

WST\_BC THAT'S THE WAY SAFEWAY



**3.49** /lb

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

**5.44** /lb



Fresh Regular Ground Beef Family Size 11.99/kg



**6.88** /lb

Fresh AIR-CHILLED Boneless Skinless Chicken Thighs 15.17/kg

**9.99**

Prepared Fresh Daily Fruit or Vegetable Trays 925 g-1.3 kg



READY FOR YOU



**10.99** MEMBER PRICING

SAVE UP TO 47% WITH MEMBER PRICING

13.99 without Scene+ Card HIGH LINER Signature Cuts or Pan Sear Breaded or Battered Premium Fish 425-540 g



**2.99** /lb

Asparagus product of Mexico 6.59/kg



**12.99**

Tulips Assorted Colours 10-stem bunch grown in Canada



**4.94** HOT PRICE

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



**99¢** HOT PRICE

CLUB HOUSE Gravies 21-47 g or Gluten Free Gravies 24-25 g



**3.99** HOT PRICE

COMPLIMENTS Pure Orange Juice 1.54 L



**4.97** HOT PRICE

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



**5.97** HOT PRICE

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



**2.49** HOT PRICE

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

Scene+ GIVE & GET MAR 26-APR 1 BUY \$150 IN SAFEWAY GIFT CARDS & GET 1,000 PTS That's like \$10 toward your groceries

Receive 1,000 Scene+ Points when you purchase \$150 in Safeway Gift Cards. Offer valid from March 26-April 1, 2026 at all Safeway locations in Western Canada. Gift card purchase must be in a single transaction and cannot be combined with other gift card offers. Safeway gift cards cannot be purchased with other Corporate gift cards. No base Scene+ points earned. Offer is valid only on Safeway 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 Offer subject to change and may be withdrawn without notice.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.

Global Market KRINOS Twisters 1 kg selected varieties **6.99** HOT PRICE

WST\_BC

# EASTER

is on the way

RAISED WITHOUT ANTI-BIOTICS

MEMBERS SAVE 30¢/lb

**2.19** /lb  
4.83/kg

MEMBER PRICING

EXCLUSIVE TO SAFEWAY

HAYTER'S FARM  
LOCAL / WHOLESOME | 3 GENERATIONS OF FAMILY

YOUNG TURKEY  
RAISED WITHOUT THE USE OF ANTIBIOTICS

FROZEN WITH GIBLETS  
Léve sans les antibiotiques

JEUNE DINDON  
ÉLEVÉ SANS L'UTILISATION D'ANTIBIOTIQUES

CONGÉLÉ AVEC ARABITTS  
Haché de 3 à 4 cm maximum

75 ans de tradition

**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



**19.99** /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 44.07/kg

compliments

PUMPKIN CITROUILLE

BUY MORE SAVE MORE

650 g

compliments

APPLE CRUMBLE CROUSTADE AUX POMMES

750 g

compliments

APPLE POMMES

750 g

**5.99** ea when you buy 2 or more

COMPLIMENTS Apple, Pumpkin or Apple Crumble 650-750 g

Great for EASTER BUNEN  
Chocolats aux œufs!

Cadbury Mini Easter eggs-œufs de Pâques Mini

100 PTS when you buy 1

**16.99**

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

875 g

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

FLOI\_SBY\_WK48\_PRN\_WST\_BC

# Make Moments Homemade



Raspberry Chocolate Cream Tart

SCAN FOR DELICIOUS SPRING RECIPES



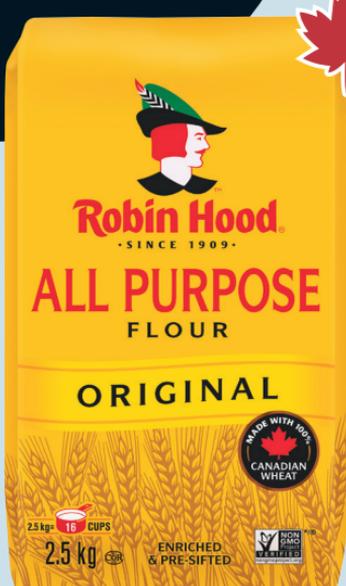
Get **500** PTS

When you spend \$20 on these participating products\*

\*before taxes

**4<sup>49</sup>**

ROBIN HOOD Flour selected 2.5 kg



**3<sup>99</sup>**

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



**3<sup>49</sup>**

EAGLE BRAND Condensed Milk 300 mL



**1<sup>79</sup>**

CARNATION Evaporated Milk 354 mL



**3<sup>97</sup>**

PHILADELPHIA Cream Cheese 227-250 g selected



Product availability may vary by store. \*Offer valid from March 26th to April 1st, 2026 at participating Sobeyes, 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.

FL02\_SBY\_WK48\_PRN\_WST\_ON\_BC

# EASTER priced right



**BUY 2 GET 3RD FREE**  
of equal or lesser value

COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls or Spring Rolls 252-800 g or PANACHE Frozen Desserts 300-650 g or PASTRY BOX Cheesecakes frozen 350-600 g

**12.99**  
MITCHELL'S Thick Cut Bacon  
1 kg

We offer cored or whole pineapples for the same price



**4.99** Whole or Cored Pineapple  
product of Costa Rica



**9.99**  
COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g or ULTRA NATURAL Gluten Free Coconut, Panko or Tempura Shrimp 340 g



**3.99**  
Pumpnickel or Sourdough Boules 450-495 g



**6.99** 200 PTS when you buy 2  
TRE STELLE Bocconcini 200 g



**3.99** /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



**2/8.88**  
COCA-COLA or PEPSI Soft Drinks 6x710 mL



**3.99**  
OCEAN SPRAY Cranberry Cocktail 1.89 L, 100% Cranberry Juice 1.77 L or MATT & STEVE'S Caesar Mix 1.36 L



**6.99**  
PUREX 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



**3.49**  
VILLAGGIO Bread 510-540 g or Buns 6-8 pk



**30% off**  
MCCORMICK Gourmet Spices selected 0.5-74 g



**5.99**  
NATREL Organic Milk 2 L



**265 MEMBER PRICING** 349 without Scene+ Card  
KELLOGG'S Nutri Grain Bar, Rice Krispies Squares, Pop-Tarts or Pastry Crisps selected 125-384 g



**3.99**  
KELLOGG'S Cereal 210-525 g (excludes Family Size) or POST Cereal 283-525 g selected



**3.99** 100 PTS when you buy 2  
BECEFL Plant-Based Bricks 454 g or Plant-Based Salted Tub 427 g



**90¢**  
PURINA Friskies or Fancy Feast 85-156 g



**3/\$10** 300 PTS when you buy 3  
QUAKER Instant Oatmeal 232-344 g or Quick or Old Fashioned Oats 900 g-1 kg



**6.99**  
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 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 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.

PROUDLY CANADIAN safeway.ca

We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, March 26, 2026 to Wednesday, April 1, 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. P08\_SBY\_WK48\_PRN\_WST\_ON\_BC

makehappytummies.ca

TIM 2026 Make Happy Tummies

Donate in-store

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

make happy tummies



# EASTER

is just around the corner



**Sterling SILVER**  
PREMIUM BEEF

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

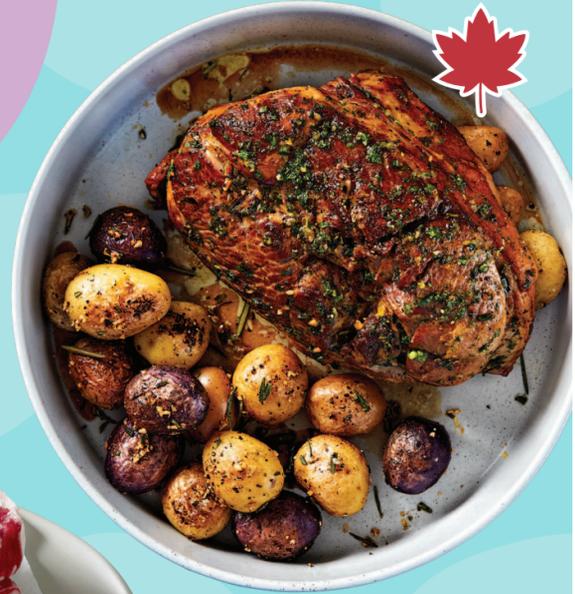
STERLING SILVER Fresh Boneless Rib Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef while supplies last 55.09/kg

CERTIFIED TENDER  
TENDRETÉ CERTIFIÉE



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

SUNGOLD Fresh Boneless Lamb Leg 28.64/kg



Try with



100 PTS when you buy 3

**17<sup>99</sup>** FRANCO-AMERICAN Gravy 284 mL



STARTING AT **7<sup>99</sup>**

HARVEST Sausage Rings or Chubs 300-375 g



**28<sup>99</sup>**

ULTRA NATURAL Shrimp Ring with Cocktail Sauce 34-38 ct per ring 737 g



**10<sup>99</sup>** MARINA DEL REY Shrimp Appetizer Trio 504 g



**10<sup>99</sup>** SIMPLY COCKTAILS Cocktail & Mocktail Mixers 480 mL



value size

**6<sup>29</sup>** 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



**2<sup>49</sup>** CLOVER LEAF Smoked Oysters or Mussels 85 g



**3<sup>49</sup>** COMPLIMENTS Frozen Pie Shells, Tart Shells or Phyllo Pastry 255-454 g selected



**6<sup>49</sup>** COMPLIMENTS Aerosol Whipped Cream Topping 400 g



**4<sup>99</sup>** COMPLIMENTS Cozy Coop Large White Eggs 12 pk

## easter BLOOMS

100 PTS when you buy 1

**14<sup>99</sup>**

Easter Lily Plant or Easter Egg Potted Mum 6" pot grown in British Columbia



**6<sup>99</sup>** Bunny with Bow Tie Pot with Succulent 2" grown in British Columbia

Give them more with the Grocery Essentials Card

Visit [safeway.ca/giftcards](http://safeway.ca/giftcards) for details

# Sides, starters and sweets



**6<sup>99</sup>**

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



**7<sup>99</sup>** /lb

Butternut, Kabocha, Acorn or Spaghetti Squash product of Canada, Canada no 1 or Mexico 4.39/kg



**100 PTS** when you buy 2

BAKED IN STORE

**4<sup>59</sup>**

Dinner, Tray or Butter Topped Buns 12 pk 425-530 g



**\$2 off**

HORMEL Snack Trays 425 g

SLICED FRESH



**4<sup>49</sup>** /100 g

SAN DANIELE Prosciutto



**21<sup>99</sup>**

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

**4<sup>49</sup>**

KING'S HAWAIIAN Rolls 12 pk



**6<sup>49</sup>**

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL



**4<sup>99</sup>**

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 2

COMPLIMENTS Spices or Seasonings selected 5-245 g



**28<sup>99</sup>**

STARBUCKS Whole Bean Coffee 907 g or K-Cups® 24 pk



**3<sup>99</sup>**

VH Sauces 341-380 mL selected



**100 PTS** when you buy 2

**7<sup>99</sup>**

COMPLIMENTS Broth 900 mL



**15<sup>99</sup>**

Spring Bouquet assorted colours grown in British Columbia



**3<sup>99</sup>**

Daffodils 10-stem bunch



**18<sup>99</sup>**

Easter Egg Bouquet assorted colours

Scene

GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.



Visit [Safeway.ca/offers](https://www.safeway.ca/offers) or the Safeway app.

# the way TO VALUE



**7<sup>99</sup>**

Raspberries product of USA or Mexico 340 g



**4<sup>99</sup>**

Avocados product of Mexico 5 pk



**5<sup>99</sup>**

COMPLIMENTS Oranges product of USA or Egypt 1.36 kg 3 lb bag



**1<sup>99</sup>** /lb  
Sweet Potatoes product of USA no 1 grade 4.39/kg



**4<sup>44</sup>** /lb  
Extra Large Black or Red Seedless Grapes product of Peru or Chile no 1 grade 9.79/kg



**1<sup>99</sup>**  
Long Seedless English Cucumbers product of British Columbia Canada no 1 grade



**7<sup>99</sup>**  
COMPLIMENTS Russet or Red Potatoes product of Canada Canada no 1, 10 lb



**2<sup>99</sup>** /lb, ea  
Brussels Sprouts 6.59/kg or Rapini product of Mexico or USA



**5<sup>99</sup>**  
COMPLIMENTS Rainbow Peppers 3 pk product of Mexico or Canada



**2/\$6**  
Romaine, Green or Red Leaf Lettuce product of USA



**7<sup>49</sup>**  
Bagged Gala, Ambrosia, McIntosh or Granny Smith Apples product of Canada or USA fancy grade 1.36 kg 3 lb bag



**6<sup>88</sup>** **500 PTS** when you buy 2  
SANLUCAR Clementines or Mandarins product of USA 907 g 2 lb bag



**2<sup>99</sup>** /lb  
Cosmic Crisp Apples product of USA extra fancy grade 6.59/kg



**2/\$5** **100 PTS** when you buy 2  
Large Red Grapefruit product of Israel



**2/\$6**  
COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA



**3<sup>99</sup>** **100 PTS** when you buy 1  
UP VERTICAL FARMS Lettuce Blends product of British Columbia 113-127 g



**15% off**  
Prepared Fresh Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes



**15% off**  
Prepared Fresh Daily Cantaloupe, Honeydew, Pineapple or Watermelon Chunks



**4<sup>88</sup>**  
Dragon Fruit product of Vietnam or Yellow Pitahaya product of Ecuador



**1<sup>77</sup>** /lb  
Napa Cabbage or Bok Choy product of USA or Mexico 3.90/kg



**8<sup>99</sup>** **50 PTS** when you buy 1  
LIL SNAPPERS Gala, Pink Lady or Granny Smith Apples product of USA fancy grade 1.36 kg 3 lb bag



**3<sup>88</sup>** **100 PTS** when you buy 2  
COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g



**9<sup>99</sup>** **100 PTS** when you buy 1  
NUTS FOR CHEESE Wedges 120 g product of Canada



**18<sup>99</sup>**  
TOFURKY Roast & Gravy Combo 1.13 kg



**7<sup>99</sup>** **100 PTS** when you buy 1  
Candy Zone Tubs 525-625 g



**5<sup>99</sup>**  
Wonderful Pistachios selected 200-225 g

## floral



**11<sup>99</sup>**  
Garden Pixie Ceramic with Tropical 2" pot grown in British Columbia



**17<sup>99</sup>**  
Farm Fresh Bouquet assorted colours



**14<sup>99</sup>**  
Mixed Bulb Pan assorted colours 7" pot grown in British Columbia



**16<sup>99</sup>** **100 PTS** when you buy 1  
Gerbera assorted colours 10-stem bunch grown in British Columbia

Give them more with the Grocery Essentials Card



Visit [safeway.ca/giftcards](http://safeway.ca/giftcards) for details

\*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](http://www.safeway.ca/value-flyer) for details.



**Sterling SILVER PREMIUM BEEF**

**HAND-SELECTED AAA BEEF**

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

**500 PTS** when you buy 1

**8.99** /lb

**value size**

**STERLING SILVER** Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 19.82/kg

**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

**14.99** /lb



**200 PTS** when you spend \$20 or more

Fresh **AIR-CHILLED** Chicken Legs back attached



**500 PTS** when you spend \$30 or more

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



**3.49** /lb

Fresh Pork Hock 7.69/kg



**4.49** /lb

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



**200 PTS** when you spend \$20 or more

**8.99** /lb

Fresh Medium Ground Chuck Beef Burgers 19.82/kg

**READY FOR YOU**



**11.99** /lb

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



**5.99**

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 Safeway.ca

Scan here for our **Roast Calculator**

**300 PTS** when you spend \$15 or more

**12.99** /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

**3.99** /lb

Fresh Boneless Pork Loin Centre Roast homestyle seasoned 8.80/kg

**READY FOR YOU**

**HAM IT UP**

**500 PTS** when you buy 1

**4.99** /lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg

**500 PTS** when you buy 1

**8.49** /lb

PANACHE Simple-Carve Ham 18.71/kg

**100 PTS** when you spend \$10 or more

**6.49** /lb

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

**200 PTS** when you buy 1

**14.99**

BEST BUY Boneless Smoked Ham 1.2 kg

**quick & easy**

**BUY MORE SAVE MORE**

**4.49** ea when you buy 2 or more

COMPLIMENTS Boneless Smoked Ham Slices 375 g 4.99 ea

**STARTING AT 7.49** /lb

HARVEST Premium Boneless or Bone-In Ham Portions starting at 16.51/kg

**BUY MORE SAVE MORE**

**12.99** ea when you buy 2 or more

PILLER'S Naturally Smoked Boneless Hams 800 g 14.99 ea

**STARTING AT 6.99**

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

**4.99** /lb

**100 PTS** when you buy 2

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

**9.99**

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

**11.99**

**120 PTS** when you buy 1

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

**300 PTS** when you buy 2

**13.99**

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 Safeway 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 Safeway app



Download the Safeway 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.safeway.ca/grocerygiveaways](http://www.safeway.ca/grocerygiveaways)

\*NO PURCHASE NECESSARY. Full Contest rules found at [safeway.ca/grocerygiveaways](http://safeway.ca/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.

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

**Home Hardware**

**20 x \$500 HOME HARDWARE GIFT CARDS**

# PLAY WEEKLY TO UNLOCK FREE ITEM OFFERS FROM COMPLIMENTS!



FEATURED FAVOURITES



**EARN UP TO 5X MORE POINTS WHEN YOU USE THE OFFERS ON THE SAFEWAY 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



**379** /100 g  
Fresh Atlantic Salmon Fillets Family Size  
subject to availability

CHOOSE CANADIAN SEAFOOD



**100 PTS** when you spend \$8 or more  
**189** /100 g  
Fresh Wild Pacific Rockfish Fillets  
product of British Columbia subject to availability

CHOOSE CANADIAN SEAFOOD



**\$7**  
COMPLIMENTS Cooked or Raw Shrimp 71-90 ct per lb 340 g

**MIX & MATCH**

Get **500 PTS**

When you buy any 4 of these participating Compliments or Panache items



**\$8**  
COMPLIMENTS Cooked Shrimp In Ring with Sauce 255 g

# bakery



**BUY 1 GET 1 FREE**

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

MIX & MATCH



**999**  
ALLIE & SARA'S KITCHEN Crepes Belgian Chocolate or Apple Cinnamon frozen 540 g



**799** **MEMBER PRICING** **999** without Scene+ Card  
Small Bar Cakes 325-575 g



**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

BAKED IN STORE



**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  
**449**  
Panini Buns 6 pk 375-480 g

BAKED IN STORE



**649** **200 PTS** when you buy 2  
Portofino Breads 810 g or Brioche Burger Buns 6 pk



**399**  
COMPLIMENTS Garlic Bread 284 g



**399** **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, Krakowska, All Beef Salami or Beerwurst Sausage



**FRESH FROM OUR DELI CASE**  
**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 Safeway.ca

# frozen & dairy

**200 PTS**  
when you buy 2

**7<sup>99</sup>**

STARBUCKS Creamers or Non-Dairy Creamers 828 mL

**3<sup>49</sup>**

HELUVA GOOD! Dip 250 g, YOPLAIT Source Yogurt 630 g, 4 pk or Minigo or Tube Yogurt 6-8 pk

**5<sup>99</sup>** **100 PTS**  
when you buy 2

ARMSTRONG Cheese Sticks 210 g, Swirls 283-340 g, Nibblers 200 g or Combos 180 g

**4<sup>49</sup>** **100 PTS**  
when you buy 2

DEL MONTE Juice 1.6 L

**10<sup>99</sup>**

DANONE OIKOS Greek Yogurt 12 pk or 1.5 kg

**150 PTS**  
when you buy 2

**7<sup>49</sup>**

YOPLAIT Source Yogurt 16 pk

**7<sup>99</sup>**

KRAFT Shredded Parmesan 200 g

**BUY MORE SAVE MORE**

**2<sup>99</sup>** ea when you buy 2 or more

**100 PTS**  
when you buy 3

PILLSBURY Cookies 468 g (excludes seasonal) 3.49 ea

**4<sup>99</sup>**

COMPLIMENTS Dough'chi Bites or Fruit Bars 6 pk selected

**3<sup>99</sup>**

NATREL Lactose Free Ice Cream 473 mL

**3<sup>99</sup>**

MCCAIN Fries selected 800 g

**4<sup>99</sup>**

KRAFT Cool Whip Frozen Whipped Topping 1 L

**\$2**

SWANSON Pot Pies 200 g

**7<sup>49</sup>**

P.F. CHANG'S Bowls 312 g

**3<sup>99</sup>**

MCCAIN Pizza Pockets 3 pk or Diced Hashbrowns 800 g

**6<sup>79</sup>**

MCCAIN Deep'n Delicious Cakes 510 g selected

**WE'RE FULL OF COMPLIMENTS**

**1<sup>99</sup>**

COMPLIMENTS Sour Cream 250 mL

**2<sup>49</sup>**

COMPLIMENTS Perogies 907 g

**100 PTS**  
when you buy 2

COMPLIMENTS Belgian Waffles, Original or Liège-Style 268-390 g

**100 PTS**  
when you buy 1

COMPLIMENTS Butter Sticks 454 g salted or unsalted

# natural health

**3<sup>49</sup>**

KETTLE BRAND Chips 156-198 g

**100 PTS**  
when you buy 2

**5<sup>99</sup>**

KASHI Granola 311-340 g

**BUY MORE SAVE MORE**

**3<sup>49</sup>** ea when you buy 2 or more

CERES Juice 1 L 3.99 ea

**STARTING AT**

**7<sup>49</sup>**

NUTS TO YOU Spreads 365 g

**3<sup>99</sup>**

MUTTI Organic Tomatoes 398 mL

**2<sup>99</sup>**

SILK Aseptic Plant-Based Beverages 946 mL

**STARTING AT**

**4<sup>49</sup>**

AMY'S KITCHEN Burritos or Wraps 142-170 g

**100 PTS**  
when you buy 4

**2/\$5**

MID-DAY SQUARES 33 g

**2<sup>99</sup>** **200 PTS**  
when you buy 2

CLIF Builders Protein Bars 68 g

**500 PTS**  
when you buy 1

**49<sup>99</sup>**

PVL Iso Sport, Iso Gold Essential Sport or Plant 727-840 g

**400 PTS**  
when you buy 2

**25% off**

WEBBER NATURALS Vitamins or Supplements selected

**300 PTS**  
when you buy 1

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

PERFECT SPORTS Diesel Whey Protein Powder 908 g

Give them more with the Grocery Essentials Card Visit [safeway.ca/giftcards](http://safeway.ca/giftcards) for details

# drinks & snacks

**2/450** GATORADE 710 mL

**2/\$6** COCA-COLA Soft Drinks 500 mL

**9.99** LINDT or GHIRARDELLI Bagged Chocolates 130-151 g

**9.99** HARIBO Gummy Candy 40 pk while supplies last

**300 PTS** when you buy 2  
**2/\$9** DORITOS Tortilla Chips 210-280 g or CHEETOS 170-285 g

**2.49** **100 PTS** when you buy 2 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

**7.99** DAVID'sTEA 12-15 pk

**28.99** LAVAZZA K-Cup Pods 30 pk

**400 PTS** when you buy 2  
**3.79** COMPLIMENTS Apple Juice 2 L

**12.99** NATURE VALLEY Granola Bars, BETTY CROCKER Fruit or MOTT'S Fruitsations 637 g-1.28 kg selected

# meal makers

**100 PTS** when you buy 2  
**5.99** KELLOGG'S Family Size Cereal 450-650 g

**3.99** QUAKER Harvest Crunch Cereal 270-510 g

**100 PTS** when you buy 2  
**5.99** ST. DALFOUR Jam 225 mL

**5.49** SILVER HILLS Bread 430-680 g

**2.99** HABITANT Soup 796 mL or BETTY CROCKER Mashed or Sliced Potatoes 141-215 g

**1.99** COMPLIMENTS Canned Tomatoes 540-796 mL

**5.99** 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

**100 PTS** when you buy 2  
**2.99** COMPLIMENTS English Muffins 6 pk

**5.99** **100 PTS** when you buy 2 PAM Cooking Sprays 113-170 g (excluding Non-GMO and Organic)

**7.79** FRANK'S RedHot Sauce 680 mL

**3.49** KRAFT Jet-Puffed Marshmallows 400 g or BETTY CROCKER Frosting 340-450 g

**5.99** DAINTY Jasmine Rice 900 g

**WE'RE FULL OF compliments**

**100 PTS** when you buy 3  
**2.22** COMPLIMENTS Pudding Cups 4 pk

**100 PTS** when you buy 3  
**3.99** COMPLIMENTS Fruit Cups 4 pk

**15% off**  
COMPLIMENTS Baking Nuts 350 g or Selected Raisins, Currants, Dates or Prunes 375 g-1 kg

**100 PTS** when you buy 2  
**3.49** COMPLIMENTS Coconut selected 200 g

**100 PTS** when you buy 2  
**3.99** COMPLIMENTS Bouillon Concentrate 250 mL

**200 PTS** when you buy 2  
**4.99** COMPLIMENTS Salsa 650 mL

**150 PTS** when you buy 2  
**3.49** COMPLIMENTS Hot Dog or Hamburger Buns 12 pk

**100 PTS** when you buy 1  
**3.49** COMPLIMENTS Bacon Bits 75-85 g or Parmesan Cheese 250 g

Give them more with the Grocery Essentials Card Visit [safeway.ca/giftcards](http://safeway.ca/giftcards) for details

# home & pet care

**25<sup>99</sup>** PEDIGREE Dry Dog Food 6.35-8 kg

**4<sup>99</sup>** MILK-BONE Biscuits, Treats or Chews 201-900 g selected

**8<sup>99</sup>** PURINA Cat or Kitten Chow 1.6-2 kg

**15<sup>99</sup>** NATURE'S RECIPE Dry Dog Food 1.8 kg or PURINA ONE True Instincts Wet Dog Food 6 pk

March 19 - April 8, 2026

Get **200<sup>\*</sup>** SCENE+ POINTS when you buy 2 Carlton Cards \*valid on cards priced at \$3.49 and up

**2<sup>79</sup>** CREATIVE CONVERTING 7" or 9" Plates 8 pk or Napkins 2 ply 16 pk while quantities last

STARTING AT **9<sup>99</sup>** 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

**7<sup>99</sup>** GLADE Plug-In Scented Oil Kit 1 pk

**19<sup>99</sup>** DOWNY or GAIN Fabric Enhancers or Softener 598-694 g or 1.8-4.16 L

**4<sup>99</sup>** **100 PTS** when you buy 2 CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foam 887 mL selected

**12<sup>49</sup>** ARM & HAMMER Laundry Detergent 2.96 L

# health, beauty & baby

**200 PTS** when you buy 2 STARTING AT **7<sup>99</sup>** COLGATE Toothbrushes 1-12 pk selected

STARTING AT **8<sup>99</sup>** **300 PTS** when you buy 2 AVEENO Body Wash 532 mL or OGX Hair Care 50-385 mL or 172 g selected

STARTING AT **6<sup>99</sup>** SENSODYNE Clinical Whitening, HELLO Toothpaste or THERABREATH Oral Rinse 75-473 mL selected

STARTING AT **11<sup>99</sup>** 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 **10<sup>49</sup>** ALWAYS Pads, Liners or TAMPAX Tampons 18-120 pk selected

STARTING AT **7<sup>99</sup>** SECRET or OLD SPICE Deodorant 68-144 g selected

**500 PTS** when you buy 2 **9<sup>49</sup>** LISTERINE Mouthwash 1.5 L selected

**200 PTS** when you buy 2 **10% off** L'ORÉAL PARIS Cleaners 200 mL

**BUY MORE SAVE MORE** **100 PTS** when you buy 2 **3<sup>49</sup>** ea when you buy 2 or more PAMPERS Baby Wipes 56-72 pk 3.99 ea

**78<sup>99</sup>** SIMILAC 360 Total Care Ready-To-Feed Formula 16x235 mL

**BUY MORE SAVE MORE** **\$1** 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

**14<sup>99</sup>** ENSURE or GLUCERNA Meal Replacement 6 pk

**150 PTS** when you buy 2 **15% off** CLEAN & CLEAR Products selected

TYLENOL 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**

BENLYN TOUGH ON COUGH **200 PTS** when you buy 2 **10% off**

Need health care or advice? We do that!

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

**360Health** | SAFEWAY PHARMACY & WELLNESS

\*Fee for some services may apply.

**Scene+** JOIN SCENE+ TODAY. [sceneplus.ca/register](https://sceneplus.ca/register)

Scene+  
**DIGITAL  
EXCLUSIVE**

# LOAD IT TO GET IT!

- 1 Download the Safeway app
- 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)

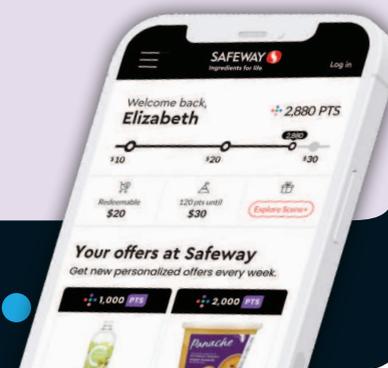
Get  
**400** PTS  
when you  
buy 2

COMPLIMENTS Oh Mama!  
Hot Sauce 354 mL



Download on the  
**App Store**

GET IT ON  
**Google Play**



Offer valid March 26th to April 1st, 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.

CHANCE TO WIN\*  
EVERY WEEK!

G R O C E R Y  
GIVEAWAYS



Play on the Safeway app now

# IT'S GAME TIME



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

COMPLIMENTS  
Extraaa! Flavour  
Potato Chips  
200 g



COMPLIMENTS  
Exceptional  
Chocolate Chip  
Cookies  
280 g



\*NO PURCHASE NECESSARY. Full Contest rules found at [safeway.ca/grocerygiveaways](https://safeway.ca/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



**\$5**  
Mangoes Bag  
product of Mexico 3 pk



**2.49** /lb  
Long Squash product of Mexico  
or Red Carrots product of China 5.49/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



**6.99**  
AAR CEE Basmati Rice 1 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



**28.99**  
NANAK Desi Ghee  
PET 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



# Your destination for variety and value



**2<sup>79</sup>** /lb

Papaya product of Mexico 6.15/kg



**3<sup>77</sup>** /lb

Plantains product of Mexico or Guatemala 8.31/kg



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

Fresh Boneless Stew Beef Family Size 26.43/kg



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

SHOAL WATER SEAFOODS Boned Salt Cod 454 g



**1<sup>19</sup>**

GRACE Mackerel or Sardines 155 g selected varieties



**99¢**

GRACE Cock Dry Soup Mix 43 g



**4<sup>29</sup>**

GRACE Sweetened Condensed Milk 300 mL



**1<sup>19</sup>**

GRACE Peanut Punch 240 mL or Coconut Milk Powder 50 g



**1<sup>49</sup>**

GRACE Island Soda 355 mL selected varieties



**1<sup>99</sup>**

GRACE 100% Pure Coconut Water 500 mL

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

# Prepared to impress

Let's start with apps!

## We make it easy!



### 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.safeway.ca/entertaining](http://www.safeway.ca/entertaining) for tray selections and ordering tips

# THE WAY to your feast



**\$25**

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2-1.5 kg



**2.19** /lb  
4.83/kg  
**MEMBER PRICING**

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

**100 PTS** when you spend \$10 or more

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



# let's play BALL

Diamond deals to start the season



**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 PANACHE Frozen Desserts 300-650 g



**4.94**



**300 PTS**  
when you buy 2

**2/\$7**

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

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



**300 PTS**  
when you buy 2

**13.99**

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g

**3.49**

VILLAGGIO Bread 510-540 g or Buns 6-8 pk



**2/8.88**

COCA-COLA or PEPSI Soft Drinks 6x710 mL



SAFeway

Proud Partner



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## HAND-SELECTED AAA BEEF

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

### THE CERTIFIED TENDER<sup>®</sup> ADVANTAGE

When choosing a roast or steaks, look for the Certified Tender<sup>®</sup> 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<sup>®</sup> premium cuts.



Exclusive cuts available at Safeway

# 25<sup>99</sup> /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 57.29/kg



## YOUR GUIDE TO THE PERFECT STEAK

### STEAK TEMP GUIDE

	<b>RARE</b> Remove from heat at 115° - 120°F (49° - 54°C)
	<b>MEDIUM-RARE</b> Remove from heat at 125° F (52°C)
	<b>MEDIUM</b> Remove from heat at 135° - 140° F (57° - 60°C)
	<b>MEDIUM-WELL</b> Remove from heat at 145° - 150° F (63° - 66°C)
	<b>WELL-DONE</b> 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.



300 PTS when you spend \$15 or more

# 12<sup>99</sup> /lb

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

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

# 12<sup>99</sup> /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



# SHOP CANADA

## 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

# EASTER made sweeter



**6<sup>99</sup>** **100 PTS**  
when you buy 2

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



**8<sup>99</sup>**

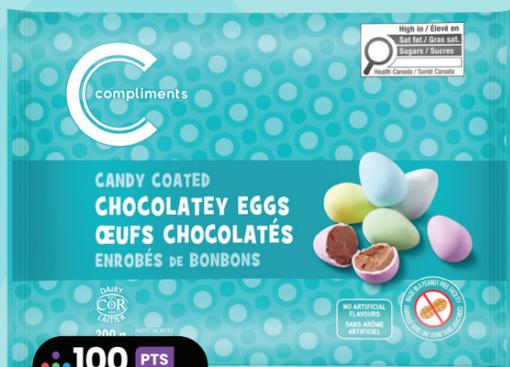
NESTLÉ Smarties Bunny 150 g, Egg Hunt Kit 140 g or LINDT Gold Bunny 50-100 g



**200 PTS**  
when you buy 2

**12<sup>49</sup>**

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



**100 PTS**  
when you buy 2

**4<sup>79</sup>**

COMPLIMENTS Mini Eggs 650 g



**8<sup>99</sup>**

TOFFIFEE Easter Boxed Chocolate 369 g



**14<sup>49</sup>**

COMPLIMENTS Candy Coated Mini Eggs 650 g



**6<sup>99</sup>**

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



120 g



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

CADBURY Mini Eggs 362-381 g



While supplies last. Selection may vary by store.



# Ingredients for Babies

## Big offers for your baby's essentials!



2<sup>22</sup>

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  
**28<sup>99</sup>**

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



**28<sup>99</sup>**

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



100 PTS when you buy 2  
**6<sup>49</sup>**

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



**9<sup>99</sup>**  
PEDIASURE Complete 4 pk



2/\$5  
BABY GOURMET Simply Snacks 32 g



600 PTS when you buy 1  
**46<sup>99</sup>**  
CAPRICARE Infant Formula 800 g

# BEST BUY



**BEST BUY**  
Baking Mixes  
375 g



## MAKE YOUR DOLLAR GO FURTHER WITH THESE GREAT ITEMS

**everyday VALUE**



**908g**

**200 PTS** when you buy 1

**\$17**

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



**908g**

**200 PTS** when you buy 1

**\$20**

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



**908g**

**\$35**

**Sprite Chill**  
CHERRY LIME  
CERISE LIME

**OBEY YOUR THIRST.**

**CHERRY LIME'S NEVER BEEN COLDER**

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**NEW**

**GATORADE FUELS CANADA SOCCER**

OFFICIAL PARTNER

**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**

0g sugar  
140mg 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

**Becel**

Prepared in Canada

**FEEL GOOD ABOUT EVERY BITE**

CANADA'S #1 SPREAD\*

**7.99**

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

**NEW**

**100 PTS** when you buy 2

BUBLY Sparkling Water Beverage 6x222 mL any flavour

**NEW**

**6.99**

PURE LEAF Iced Tea 6x340 mL any flavour

**3.99**

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!**

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**6.99** SPONGETOWELS Ultra or UltraPRO Paper Towels 3=6 rolls

\*NO PURCHASE NECESSARY. Open to legal age of majority residents of Canada. Contest starts March 17/26, ends May 15/26 (Purchase Period ends May 8/26). 79 prizes available: (1) 3 grand prizes of a 2026 Stanley Cup® Final VIP Experience (ARV \$10,000 CAD each); & (6) 76 secondary prizes (number decreases as they are claimed), each consisting of SpongeTowels for a year (ARV \$600 CAD). Kruger Products value coupons, NHL Shop.ca gift cards or retailer grocery gift cards (ARV \$20 CAD to \$200 CAD). Odds of winning depend on number, timing & accuracy of entries. Skill-testing question required. Full Rules at FindAndWin.ca. ©2025 Kruger Products Inc. \*SCOTTIES is a registered trademark of Kimberly-Clark Worldwide, Inc. used under license. NHL, the NHL Shield, and the word mark and image of the Stanley Cup are registered trademarks and the 2026 Stanley Cup Final logo is a trademark of the National Hockey League. ©NHL 2026. All Rights Reserved.

**6.99**

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

**6.99**

SCOTTIES Original or Supreme 6 pk



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

Donate in-store

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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.



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**NOTRE-DAME**

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