

ATL_NS

Verified Price Guarantee

LOWEST PRICE on select flyer items or automatically receive the difference in Scene+ points*

*Conditions apply. See sobeys.com for details.

Sobeys

Verified

3.49 /lb

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

Verified

5.44 /lb

Fresh Regular Ground Beef Family Size 11.99/kg

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

HAYTER'S FARM Turkey Products select varieties

Verified

9.99

Prepared Fresh Daily Fruit or Vegetable Trays 1-1.3 kg

READY FOR YOU

Verified

10.99 MEMBER PRICING

SAVE UP TO **46%** WITH MEMBER PRICING

15.99 without Scene+ Card

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

15 LB

Verified

5.77

Premium Potatoes product of Atlantic Canada, Canada no 1, 15 lb

From Atlantic Canada

200 PTS when you buy 1

11.99

Tulip Bouquet 10-stem grown in Canada

Verified

4.94

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

Verified

99¢

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

Verified

3.99

COMPLIMENTS Pure Orange Juice 1.54 L

Verified

4.97

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

Verified

5.97

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

Verified

2.49

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

DON'T FORGET YOUR COUPON

ALL WEEK LONG MAR 26-APR 1

Scene+ CHOOSE YOUR REWARD

BUY \$200 IN SOBEYS GIFT CARDS & GET **1,000 PTS** or **25¢** FUEL VOUCHER

That's like \$10 toward your groceries

LIMIT OF ONE FUEL VOUCHER REDEMPTION PER FUEL TRANSACTION.

FastFuel | Needs | Shell

DON'T FORGET YOUR COUPON

Global Market

Verified

6.99

KRINOS Twisters 1 kg selected varieties

Receive 1,000 Scene+ Points when you purchase \$200 in Sobeys Gift Cards. Offer valid from March 26-April 1, 2026 at all Sobeys locations in Nova Scotia or New Brunswick. Gift card purchase must be in a single transaction and cannot be combined with other gift card offers. Offer is valid only on Sobeys gift cards. Sobeys gift cards cannot be purchased with other Corporate gift cards. No base Scene+ points earned. Limit of 5 offers per account number. Choose your reward is limited to one coupon per transaction and has no cash value. Digital or printed coupon is required. Scene+ physical or digital membership 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.

*Verified Prices. For a limited time only. If a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

ATL_NS_NB_NFLD

Easter is just around the corner



RAISED WITHOUT ANTIBIOTICS



EXCLUSIVE TO Sobeys

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

2.49 /lb, 5.49/kg

without Scene+ Card

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



2.49 /lb

COMPLIMENTS Hickory Smoked Bone-In Ham Portions butt or shank or SCHNEIDERS Applewood Smoked Bone-In Ham 5.49/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



5.99 ea when you buy 2 or more

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

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



16.99

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



Make Moments Homemade



Raspberry Chocolate Cream Tart

SCAN FOR DELICIOUS SPRING RECIPES



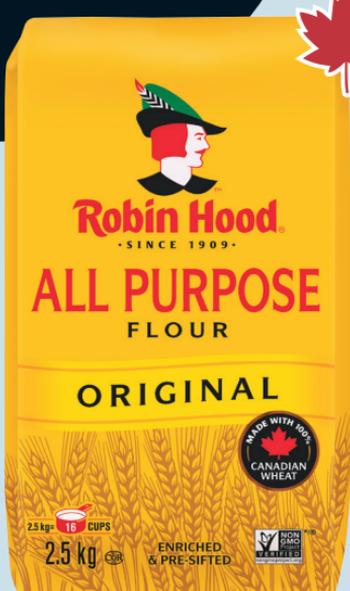
Get **500** **PTS**

When you spend \$20 on these participating products*

*before taxes

4⁴⁹

ROBIN HOOD Flour selected 2.5 kg



3⁹⁹

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



3⁴⁹

EAGLE BRAND Condensed Milk 300 mL



1⁷⁹

CARNATION Evaporated Milk 354 mL



3⁹⁷

PHILADELPHIA Cream Cheese 227-250 g selected



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

FLO2_SBY_WK48_PRN_ATL_NS_NB_PEL_NFLD

Hop into Easter Deals

BUY 2 GET 3RD
of equal or lesser value
FREE

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

12⁹⁹
COMPLIMENTS Thick Cut Bacon 1 kg

We offer cored or whole pineapples for the same price

10⁹⁹ /lb, ea
COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g or Coho Salmon Fillets or Bay Scallops 80-120 ct per lb frozen 24.23/kg

3⁹⁷ Whole or Cored Pineapple product of Costa Rica

3⁹⁹
Pumpernickel or Sourdough Buns 450-495 g

Made with 100% Canadian Flour

6⁹⁹ 200 PTS when you buy 2
TRE STELLE Bocconcini 200 g

3⁹⁹ /100 g
PILLER'S Salami assorted varieties or CASTELLO Fontal Cheese

2/\$7 300 PTS when you buy 2
TOSTITOS Tortilla Chips 205-300 g or MISS VICKIE'S Kettle Chips 190-200 g

2/888
COCA-COLA or PEPSI Soft Drinks 6x710 mL

3⁹⁹
OCEAN SPRAY Cranberry Cocktail 1.89 L, 100% Cranberry Juice 1.77 L or MATT & STEVE'S Caesar Mix 1.36 L

6⁹⁹
CASHMERE Bathroom Tissue 12=24 or 8=24 rolls, SPONGETOWELS 3=6 rolls or SCOTTIES Facial Tissue 6 pk

2/\$5
CHRISTIE Cookies selected 224-303 g or Crispers or Bits & Bites 145 g or DARE Cookies selected 168-360 g

3⁴⁹
VILLAGGIO Bread 570-675 g or Buns 6-8 pk (excludes Ciabatta Buns)

30% off
MCCORMICK Gourmet Spices selected 0.5-74 g

5⁹⁹
NATREL Organic Milk 2 L

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

3⁹⁹
KELLOGG'S Cereal 210-525 g (excludes Family Size) or POST Cereal 283-525 g selected

3⁹⁹ 100 PTS when you buy 2
BECEL Plant-Based Bricks 454 g or Plant-Based Salted Tub 427 g

90¢
PURINA Friskies or Fancy Feast 85-156 g

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

6⁹⁹
IÖGO Creamy Yogurt 16 pk or SIGGI'S Icelandic Skyr Yogurt 650-750 g

3/\$5
CLIF Bars 68 g or 12 pk 18.99

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

2X Canadian-origin products

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

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1
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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



Get ready for Easter



24⁹⁹ /lb

CERTIFIED TENDER
TENDREJÉ CERTIFIÉE

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



12⁹⁹ /lb
SUNGOLD Fresh Boneless Lamb Leg 28.64/kg



100 PTS when you buy 3

7⁷⁹ FRANCO-AMERICAN Gravy 284 mL



50 PTS when you buy 2

BUY MORE SAVE MORE

3⁴⁹ ea when you buy 2 or more

COMPLIMENTS Deli Sausage Stick 250 g 3.99 ea



21⁹⁹

COMPLIMENTS Large Cooked Shrimp In Ring with Sauce 737 g



12⁹⁹ /lb

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



10⁹⁹
SIMPLY COCKTAILS Cocktail & Mocktail Mixers 480 mL



6²⁹ FRITO-LAY Snacks 325-535 g



150 PTS when you buy 3
\$4 KELLOGG'S Town House, Cheez-it or Snap'd Crackers 213-391 g



2⁴⁹ CLOVER LEAF Smoked Oysters or Mussels 85 g



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



50 PTS when you buy 1
6⁴⁹ COMPLIMENTS Aerosol Whipped Cream Topping 400 g



100 PTS when you buy 2
4⁹⁹ COMPLIMENTS Cozy Coop Large White Eggs 12 pk

Easter blooms

250 PTS when you buy 1

16⁹⁹

Easter Lily 6" 5+ Blooms grown in Canada



STARTING AT

9⁹⁹

Blooming in Easter Décor Pots assorted

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details

Sides, starters and sweets

6⁹⁹

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

From Canada

4⁹⁹ /lb

Asparagus product of Mexico 11.00/kg

7⁹⁹ /lb

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

100 PTS when you buy 2

4⁵⁹

Dinner, Tray or Butter Topped Buns 12 pk 425-455 g

BAKED IN STORE

Made with 100% Canadian Flour

\$2 off

HORMEL Snack Trays 425 g

SLICED FRESH

3⁹⁹ /100 g

SAN DANIELE Prosciutto

21⁹⁹

Dessert Cakes 1.2-1.49 kg

\$3

Handheld Savoury Pastries spinach & feta, bacon & egg or other select varieties

100 PTS when you buy 2

4⁴⁹

KING'S HAWAIIAN Rolls 12 pk

6⁴⁹

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL

4⁹⁹

ALCAN Foil 50 ft, Non-Stick 25 ft or Parchment Paper 35 ft or CUT-RITE Wax Paper 75 ft selected

200 PTS when you buy 2

16⁹⁹

COMPLIMENTS Spices or Seasonings selected 5-245 g

16⁹⁹

SALT WINDS Coffee 340 g

3⁹⁹

VH Sauces 341-380 mL selected

100 PTS when you buy 2

7⁹⁹

COMPLIMENTS Broth 900 mL

STARTING AT 11⁹⁹

Calla Lilies available in 4.5" or 6" Pots grown in Canada

STARTING AT 16⁹⁹

Multi-Bloom Hydrangea grown in Canada

16⁹⁹

Easter Friends with Mini Kalanchoe grown in Canada

400 PTS when you buy 1

24⁹⁹

Whispers of Spring Bouquet

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit [Sobeys.com/offers](https://www.sobeys.com/offers) or the Sobeys app.

So much value



3⁹⁹
Raspberries product of USA or Mexico 170 g

5 PACK
4⁹⁹
Avocados product of Mexico 5 pk

3 LB BAG
100 PTS when you buy 2
5⁹⁹
COMPLIMENTS Oranges product of Egypt 1.36 kg 3 lb bag

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

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

1⁹⁹ **From Canada**
Long Seedless English Cucumbers product of Canada, Canada no 1 grade

3⁹⁹
Nantes Carrots 454 g product of Canada Canada no 1

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

3 PACK
4⁹⁹
COMPLIMENTS Rainbow Peppers 3 pk product of Mexico or Canada

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

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

2 LB
6⁸⁸ **200 PTS** when you buy 2
Sweet Orri Clementines or Mandarins product of Israel 907 g 2 lb bag

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

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

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

100 PTS when you buy 2
4⁹⁹ **From Canada**
GOODLEAF Lettuce Blends product of Canada 113 g

15% off
Prepared In Store Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

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

3⁸⁸
Dragon Fruit product of Vietnam or Pomelo product of China

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

3 LB BAG
8⁹⁹ **50 PTS** when you buy 1
LIL SNAPPERS Gala or Granny Smith Apples product of USA fancy grade 1.36 kg 3 lb bag

3⁸⁸ **100 PTS** when you buy 2
COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g

9⁹⁹ **100 PTS** when you buy 1
NUTS FOR CHEESE Wedges 120 g product of Canada

18⁹⁹
TOFURKY Roast & Gravy Combo 1.13 kg

100 PTS when you buy 1
7⁹⁹
Candy Zone Tubs 525-625 g

5⁹⁹
Wonderful Pistachios selected 200-225 g

floral

Available at most stores

STARTING AT
24⁹⁹
Assorted Easter Gardens selection may vary by store

STARTING AT
6⁹⁹
Assorted Easter Chrysanthemum selection may vary by store grown in Canada

19⁹⁹
Glitzy Pom Easter Bouquet

26⁹⁹
Sensational Easter Bouquet

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](https://www.sobeys.com/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.sobeys.com/value-flyer for details.



value size

500 PTS when you buy 1

8⁹⁹ /lb

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

So.tender

Sterling SILVER PREMIUM BEEF

HAND-SELECTED AAA BEEF

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



14⁹⁹ /lb

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



500 PTS when you spend \$30 or more

Fresh Chicken Legs back attached



500 PTS when you spend \$30 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breasts



3⁴⁹ /lb

Fresh Pork Hock 7.69/kg



4⁴⁹ /lb

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



200 PTS when you spend \$20 or more

8⁹⁹ /lb

Fresh Medium Ground Chuck Beef Burgers 19.82/kg



11⁹⁹ /lb

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



5⁹⁹

COMPLIMENTS Breakfast or Dinner Pork Sausage 375-500 g



BUY MORE SAVE MORE

\$6 ea when you buy 2 or more

NOBLE Premium Lean Ground Bison starting at 6.99 ea

Get roasting for less!

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



Scan here for our **Roast Calculator**



3⁹⁹ /lb

Fresh Boneless Pork Loin Centre Roast homestyle seasoned 8.80/kg



300 PTS when you spend \$15 or more

12⁹⁹ /lb

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

Ham It Up



500 PTS when you buy 1

4⁹⁹ /lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg



500 PTS when you buy 1

8⁴⁹ /lb

PANACHE Simple-Carve Ham 18.71/kg



100 PTS when you spend \$10 or more

6⁴⁹ /lb

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



200 PTS when you buy 1

14⁹⁹

BEST BUY Valueur Plus Smoked Ham 15.50/kg

quick & easy



BUY MORE SAVE MORE

4⁴⁹ ea when you buy 2 or more

COMPLIMENTS Boneless Smoked Ham Slices 375 g 4.99 ea



5⁴⁹ /lb

SPRINGER'S Smoked Pork Picnic Shoulders 12.10/kg



BUY MORE SAVE MORE

12⁹⁹ ea when you buy 2 or more

PILLER'S Naturally Smoked Boneless Hams 800 g 14.99 ea



STARTING AT

6⁹⁹

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



4⁹⁹

100 PTS when you buy 2

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



9⁹⁹

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



11⁹⁹

120 PTS when you buy 1

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



300 PTS when you buy 2

13⁹⁹

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g

GET TO FREE GROCERIES FASTER

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

1,000 pts = \$10 in groceries

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

CHANCE TO WIN*
EVERY WEEK!

G R O C E R Y
GIVEAWAYS



Play on the Sobeys app now

IT'S GAME TIME

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



Download the Sobeys grocery app to play.



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



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

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

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

hh

20 x \$500
HOME HARDWARE GIFT CARDS

PLAY WEEKLY TO UNLOCK FREE ITEM OFFERS FROM COMPLIMENTS!

WE'RE FULL OF
compliments

FEATURED
FAVOURITES



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

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

seafood

OCEAN WISE RECOMMENDED

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

COMPLIMENTS NATURALLY SIMPLE Haddock or Cod Fillets 400 g

150 PTS when you buy 3

4⁹⁹

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

PRODUCT OF ATLANTIC CANADA / PRODUIT DU CANADA ATLANTIQUE

CHOOSE CANADIAN SEAFOOD

EVERYDAY VALUE

OCEAN JEWEL

PACIFIC WHITE SHRIMP / CREVETTES BLANCHES DU PACIFIQUE

Small / Petit 50-70 ct per lb 908 g

\$19

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

11⁹⁹

COMPLIMENTS Smoked Atlantic, Steelhead or Gravlax Salmon 150 g

OCEAN WISE RECOMMENDED

2⁴⁹ /lb

Fresh Mussels 5.49/kg

CHOOSE CANADIAN SEAFOOD

OCEAN WISE RECOMMENDED

12⁹⁹ /lb

Fresh Wild Haddock Fillets Family Size subject to availability 28.64/kg

CHOOSE CANADIAN SEAFOOD

EVERYDAY VALUE

OCEAN JEWEL

PACIFIC WHITE SHRIMP / CREVETTES BLANCHES DU PACIFIQUE

Small / Petit 50-70 ct per lb 908 g

\$23

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

bakery

BUY 1 GET 1 FREE

MIX & MATCH

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

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

BAKED IN STORE

150 PTS when you buy 2

3⁹⁹

Danish 4 pk 375 g

BAKED IN STORE

100 PTS when you buy 2

5⁹⁹ STARTING AT

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

BUY MORE SAVE MORE

3⁴⁹ ea when you buy 2 or more

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

Made with 100% Canadian Flour

BAKED IN STORE

4⁴⁹

Panini or Calabrese Buns 6 pk 375-480 g

5⁴⁹ **200 PTS** when you buy 2

Portofino Breads 810 g or Brioche Burger Buns 6 pk

3⁹⁹

COMPLIMENTS Garlic Bread 284 g

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

200 PTS when you buy 300 g or more

10% off

BRANDT Kolbassa Coil

SLICED FRESH

4⁴⁹ /100 g

MAPLE LEAF Natural Selections Turkey or Ham

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

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

LIMITED TIME ONLY

7⁹⁹ **200 PTS** when you buy 2

2 Pack Mini Croissant Chicken Club Salad Sandwiches 216 g

200 PTS when you spend \$15 or more

20% off

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

4⁹⁹ **200 PTS** when you buy 3

RESER'S Side Dishes available chilled 340-567 g

3⁹⁹

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

18⁹⁹

RANA Lasagna available chilled 1.1 kg

8⁹⁹ **50 PTS** when you buy 1

YUCATAN GUACAMOLE Tub 454 g or Squeeze 340 g

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

frozen & dairy

200 PTS
when you buy 2

7⁹⁹

STARBUCKS Creamers or Non-Dairy Creamers 828 mL

3⁴⁹

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

5⁹⁹ **100 PTS**
when you buy 2

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

4⁴⁹ **100 PTS**
when you buy 2

DEL MONTE Juice 1.6 L

10⁹⁹

DANONE OIKOS Greek Yogurt 12 pk or 1.5 kg

150 PTS
when you buy 2

7⁴⁹ YOPLAIT Source Yogurt 16 pk

7⁹⁹

KRAFT Shredded Parmesan 200 g

BUY MORE SAVE MORE

2⁹⁹ ea when you buy 2 or more

100 PTS
when you buy 3

PILLSBURY Cookies 468 g (excludes seasonal) 3.49 ea

4⁹⁹

COMPLIMENTS Dough'chi Bites or Fruit Bars 6 pk or CHAPMAN'S Yukon Novelties 5-8 pk selected

3⁹⁹

NATREL Lactose Free Ice Cream 473 mL

3⁹⁹

MCCAIN Fries selected 800 g

4⁹⁹

KRAFT Cool Whip Frozen Whipped Topping 1 L

\$2

SWANSON Pot Pies 200 g

7⁴⁹

P.F. CHANG'S Bowls 312 g

3⁹⁹

MCCAIN Pizza Pockets 3 pk or Diced Hashbrowns 800 g

6⁷⁹

MCCAIN Deep'n Delicious Cakes 510 g selected

WE'RE FULL OF compliments

1⁹⁹

COMPLIMENTS Sour Cream 250 mL

2⁴⁹

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

3⁴⁹

KETTLE BRAND Chips 156-198 g

100 PTS
when you buy 2

5⁹⁹ KASHI Granola 311-340 g

BUY MORE SAVE MORE

3⁴⁹ ea when you buy 2 or more

CERES Juice 1 L 3.99 ea

STARTING AT 7⁴⁹

NUTS TO YOU Spreads 365 g

3⁹⁹

MUTTI Organic Tomatoes 398 mL

2⁹⁹

SILK Aseptic Plant-Based Beverages 946 mL

STARTING AT 4⁷⁹

AMY'S KITCHEN Burritos or Wraps 142-170 g

100 PTS
when you buy 4

2/\$5 MID-DAY SQUARES 33 g

2⁹⁹ **200 PTS**
when you buy 2

CLIF Builders Protein Bars 68 g

500 PTS
when you buy 1

49⁹⁹

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

39⁹⁹

PERFECT SPORTS Diesel Whey Protein Powder 908 g

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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 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'S TEA 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



100 PTS when you buy 2
2.89 COMPLIMENTS White or Whole Wheat Bread 570 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



\$2 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



3.49 **100 PTS** when you buy 2
COMPLIMENTS Dinner Rolls, Hot Dog or Hamburger Buns 12 pk



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

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home & pet care



25⁹⁹ PEDIGREE Dry Dog Food 6.35-8 kg



4⁹⁹ MILK-BONE Biscuits, Treats or Chews 201-900 g selected



8⁹⁹ PURINA Cat or Kitten Chow 1.6-2 kg



15⁹⁹ NATURE'S RECIPE Dry Dog Food 1.8 kg or PURINA ONE True Instincts Wet Dog Food 6 pk

March 19 - April 8, 2026

Get **200^{*}** SCENE+ POINTS when you buy 2 Carlton Cards *valid on cards priced at \$3.49 and up



2⁷⁹ CREATIVE CONVERTING 7" or 9" Plates 8 pk or Napkins 2 ply 16 pk while quantities last



STARTING AT **9⁹⁹** CHARMIN Bathroom Tissue 8=24 rolls or BOUNTY Paper Towels 2-3 pk or Napkins 400 pk

400 PTS when you buy 1

COMPLIMENTS Paper Towels 12 pk



7⁹⁹ GLADE Plug-In Scented Oil Kit 1 pk



19⁹⁹ DOWNY or GAIN Fabric Enhancers or Softener 598-694 g or 1.8-4.16 L



4⁹⁹ **100 PTS** when you buy 2 CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foam 887 mL selected



12⁴⁹ ARM & HAMMER Laundry Detergent 2.96 L

health, beauty & baby

200 PTS when you buy 2

STARTING AT **7⁴⁹** COLGATE Toothbrushes 1-12 pk selected

STARTING AT **8⁹⁹** **300 PTS** when you buy 2 AVEENO Body Wash 532 mL or OGX Hair Care 50-385 mL or 172 g selected

STARTING AT **6⁹⁹** SENSODYNE Clinical Whitening, HELLO Toothpaste or THERABREATH Oral Rinse 75-473 mL selected

STARTING AT **11⁹⁹** OLAY or OLD SPICE Body Wash or OLAY Bar Soap 591-987 mL or 8 pk selected

400 PTS when you buy 2

STARTING AT **10⁴⁹** ALWAYS Pads, Liners or TAMPAX Tampons 18-120 pk selected

STARTING AT **7⁹⁹** SECRET or OLD SPICE Deodorant 68-144 g selected

500 PTS when you buy 2

8⁷⁹ LISTERINE Mouthwash 1.5 L selected

200 PTS when you buy 2

10% off L'ORÉAL PARIS Cleansers 120-200 mL

BUY MORE SAVE MORE

3⁴⁹ ea when you buy 2 or more

100 PTS when you buy 2

PAMPERS Baby Wipes 56-72 pk 3.99 ea

78⁹⁹ 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

14⁹⁹ ENSURE or GLUCERNA Meal Replacement 6 pk

150 PTS when you buy 2

15% off CLEAN & CLEAR Products selected

OFFICIAL PARTNER

PRO LEVEL RELIEF

TYLENOL Extra Strength

200 PTS when you buy 2

10% off

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*

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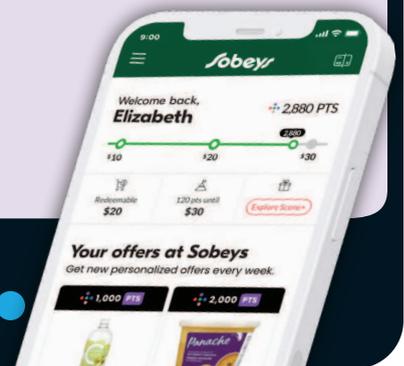
Get
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when you
buy 2

COMPLIMENTS Oh Mama!
Hot Sauce 354 mL



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Offer valid March 26th to April 1st, 2026 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

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GIVEAWAYS



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

Happy Vaisakhi



\$4
Mangoes Bag product of Mexico 3 pk



1.99 /lb
Long Squash product of Mexico or Red Carrots product of China 4.39/kg



4.99
COMPLIMENTS Naan 340 g



6.99
DERLEA Chopped Garlic product of Canada 1 kg



5.99
COMPLIMENTS Mixed Nuts salted or unsalted 275 g



9.99
COMPLIMENTS Milk Chocolate Covered Almonds 350 g



8.99
GIA Basmati Rice 3.63 kg



19.99
AASHIRVAAD Whole Wheat Flour 9.07 kg



14.99
INDIA GATE Pure Basmati Rice 4.54 kg



4.79
KFI Cooking Sauces 375-395 mL selected varieties



5.49
PATAK'S Curry Paste 284 mL



2/\$7
THE SPICE TAILOR Sauce Kits 260 mL selected varieties 3.99 ea



15.29
BRAR'S Desi Ghee 800 g-1.6 kg



2.79
RUBICON Juice Drink 1 L selected varieties



4.49
RUBICON Organic Coconut Water or Non-Dairy Beverage 1 L selected



1.29
PARLE-G Biscuits 300 g



1.49
HALDIRAM'S Indian Snacks 150 g selected varieties



1.99
MAGGI Masala Noodles Family Pack 280 g



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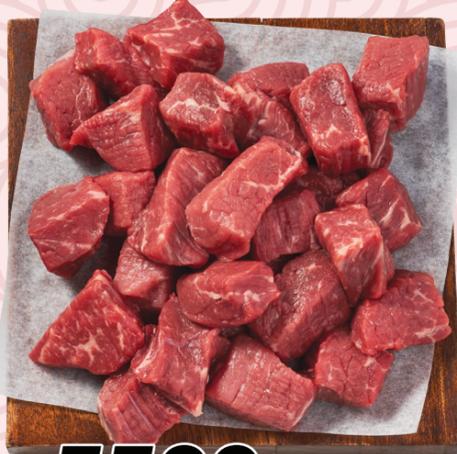


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1.99
/lb

Papaya
product of Mexico or
Guatemala 4.39/kg



11.99
/lb

Fresh Boneless
Stew Beef Family
Size 26.43/kg



1.99
/lb

Plantains product of
Ecuador or Guatemala
4.39/kg



8.99

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



7.99

SHOAL WATER
SEAFOODS
Salt Fish Bits 454 g



1.19

GRACE Mackerel
or Sardines 155 g
selected varieties



99¢

GRACE Cock Dry
Soup Mix 43 g



4.29

GRACE Sweetened
Condensed Milk
300 mL



1.19

GRACE Peanut Punch 240 mL or
Coconut Milk Powder 50 g



1.49

GRACE Island
Soda 355 mL
selected varieties



1.99

GRACE 100% Pure
Coconut Water
500 mL

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

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Let's start with apps!



Beautiful Bites!

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

Small serves 8-10
Large serves 15-20



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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.

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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



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

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Large serves 20

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or

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When you spend \$150 or more

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Roasts to star in your feast



\$25

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2-1.5 kg



7.99 /lb
4.38/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



BUY 2 GET 3RD FREE of equal or lesser value

HAYTER'S FARM Turkey Products selected varieties

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 Seafood Appetizers selected 240-355 g or PANACHE Frozen Desserts 300-650 g



300 PTS
when you buy 2

2/\$7



4.94

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



3.49

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



2/8.88

COCA-COLA or PEPSI Soft Drinks 6x710 mL

300 PTS
when you buy 2
13.99

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g



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So·tender



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Well-marbled • Aged to perfection
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THE CERTIFIED TENDER* ADVANTAGE

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



Exclusive cuts available at Sobeys

25⁹⁹

/lb

STERLING SILVER Fresh 3-Peppered Glazed Boneless Rib Eye Grilling Steak 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



	RARE Remove from heat at 115° - 120° F (49° - 54° C)
	MEDIUM-RARE Remove from heat at 125° F (52° C)
	MEDIUM Remove from heat at 135° - 140° F (57° - 60° C)
	MEDIUM-WELL Remove from heat at 145° - 150° F (63° - 66° C)
	WELL-DONE Remove from heat at 155° - 160° F (68° - 71° C)

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



12⁹⁹

/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!

300 PTS
when you spend \$15 or more

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



12⁹⁹

/lb

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

So·Canadian

Farmer Spotlight

Keith Gregory, Cattleland Feedyards

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



*Certified by the Canadian Beef Grading Agency

So sweetly Easter



6⁹⁹ **100 PTS**
when you buy 2

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



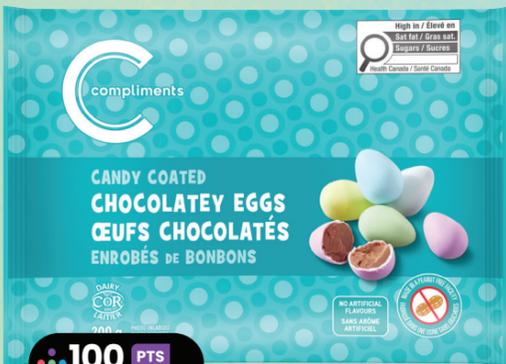
8⁹⁹

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



200 PTS
when you buy 2
12⁴⁹

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



100 PTS
when you buy 2

4⁷⁹

COMPLIMENTS Candy Coated Mini Eggs 200 g



8⁹⁹

TOFFIFEE Easter Boxed Chocolate 369 g



14⁴⁹

COMPLIMENTS Candy Coated Mini Eggs 650 g



6⁹⁹

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



13⁹⁹

CADBURY Mini Eggs 362-381 g



While supplies last. Selection may vary by store.



Canada's Baby Grocery Store

Big offers for your baby's essentials!



2²²

BABY GOURMET Purée Pouches or Jars 92-128 mL selected

That's like
\$20
toward your groceries

Get **2,000** PTS

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



400 PTS when you buy 2
28⁹⁹

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



28⁹⁹

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



100 PTS when you buy 2
6⁴⁹

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



9⁹⁹

PEDIASURE Complete 4 pk



2/\$5

BABY GOURMET Simply Snacks 32 g



600 PTS when you buy 1
46⁹⁹

CAPRICARE Infant Formula 800 g

BEST BUY



BEST BUY
Baking Mixes
375 g



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EVERYDAY VALUE



\$19
OCEAN JEWEL
Raw Peeled & Deveined Shrimp
50-70 ct per lb 908 g



\$23
OCEAN JEWEL
Cooked Shrimp
50-70 ct per lb 908 g



Get **1,000 PTS**
when you buy 1
True North Fresh
Atlantic Salmon
Fillet 908 g

\$35

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



Sprite Chill
CHERRY LIME
CERISE LIME

OBEY YOUR THIRST.

CHERRY LIME'S NEVER BEEN COLDER

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2/450 GATORADE Perform Sports Drink 710 mL

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ZERO SUGAR ENERGY

2/\$6

CELSIUS Energy Drink 355 mL

Alani NU

NEW

0 sugar
140+ caffeine

2/\$6

ALANI NU Energy Drink 355 mL

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PEPSICO Beverages 6x222 mL any flavour

bubly mini

NEW

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BUBLY Sparkling Water Beverage 6x222 mL any flavour

PURE LEAF Iced Tea

NEW

6.99

PURE LEAF Iced Tea 6x340 mL any flavour

Becel

Prepared in Canada

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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

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!

FindAndWin.ca

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); & (ii) 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

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

6.99

SCOTTIES Original or Supreme 6 pk



make happy tummies

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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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NEW



HEINZ MAYONNAISE-STYLE SAUCES

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