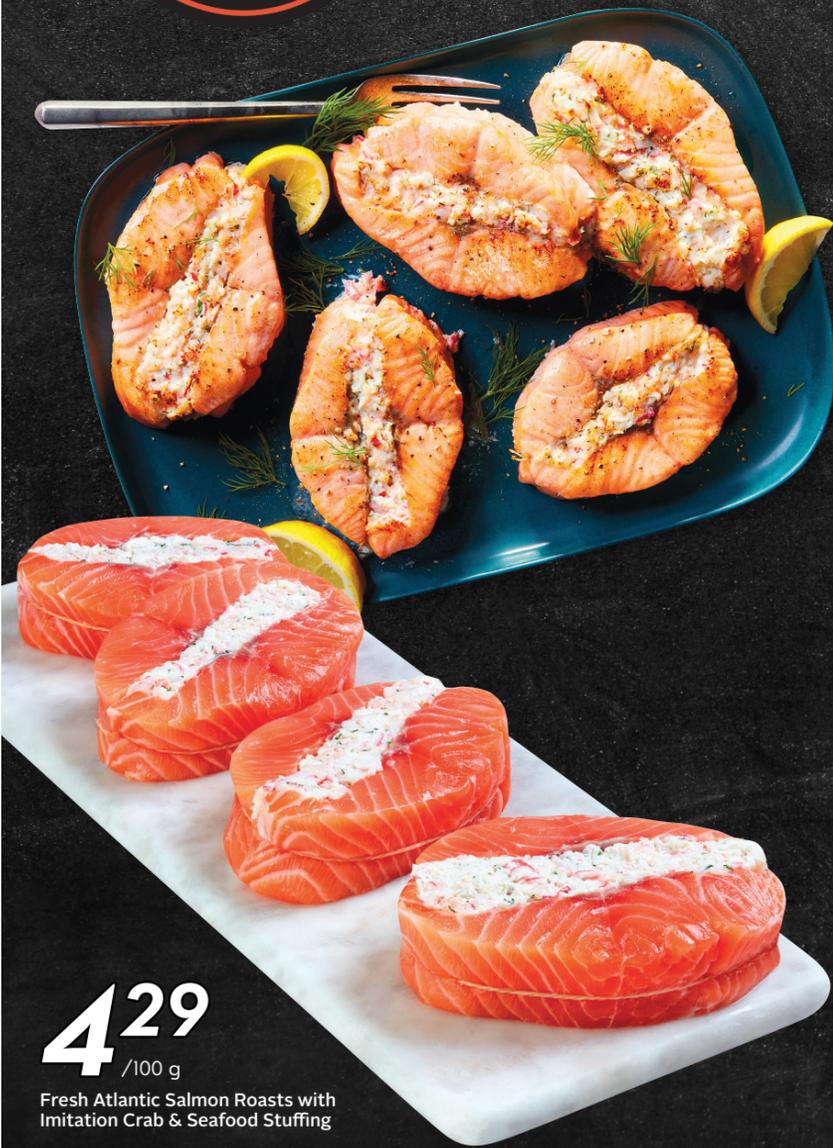
100 PTS when you buy 3

3/7.98

DEL MONTE Nectar 960 mL tetra



Ready for You No Prep Required



4.29
/100 g

Fresh Atlantic Salmon Roasts with Imitation Crab & Seafood Stuffing



17.99
/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.



Marinated Fresh Chicken Drumsticks or Thighs 11.00/kg

4.99
/lb

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



1.99

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 Icelandic
Cod Fillets



3.69
/100 g

Wild Icelandic Cod Fillets previously
frozen or frozen subject to availability

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 12:01 AM ET & Ends 05/04/26 at 11:59 PM ET. Draw 05/05/26 at 2 PM ET. One (1) Grand Prize: Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 90 Instant Win Prizes: a \$100 Digital Prepaid Card (20 total), or a \$5 CAD Physical Danone Oikos® Coupon (80 total). Mathematical skill-testing question. Full contest rules: www.snacktowin.ca. Oikos® 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 ea 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

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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

3.49 INTERNATIONAL DELIGHT 425 mL

7.49 DANONE Activia 12x100 g or Activia Expert 750 g

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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

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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

HERSHEY'S Scene®

*NO PURCHASE NECESSARY. Full Contest rules found at https://www.safeway.ca/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 Sobeco 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 for items per Scene+ member 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*

TRY OUR BEST CLEAN

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

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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

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

GAY LEA

4.99 GAY LEA Aerosol Whipped Cream 225 g

TWINKLE

3.99 TWINKLE Food Colour Colour Pack Neon 4 pk 40 mL

RED BULL

2/\$6 RED BULL Energy Drinks 250 mL

GIUSEPPE

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

CHEEMO

2.99 **100 PTS** when you buy 2

CHEEMO Perogies 745-907 g

CHAPMAN'S

4.49 CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected

MILK2GO

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

MILK2GO or NESTLÉ Milkshakes 310-473 mL

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 nano
Bursting with Mini Popping Bubbles

3.49 IÖGO Nano Yogurt with Flavoured Pearls 4x100 g selected

3.49 ASTRO Original Balkan Yogurt 650-750 g selected

4.50 IÖGO Nano 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

6.99 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

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

2/4.50 POWERADE Beverages 710 mL

2/4.50 BODYARMOR Beverages 473 mL

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.

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 Dippys or Chewy Bars 120-156 g

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

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

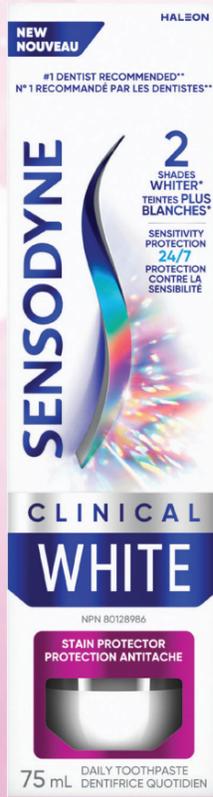
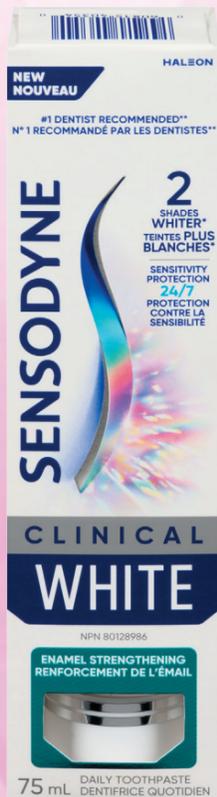


300 PTS
when you buy 2
6⁹⁹

LISTERINE Mouthwash 1 L



STARTING AT 6⁹⁹ COLGATE Toothbrushes or HELLO Toothpaste 98 mL or 1-12 pk selected



7⁹⁹ **100 PTS** when you buy 2 SENSODYNE Clinical Toothpaste 75 mL selected



300 PTS when you buy 2 **11⁴⁹** CREST 3D White Mouthwash, Stain Remover or ORAL-B Power Toothbrushes 67-946 mL or 1-2 pk selected



Ingredients for Babies

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.

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Earn Scene+ points **3.7X faster** with
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*Conditions Apply





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