

URBAN_FRESH

Sobeys urbanFRESH



HOT PRICE
3.49
/lb

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

HOT PRICE
4.88
/lb



Fresh Regular Ground Beef Family Size 10.76/kg



HOT PRICE
6.88
/lb

Fresh AIR-CHILLED Boneless Skinless Chicken Thighs 15.17/kg

HOT PRICE
9.99

Prepared Fresh Daily Fruit or Vegetable Trays 1-1.3 kg



10.99
MEMBER PRICING

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

15.99 without Scene+ Card

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

HOT PRICE
2.99
/lb



Asparagus product of Mexico 6.59/kg



200 PTS when you buy 1

9.99

Tulip Bouquet 10-stem grown in Ontario



HOT PRICE
4.94

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



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

HOT PRICE
99¢



COMPLIMENTS Pure Orange Juice 1.54 L

HOT PRICE
3.99



HOT PRICE
4.97

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



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

HOT PRICE
5.97



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

HOT PRICE
2.49

Scene+ **GIVE & GET**



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

That's like \$10 toward your groceries

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 Offer subject to change and may be withdrawn without notice.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



Global Market

HOT PRICE
6.99

KRINOS Twisters 1 kg selected varieties

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

Prices and offers in effect March-April 2026



So many deals
Scan here for our full digital flyer

Easter is just around the corner



RAISED WITHOUT ANTIBIOTICS



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



2.99 /lb

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



14.88 /lb

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



5.99 ea when you buy 2 or more

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



16.99

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

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

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



4.49

ROBIN HOOD or FIVE ROSES Flour selected 2.5 kg



3.99

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

3.49

EAGLE BRAND Condensed Milk 300 mL



1.79

CARNATION Evaporated Milk 354 mL



3.97

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, 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.

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Hop into Easter Deals

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

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

12⁹⁹
COMPLIMENTS Thick Cut Bacon 1 kg

We offer cored or whole pineapples for the same price

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

3⁹⁷
Whole or Cored Pineapple product of Costa Rica

3⁹⁹
Pumpernickel or Sourdough Boules 450-495 g

Made with 100% Canadian Flour

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

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

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

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

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

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

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

2⁹⁹
VILLAGGIO Bread 570-675 g or Buns 6-8 pk (excludes Ciabatta Buns)

30% off
MCCORMICK Gourmet Spices selected 0.5-74 g

5⁹⁹
NATRELL 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

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

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

90¢
PURINA Friskies or Fancy Feast 85-156 g

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

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

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

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

2X Canadian-origin products

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

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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.

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply

