

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 7.99 /lb

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

Verified 3.99 /lb
8.80/kg

4.99 without Scene+ Card
/lb, 11.00/kg

Fresh Pork Loin Back Ribs or Fresh Pork Tenderloin cryovac Family Size

SAVE UP TO 55% WITH MEMBER PRICING



Verified 4.99

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

Verified 1.99 /lb

Honeycrisp Apples product of Atlantic Canada, Canada extra fancy grade 4.39/kg



Verified 6.99

MARINA DEL REY Wild Argentinian Raw Shrimp 20-30 ct per lb or Argentinian Raw Shrimp Meat 300 g or SHOAL WATER SEAFOODS Salt Fish Bits 454 g

Verified 1.95 /lb



Red Cluster Tomatoes product of Canada 4.30/kg



Verified 9.97

KRAFT DINNER Original 12 pk



Verified 2/\$4

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



Verified 5.99

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



Verified 3.99

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



Verified 11.99

CASHMERE Bathroom Tissue 24=48 or 12=48 rolls, SPONTOWELS 6=12 rolls or SCOTTIES Facial Tissue 12 pk



Verified 16.87

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



Verified 11.99

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



make happy tummies

Join Us.

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

Donate in-store

makehappytummies.ca

TM 2026 Make Happy Tummies

*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.

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

Prices and offers in effect March 2026 Nova Scotia



so many deals
Scan here for our full digital flyer

PO1_SBY_WK47_PRN_ATL_NS

ATL_NS_NB_PEL_NFLD

Scene

MEMBER

PRICING

**Swipe your
Scene+ Card
and Save**



MEMBERS SAVE \$1

8⁹⁹
MEMBER
PRICING

9⁹⁹

**without
Scene+ Card**

WONDERFUL Shelled Pistachios
assorted varieties 155-170 g

\$2

For only

Add
Twice-Baked
Potatoes
regular size
available
chilled



MEMBERS SAVE \$3

10⁹⁹
MEMBER
PRICING

13⁹⁹

**without
Scene+ Card**

READY FOR YOU Crispy Chicken
6 pieces available hot or chilled



MEMBERS SAVE 99¢

\$2
MEMBER
PRICING

2⁹⁹

**without
Scene+ Card**

LANTIC Icing, Brown or Yellow Sugar 1 kg



MEMBERS SAVE \$1

3⁹⁹
MEMBER
PRICING

4⁹⁹

**without
Scene+ Card**

COCA-COLA or PEPSI Soft Drinks 6x710 mL

Scene
DIGITAL
EXCLUSIVE

**OFFER AVAILABLE
MARCH 19-25, 2026**



Scan QR code to download or
open the app

SPEND \$75 OR MORE, GET

500 PTS

WHEN YOU LOAD THIS OFFER

in the **Sobeys app** or at **Sobeys.com/offers**

See page 2 for details

Scene

**TURN
POINTS
INTO
GROCERIES**



125 PTS
when you buy 1

12⁹⁹

JANE'S Ultimates Breaded or Battered Haddock or Cod 450-545 g or Lightly Dusted Haddock or Sole Fillets 500-540 g

value size



200 PTS
when you buy 1

\$14

COMPLIMENTS Value Size Cooked Ham 1 kg



100 PTS
when you buy 2

3⁹⁹

COMPLIMENTS Cheese Slices 210-230 g or Blocks 250-270 g



150 PTS
when you buy 3

2⁹⁹

LECLERC Celebration Cookies 200-350 g or PRINGLES Party Stacks 194-203 g or Mingles 155 g



400 PTS
when you buy 2

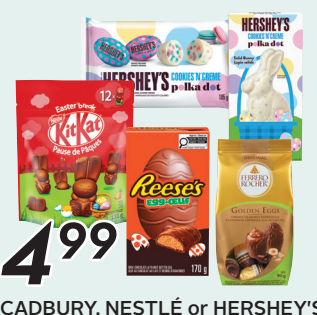
40% off

JAMIESON Vitamins or Supplements selected varieties and sizes

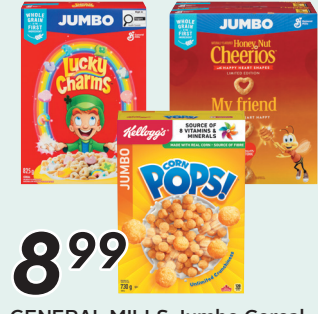
1,000 Points = \$10 of free groceries

100%
fresh
GUARANTEE*Guaranteed fresh
or your money backvalue
size500 PTS
when you buy 16⁹⁹
/lbFresh Lean Ground Beef
available only in 5 lb tube
15.41/kg9⁹⁹
MEMBER
PRICING11⁹⁹
without
Scene+ CardCOMPLIMENTS Frozen Chicken Wings or
MAPLE LEAF PRIME Raised Without
Antibiotics Chicken Wings, Breaded Chicken,
or Stuffed Chicken Cutlettes 568-800 g3⁹⁹
/lbCOMPLIMENTS Fresh AIR-CHILLED
Whole Chicken, Drumsticks or Bone-In
Thighs Family Size 8.80/kgOCEAN WISE
RECOMMENDED10⁹⁹
/lb, eaCOMPLIMENTS Extra Large Cooked Shrimp in Ring with
Sauce 312 g, MIRABEL Cooked Shrimp 71-90 ct per lb
400 g or Haddock Fillets frozen 24.23/kg1⁹⁹
/lbPapaya product of Mexico
4.39/kgfresh
fest4⁹⁹Large Pineapples
product of Costa Rica
or Prepared Fresh
Daily Cored PineapplesWe offer cored or
whole pineapples for
the same price3⁹⁹Butter Crust, Dutch Crunch,
Soft Italia or Sesame Seed
Topped Bread 450 g5⁹⁹COMPLIMENTS Feta
or Bocconcini 200 g2⁹⁹SCHNEIDERS Lunchmate Stackers or Adult Snack Kits or
GREENFIELD Snack Kits 74-120 g or COMPLIMENTS Sliced
Meats 175 g or Regular or Jumbo Wieners 450 g selected5⁹⁹DR. OETKER Giuseppe Rising
Crust or Thin Crust Pizza
439-785 g100 PTS
when you buy 16⁹⁹ IMPERIAL Soft
Margarine or
Squares 1.28-1.36 kg3⁴⁹CHRISTIE Peek Freans or Dad's
Cookies 275-350 g, ARNOTT'S
Tim Tam Biscuits 175-200 g or
COMPLIMENTS Soda Crackers
450 g

\$3

DEMPSTER'S Holsum White or
Whole Wheat, Texas Toast or
Sandwich Bread 570-675 g or
English Muffins 6 pk4⁹⁹CADBURY, NESTLÉ or HERSHEY'S
Novelty Easter Chocolate
85-340 g or FERRERO ROCHER
Chocolate Eggs 70-125 g while
supplies last4⁹⁹TROPICANA Drinks or
Lemonades 1.36 L or PURE LEAF
Iced Tea 1.75 L selected

2/\$3

KRAFT BBQ
Sauce 455 mL or
HEINZ Pasta or
Beans 398 mL400 PTS
when you buy 212⁹⁹QUAKER Dippys or Chewy Bars
Club Pack 935-960 g100 PTS
when you buy 33⁹⁹ DANONE Oikos
Greek Yogurt
4 pk400 PTS
when you buy 43⁹⁹ PEARL MILLING
COMPANY Pancake
Mix 905 g or Syrup
710 mL8⁹⁹GENERAL MILLS Jumbo Cereal
825 g-1.3 kg, KELLOGG'S Jumbo
Cereal 700 g-1.1 kg or POST
Jumbo Cereal 1.1-1.24 kg11⁹⁹CADBURY Mini Chocolate Eggs
362-381 g, FERRERO ROCHER
Rabbit 13 pk or KINDER Maxi,
Plush or Egg Hunt 116-186 g
while supplies last14⁹⁹
MEMBER
PRICING15⁹⁹
without
Scene+ CardSAPUTO Shredded Cheese 1 kg or
ARMSTRONG 900 g4⁹⁹200 PTS
when you buy 2COMPLIMENTS Jam 375-500 mL,
Liquid Honey Bear 375 g or Peanut
Butter 1 kg36⁹⁹PAMPERS Super Econo Pack
66-174 pk or ENFAGROW A+
907 g10⁹⁹PUREX Laundry Detergent
4.08-4.43 L, SUNLIGHT 4.01 L,
PERSIL Liquid 1.86 L or Discs
32-42 pk or SNUGGLE Fabric
Softener 2.77 L or Sheets 200 pkWe have 2X as many Canadian-origin products as
competing stores* Look for the leaf to help support Canada.

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

2X
Canadian-origin
products

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Nova Scotia. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, McCafé®/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. Printed with vegetable based inks. Nova Scotia. Supplement to The Telegraph Journal, The Daily Gleaner & The Chronicle Herald. P06_SBY_WK47_PRN_ATL_NS

1

MIX
Paper from
responsible sources
FSC® C021922

so much value



BUY 1 GET 1 FREE
of equal or lesser value

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



4.99
/lb

Asparagus product of Mexico 11.00/kg



2.99

Iceberg Lettuce product of Mexico or USA



3.99

Blackberries product of Mexico 170 g



3.47
/lb

ORRI Sweet Clementines product of Israel 7.65/kg



\$4

Mangoes product of Mexico 3 pk



2/\$5

Ataulfo Mangoes product of Mexico



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



5.99 **100 PTS** when you buy 2
COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g



3.49
COMPLIMENTS Onions 3 lb product of Atlantic Canada, Canada no 1 or Carrots 5 lb product of Atlantic Canada no 2 4.44 ea



2.99
/lb
Brussels Sprouts product of Mexico 6.59/kg



4.99
Kiwi product of Greece 454 g



6.49 **100 PTS** when you buy 2
COMPLIMENTS Gala, McIntosh, Ambrosia, Cortland or Red Delicious Apples product of Atlantic Canada, Canada fancy grade 1.36 kg 3 lb bag



1.99
/lb
Large Navel Oranges product of South Africa or USA 4.39/kg



6.99 **50 PTS** when you buy 1
Mini Watermelon product of Brazil or USA



4.99 **200 PTS** when you buy 2
COMPLIMENTS Caesar Salad Kit product of USA 280 g



2.99
GOODLEAF Microgreens product of Canada 50 g



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



FREE
Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes



4.99
/lb
White Guava product of Egypt 11.00/kg



1.29
/lb
Flat Cabbage or Napa Cabbage product of Mexico or USA 2.84/kg



7.99
Organic Green Kiwi product of Greece 454 g



4.99 **100 PTS** when you buy 2
COMPLIMENTS ORGANIC Paste Herbs 115 g assorted varieties prepared in Canada



4.99
GUSTA Veggie Ground assorted 340 g



4.99
POM Wonderful Juice selected 473 mL



20% off
ROYAL NUTS Tubs selected varieties 240-350 g



2/\$6
FRESH GOURMET Croutons selected varieties 128-142 g

floral

Available at most stores



12.99
Phalaenopsis Orchid in Ceramic various sizes available grown in Canada



12.99
Assorted Chrysanthemum 6" grown in Canada



11.99 **200 PTS** when you buy 1
Tulip Bouquet 10-Stem grown in Canada



37.99 **500 PTS** when you buy 1
Springtime Serenade Bouquet

Card must be registered. Offer valid and available to be loaded from March 19-25, 2026 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase \$75 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Spending \$75 or more awards only one 500 Scene+ points allotment. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

YOU COULD **WIN** 1,000,000 PTSSterling
SILVER
PREMIUM BEEFThat's like
\$10,000
towards
groceries!Earn one entry for every \$15 spent on
Sterling Silver Beef
when you scan your Scene+ card!
Contest runs February 26 to March 25, 2026.

*NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at sobeys.com/sterling-silver-contest. Contest runs from February 26, 2026 and ends on March 25, 2026. Open to legal residents of across all provinces of Canada excluding Québec who have a valid Scene+ account, and who have reached the age of majority on the date they enter the Contest. There are five (5) prizes to be won, one (1) prize will be allocated toward each of the following regions: Sobeys Atlantic, Sobeys Ontario, Sobeys West, Safeway, and Thrifty Foods. Each prize consists of 1,000,000 Scene+ points (ARV \$10,000.00 (CAD) each). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received.

15⁹⁹ /lb

STERLING SILVER Fresh Boneless Top Sirloin Grilling Steaks
Family Size or Premium Oven Roast cut by your meat expert
from Canada AAA grade beef 35.25/kg

So.tender

Sterling
SILVER
PREMIUM BEEFHAND-SELECTED
AAA BEEFWell-marbled • Aged to perfection
Cut from Canada AAA Beef Exclusive to Sobeys250 PTS
when you spend
\$25 or moreCOMPLIMENTS Fresh
AIR-CHILLED Boneless Skinless
Chicken Thighs Family Size6⁹⁹ /lbCOMPLIMENTS Fresh
AIR-CHILLED Chicken Breast
Halves Family Size 15.41/kg3⁹⁹ /lbFresh Pork Loin Rib and Sirloin
Combo Chops Family Size
8.80/kgNAGANO Premium Fresh Pork
Loin Hotel Cut Chop, Tenderloin
or Back Ribs 100% Canadian7⁹⁹ /lbFresh Lean Ground
Beef Family Size
17.61/kg300 PTS
when you buy 25⁹⁹MAPLE LODGE FARMS Chicken
Sausage 375-500 g

10% off

Frozen NEW
ZEALAND
SPRING LAMB5⁴⁹MARCANGELO Sweet and Hot
Italian Pork Sausage Meat 450 g

Amazing Premium Burgers made...

8⁹⁹ /lbFresh Lean Ground Beef Burgers
4 pk Family Size 100% Pure
no additives or fillers 19.82/kg8⁹⁹ /lbFresh Medium Ground Chuck Beef
Burgers 100% Pure no additives or
fillers 19.82/kg9⁹⁹ /lbFresh Premium
Cheesy, Portabella
Mushroom & Mozzarella
or Bacon & Cheddar
Medium Ground Chuck
Beef Burgers 22.02/kg15⁹⁹COMPLIMENTS Angus, Sirloin
or Prime Rib Beef Burgers or
Angus Beef & Pork Belly
Burgers 852 g100% ANGUS
BEEF BURGERS | BURGERS DE BOEUF
100% ANGUS

6 x 142 g (5 oz) / NET 852 g

13⁹⁹BELMONT Homestyle Beef Burgers
angus, prime rib or sirloin 852 g

quick & easy

STARTING AT
4⁹⁹BUTTERBALL Turkey Franks,
Bacon or Rasher 300-450 g6⁹⁹COMPLIMENTS Pepperoni Sticks
300 gSTARTING AT
12⁹⁹44TH STREET Fully Cooked
Entrées 575 gSTARTING AT
12⁹⁹MARCANGELO Chicken or Pork
Souvlaki 480-640 g or Bacon
Wrapped Beef Sirloin Medallions
340 g7⁹⁹WONG WING Frozen Entrées, Egg
Rolls, Spring Rolls or Dumplings
360-680 g10⁹⁹SWISS CHALET Chicken or Beef
Pot Pies 650-655 g19⁹⁹BEYOND MEAT Plant Based
Burgers or Beef 678-908 g6⁹⁹WHOLLY VEGGIE! Cauliflower
Wings buffalo, ranch, hot honey or
Japanese-inspired bbq 375 g

GET TO FREE GROCERIES FASTER

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

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

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

P03_SBY_WK47_PRN_ATL_NS_NB

seafood

11⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Smoked Atlantic, Steelhead or Gravlax Salmon 150 g

14⁹⁹ **150 PTS** when you buy 1

40 FATHOMS Breaded Haddock or Cod Fillets 815 g

6⁹⁹

MATLAW'S Ocean Scallops or Clam Stuffing 425 g or VASCO & CO Smoked Atlantic Salmon 120 g

10⁹⁹

TOPPITS Gluten-Free Breaded Premium Fish Fillets 400 g



WISE CHOICES

KEEP ROLLING IN

Look for the Ocean Wise® recommended logo in our stores for an Ocean Friendly Choice.

4⁹⁹ **100 PTS** when you buy 2

COMPLIMENTS Crab-Flavoured Seafood flake-style 454 g

10⁹⁹ /lb

Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg

9⁹⁹

ULTRA NATURAL Fair Trade Honduras Shrimp cooked or raw 300 g

\$4

Authentic Maryland Crab Cakes 120 g frozen or previously frozen

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

COMPLIMENTS Cooked or Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops 80-120 ct per lb 340 g

11⁹⁹

COMPLIMENTS Cooked Shrimp in Bag with Cocktail Sauce 680 g

12⁹⁹ /lb

Fresh Wild Haddock Fillets Family Size product of Atlantic Canada subject to availability 28.64/kg

deli & kitchen

4⁹⁹ **MEMBER PRICING** **5⁹⁹** without Scene+ Card

BRANDT Sliced Kolbassa selected 175 g

8⁹⁹

MAPLE LEAF Natural Selections Sliced Meats selected 175 g

3²⁹ /100 g

COMPLIMENTS Smoked or Cooked Chicken

18⁹⁹ **200 PTS** when you buy 1

TRE STELLE Feta 850 g

5⁹⁹ /100 g

Gruyere Cheese product of Switzerland

1⁴⁹ /100 g

CHRIS BROTHERS Pepperoni Stick

3⁹⁹ **MEMBER PRICING** **4⁴⁹** without Scene+ Card

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

6⁴⁹ **250 PTS** when you buy 2

YUCATAN Avocado Salsa 340 g

1⁹⁹ **75 PTS** when you buy 2

BURNBRAE FARMS Eggs2Go! 2 pk 88 g

14⁹⁹ **100 PTS** when you buy 1

Mixed Deli Meats Subs 4 pk 860 g

5⁹⁹ **NEW**

LADLES OF LOVE Soup 454 mL

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details

drinks & snacks



100 PTS
when you buy 3

3/7⁹⁸

OASIS Juice,
ARIZONA Iced Tea
or DEL MONTE
Nectar 960 mL tetra



7⁹⁹

LAVAZZA Nespresso Compatible
Capsules 10 pk or Ground Coffee
Bricks 250 g



8⁹⁹

MAXWELL HOUSE
Instant Coffee 150 g



9⁹⁹

TETLEY Orange Pekoe Tea 144 pk
or TWININGS Tea 50 pk



2/\$7

DARE Ultimate
Cookies
290-300 g



2/\$7

CHRISTIE Mini
Cookies
144-200 g



\$4

CHRISTIE Good Thins
100 g, Crispers or
Ritz Chips 240 g



5⁴⁹

BOULANGERIE
GRISSOL Melba
Toast 350-400 g



2/\$9

RUFFLES Potato Chips
180-200 g or SMARTFOOD
Popcorn 150-220 g



3⁹⁹

OLD DUTCH Potato
Chips or Ridgies
200-235 g



3⁹⁹

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



3⁹⁹

TWIGZ Pretzels
130 g



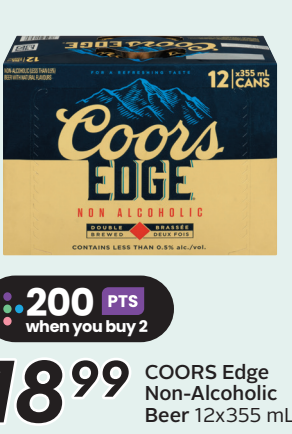
3⁹⁹

LA COCINA Tortilla
Chips 300-400 g



2/\$6

CELSIUS Energy
Drinks 355 mL



200 PTS
when you buy 2

18⁹⁹

COORS Edge
Non-Alcoholic
Beer 12x355 mL



2/\$12

LACROIX Sparkling Water
8x355 mL



200 PTS
when you buy 2

6⁴⁹

FERRERO ROCHER
Squares 105 g



10⁹⁹

CADBURY Mini
Eggs 400 g
while supplies last



200 PTS
when you buy 2

2/\$6

BIOSTEEL Sports
Drink 500 mL



100 PTS
when you buy 2

4⁹⁹

BUBLY Sparkling
Water mini cans
6x222 mL



4⁹⁹

MAYNARDS Candy
308-315 g or KINDER
Chocolate Bars 126 g



3⁷⁹

MENTOS Mints 4 pk



8⁹⁹

KELLOGG'S Pop-Tarts 1.152 kg,
Rice Krispies Squares 660 g or
Special K Bars 500 g



11⁹⁹

FERRERO Nutella
B-Ready 330 g

Here for your budget and lifestyle



4⁷⁹

100 PTS
when you buy 2

COMPLIMENTS Candy Coated
Chocolate Mini Eggs 200 g
while supplies last



14⁴⁹

COMPLIMENTS Candy Coated
Chocolate Mini Eggs 650 g
while supplies last



5⁹⁹

200 PTS
when you buy 2

PANACHE Cracker Assortment
Classic 250 g



NEW

100 PTS
when you buy 1

4⁹⁹

COMPLIMENTS Exceptional
Chocolate Chip Cookies 280 g



value size

1,000 PTS
when you buy 1

38⁹⁹

BEST BUY
K-Cups®
Coffee Pods
100 pk



100 PTS
when you buy 1

5⁹⁹

COMPLIMENTS Apple
Juice 2.84 L



2⁹⁹

100 PTS
when you buy 2

COMPLIMENTS Potato Chips
Extraaa! Flavour 200 g



2/\$3

COMPLIMENTS Sparkling or
Fizzy Flavoured or Unflavoured
Water 503 mL-1 L

Scene GET 1,000 PTS

FOR EVERY \$100 SPENT
IN ONE4ALL ULTIMATE
GIFT CARDS!



Offer valid during March 19 - 25, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability. Cards issued by Peoples Trust Company.

deli & kitchen



100 PTS

when you buy 2

5⁹⁹

COMPLIMENTS Dry Cured Salami selected 125 g



12⁹⁹

COMPLIMENTS Natural Ingredients Family Size Sliced Meats selected 375-400 g

Gluten free,
Made with Natural
Ingredients, No added
preservatives or nitrites
other than those that
are naturally occurring,
Made in Canada from
domestic and imported
ingredients.



SLICED FRESH

2²⁹

/100 g

LARSEN Country Style Salami



100 PTS

when you buy 1

13⁹⁹

THE LAUGHING COW 32 pk 535 g or BABYBEL 18 pk 360 g



4⁹⁹

MEMBER PRICING

5⁹⁹

without Scene+ Card

COMPLIMENTS Goat Cheese 113 g



SLICED FRESH

2¹⁹

/100 g

COMPLIMENTS Cooked Ham or Bologna

READY FOR YOU

FRESHLY PREPARED

4 Can Dine for 19⁹⁹

Hot Roast Chicken or Full Rack of Back Ribs

Any 2 Sides Large Potato Wedges, Reser's Sides or Compliments Salad, 426-454 g

4 King's Hawaiian Savoury or Sweet Rolls

NO COUPON REQUIRED. Plus applicable taxes, deposits, fees and levies. Not valid with any other offer. Subject to availability, no substitutions. Valid only on eligible products described above, purchased in a single transaction. Products may not appear as shown. Offer valid until further notice.



NEW

5⁹⁹

LADLES OF LOVE Soup 454 g

Tomato Basil, Thai Coconut, Butternut Squash or Vegetable!

bakery



BUY MORE SAVE MORE

12⁹⁹

ea when you buy 2 or more

Cheesecakes 6" 810-960 g 17.99 ea



12⁹⁹

MEMBER PRICING

17⁹⁹

without Scene+ Card

Single Layer Shortcakes 905-950 g



100 PTS

when you buy 2

5⁹⁹

All Butter Croissants or Pastries 4 pk 275-400 g



75 PTS

when you buy 2

4⁹⁹

Tea Biscuits 6 pk 335-350 g



6⁹⁹

COMPLIMENTS Dessert Squares 400 g



BAKED IN STORE

2/\$7

Bagels 4 pk 450 g



Made with 100% Canadian flour

BAKED IN STORE

5⁹⁹

Gourmet Cheese Buns 6 pk 425 g



Made with 100% Canadian flour

3⁹⁹

Garlic Bread 540 g



200 PTS

when you buy 2

5⁴⁹

PORTOFINO Breads 585-600 g



3⁴⁹

150 PTS

when you buy 2

COMPLIMENTS Grain Breads 600 g



3⁹⁹

DEMPSTER'S 7" Tortillas 240-340 g or TIA ROSA Tortillas 220-328 g

RECIPES, STORIES, TIPS & TRICKS and more, all at [Sobeys.com](https://www.sobeys.com)

frozen & dairy

4⁴⁹NORTHUMBERLAND, BAXTER,
FARMERS or SCOTSBURN
Chocolate Milk 2 L
assortment may vary by province5⁹⁹ASTRO Balkan Style
Yogurt 12 pk5⁹⁹COMPLIMENTS
Shreds 226-320 g
selected3⁴⁹PILLSBURY Crescent Rolls 318 g,
Dinner Rolls & Biscuits 340 g or
Pizza Crust 391 g selected 3.99 ea100 PTS
when you buy 44/\$5 YOPLAIT Yop
Drinkable Yogurt
200 mL4⁴⁹SIGGI'S Icelandic
Style Skyr Yogurt
4 pk3⁹⁹LACTANTIA Healthy Attitude or
Olivina Margarine 427 g5⁷⁹NATREL Lactose
Free Butter 250 g1²⁹BEST BUY Frozen
Spinach Chopped or
Whole Leaf 300 g5⁴⁹KRAFT Philadelphia
Dips 340 g4⁹⁹KOZY SHACK Rice
Pudding 6 pk7⁹⁹STÖK Cold Brew
Coffee 1.42 L200 PTS
when you buy 2RIGHTEOUS Gelato or Sorbetto
473 mL selected5⁹⁹NANAPOPS! Frozen
Bars 4 pk selected4⁴⁹TAST!EZ Frozen
Snacks 311 g5⁴⁹SNOWCREST
Frozen Fruit
500-600 g4⁴⁹TENDERFLAKE Pie Shells, Tart
Shells or Puff Pastry 255-397 g3⁹⁹KELLOGG'S Eggo Waffles,
French Toast Sticks or Pancakes
270-330 g3⁹⁹MCCAIN Breakfast Potatoes
600-650 g3⁹⁹MCCAIN Bistro, Smiles or
Tasti-Taters 454-800 g or
MCCAIN Superfries 454-650 g4⁴⁹MICHELINA'S Pizza
Snack 496 g

2/\$10

HEALTHY CHOICE Gourmet
Steamers 269-306 g13⁴⁹EL MONTEREY
Taquitos
567-588 g11⁴⁹SWANSON Oven
Easy or Family
Skillet Meals 1.19 kgWE'RE FULL OF
compliments50 PTS
when you buy 19⁴⁹COMPLIMENTS
BALANCE Egg
Whites 1 kg200 PTS
when you buy 25⁹⁹COMPLIMENTS
Greek Yogurt
650 g5⁹⁹COMPLIMENTS
Flatbread Pizzas
300-310 g3⁴⁹COMPLIMENTS
Frozen Whipped
Topping 1 L3⁴⁹COMPLIMENTS Hash Browns or
Diced Home Fries 650 g50 PTS
when you buy 13⁴⁹COMPLIMENTS
Sour Cream
500 mL100 PTS
when you buy 23⁹⁹COMPLIMENTS
Stringable Cheese
8 pk 168 g2⁹⁹35 PTS
when you buy 1COMPLIMENTS BALANCE
Non-Hydrogenated Margarine
427 g

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards
for details

meal makers

**4⁹⁹** KELLOGG'S Vector Granola 311 g**2⁹⁹** APPLESNAX Fruit Cups 6 pk**9⁹⁹** NUTELLA Hazelnut Spread 725 g**3⁹⁹** COMPLIMENTS Canned Fruit 796 mL**3⁴⁹** COMPLIMENTS Bagels 6 pk**3⁹⁹** VACHON Snacks 248-336 g

Classic Mini Cheesecakes recipe and more found on edsmith.com

**2/5⁵⁰**

COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g

**2/\$5** MINUTE RICE Cups 250 g**3⁴⁹** AYLMER Ready To Serve Soup 540 mL**5⁹⁹** CLUB HOUSE La Grille Seasonings 65-248 g or Spice Blends selected 111-203 g**6⁹⁹** STEFANO Pasta Sauce 405-648 mL**7⁴⁹** AGROMONTE Pasta Sauce 560 mL**5⁴⁹** MAISON ORPHÉE Vinaigrette 250 mL**12⁹⁹** TILDA Basmati or Brown Basmati Rice 1.8 kg selected varieties

Here for your budget and lifestyle

**9⁹⁹** **100 PTS** when you buy 1

PANACHE Maple Syrup amber rich 500 mL

**4⁹⁹** ea when you buy 2 or more**49¢** COMPLIMENTS Instant Noodles 85 g**3⁹⁹** COMPLIMENTS Pickles 500 mL or Kalamata Olives 375 mL

natural health

**7⁴⁹** **150 PTS** when you buy 2

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

**6⁹⁹** STOKED OATS Superfood Oatmeal Blends 500 g**2/\$6** CWENCH Hydration 500 mL**2/\$7** COMPLIMENTS ORGANIC Tortilla Chips 240 g**3⁹⁹** EARTH'S OWN Select Beverages 1.75-1.89 L**11⁹⁹** OLYMPIC Organic Yogurt 1.75 kg Regular or Greek 12.99 ea**6⁹⁹** **200 PTS** when you buy 2

PRANA Organic Chia Seeds 200-300 g

**3⁴⁹** ANNIE'S Mac & Cheese 149-170 g**25⁹⁹** **300 PTS** when you buy 1

VEGA Protein + Supergreens 510-526 g

**2/\$4** LÄRABAR 45-48 g**2/\$8** **100 PTS** when you buy 2

LOVE GOOD Protein Bars 55-60 g

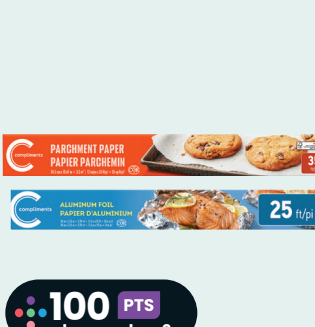
**16⁹⁹** **100 PTS** when you buy 1

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

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details

home & pet care

32⁹⁹CHARMIN Bathroom Tissue
24=96 rolls or BOUNTY Paper
Towels 8 pk300 PTS
when you buy 27⁹⁹ COMPLIMENTS
Liquid Laundry
Detergent 1.37-1.47 L50 PTS
when you buy 12⁹⁹ PALMOLIVE Dish
Detergent 591 mLSTARTING AT
5⁹⁹ WINDEX Glass
Cleaner 765-950 mL
or BON AMI Glass
Cleaner 560 g13⁹⁹WHISKAS Perfect
Portions Wet Cat Food
75 g100 PTS
when you buy 132⁹⁹ IAMS Dry Dog
Food 6.1-6.8 kg18⁹⁹ARM & HAMMER Clump & Seal
Cat Litter 6.35-9.1 kg150 PTS
when you buy 4COMPLIMENTS Wet Cat Food
85-156 g100 PTS
when you buy 19⁹⁹ ENERGIZER
Batteries AA 8 pk,
AAA 4 pk or 9V 2 pk100 PTS
when you buy 27⁹⁹ COMPLIMENTS
Waste Bags 90 L
24-30 pk selected100 PTS
when you buy 22⁴⁹ COMPLIMENTS Foil
Wrap 25 ft or
Parchment Paper 35 ft100 PTS
when you buy 113⁴⁹ ZIPLOC Mega
Packs 60-270 pk

health, beauty & baby

6⁹⁹200 PTS
when you buy 2CREST 3D White Toothpaste, Scope
Mouthwash or ORAL-B Toothbrushes
85 mL-1 L or 2 pk selectedSTARTING AT
3⁹⁹100 PTS
when you buy 2SOFT SOAP Hand Soap 332 mL or
LADY SPEED STICK or Men's
Deodorant 45-85 g selectedSTARTING AT
5⁴⁹GARNIER or PANTENE Shampoo or
Conditioner or AUSSIE, HERBAL
ESSENCES or PANTENE Stylers
150-650 mL or 170-283 g selectedSTARTING AT
9⁴⁹HERBAL ESSENCES or PANTENE
Shampoo, Conditioner or Stylers
95-400 mL selected6⁹⁹OLD SPICE Body Wash 532 mL or
DEGREE Men's or Women's
Deodorant 74-107 g selected200 PTS
when you buy 220% off CERAVE
Moisturizers or
Cleansers selected

Get more for your little one
Oh baby!

Baby Days are here!

100 PTS when you buy 2
10% off

AVEENO Baby Care selected
227-354 mL, 331 g or DESITIN
Diaper Rash Cream 113-454 g

100 PTS when you buy 2
3⁹⁹ CABOO Baby Wipes
72 pk

4⁹⁹ NESTLÉ Baby
Cereal 227 g

55⁹⁹ GOOD START Formula 1.02 kg or
Ready To Feed 15x250 mL

14⁹⁹ HUGGIES Baby Wipes 288-384 pk
or Jumbo Diapers Newborn Size 2
29-32 pk

pharmacy

Only available at pharmacy locations. *Select products only available when a pharmacist is on duty.



10% off

150 PTS
when you buy 2Children's TYLENOL, MOTRIN or
BENLYN selected*

15% off

150 PTS
when you buy 2

VISINE Eye Care selected 15 mL



10% off

150 PTS
when you buy 2TYLENOL, BENLYN or SINUTAB
Cough, Cold & Sinus selected*

10% off

150 PTS
when you buy 2POLYSPORIN Ointment selected
15 g or 177 mL

HALEON

Official Partner of Canada Soccer

200 PTS when you buy 2

FOR THE ASSIST 15% off

ADVIL Pain Relief 40-150 pk

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Need health care or advice?
We do that!

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

360Health | Sobeys
PHARMACY & WELLNESS

*Fee for some services may apply.

Scene+

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S04_SBY_WK47_DIG_ATL_NS_NB_PEL_NFLD

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Scene⁺ DIGITAL EXCLUSIVE

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



Get
100 PTS
when you buy 1

CHALO! Naan 5 pk



SAVE
\$2

LOAD THIS OFFER
AND SAVE \$2 ON
COMPLIMENTS
Hot Pepper Rings 2 L



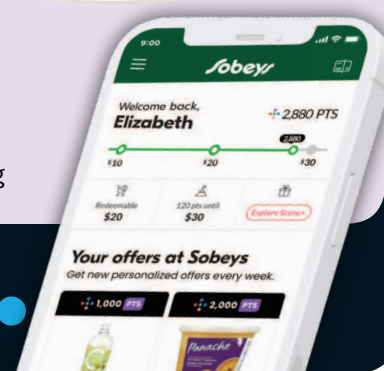
Get
400 PTS
when you buy 2

COMPLIMENTS ORGANIC Soup 398 mL



Get
100 PTS
when you buy 1

TRE STELLE Bocconcini or Halloumi 200 g



Offer valid March 19th to March 25th, 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.

Happy Vaisakhi

3⁴⁹
/lb

Indian Eggplant product of Mexico or The Dominican Republic 7.69/kg



1⁹⁹
/lb

Long Squash or Opo Squash product of Mexico 4.39/kg



2⁹⁹

Coconut product of Vietnam



\$4

SANTOSH Gold Naan or Naan Bites 440-600 g



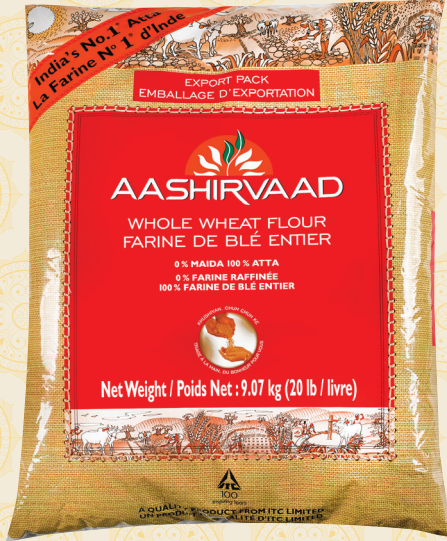
14⁹⁹

INDIA GATE Pure Basmati Rice 4.54 kg



8⁹⁹

GIA Basmati Rice 3.63 kg



19⁹⁹

AASHIRVAAD Whole Wheat Flour 9.07 kg



4⁴⁹

PATAK'S Cooking Sauces 400 mL selected varieties

3⁷⁹

PATAK'S Side Dishes 285 g selected varieties



4⁹⁹

PATAK'S 3 Step Cooking Kits 313 g selected varieties



15²⁹

BRAR'S Pure Desi Ghee 800 g

2⁷⁹

RUBICON Juice 1 L selected varieties



4⁴⁹

RUBICON Organic Coconut Water or Non-Dairy Beverage 1 L



1²⁹

PARLE-G Biscuits 300 g



1⁴⁹

HALDIRAM'S Indian Snacks 150 g selected varieties



1⁹⁹

MAGGI Masala Noodles Family Pack 280 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

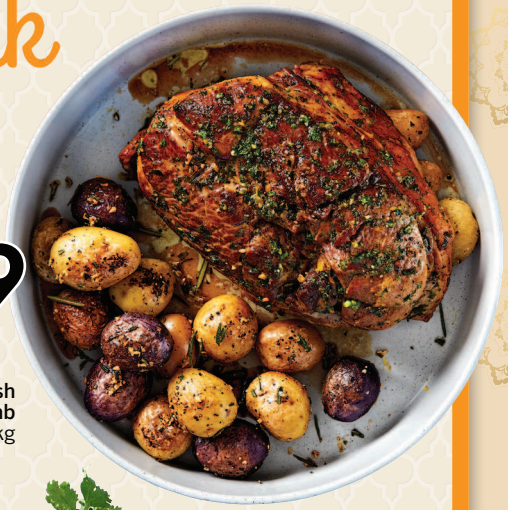
Eid Mubarak



حلال
Halal

12⁹⁹ /lb

SUNGOLD Fresh Boneless Lamb Leg 28.64/kg



10% off

SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg Steak or Stew Cubes 44.07/kg



4⁹⁹ /lb

Guava product of Egypt 11.00/kg



1⁹⁹

Mint or Cilantro Bunches product of Mexico



3⁴⁹

COMPLIMENTS Pitas 200-425 g



5⁹⁹

KIRI Cream Cheese Portions 144 g



7⁹⁹

TILDA Basmati Rice 900 g



2⁴⁹

SALEM FOODS Bulgur 908 g selected varieties



3⁹⁹

SALEM FOODS Pickled Vine Leaves 454 g or Pickled Cucumbers 1 L



8⁴⁹

KASIH Golden Tahini 900 g



4⁹⁹

DURRA Syrian Style Sesame Bread Sticks 454 g



2⁷⁹

SALEM FOODS Super Melon Seeds 300 g



1⁷⁹

CANDYLIIOUS Gummy 180 g selected varieties



2⁴⁹

ETI Mini Popkek 144 g or Tea Biscuits 400 g



6⁹⁹

AHMAD Tea 100 pk selected varieties



Find more variety and value in store

Sobeys

1,000+ ITEMS ARE PRICE LOCKED

until April 29, 2026

PRICE
LOCK



STARTING AT
9.99

TRE STELLE Feta 375 g or
CASTELLO Havarti 425 g



\$4

Mangoes
product of Mexico 3 pk



\$4

Mini Seedless Cucumbers 6 pk
product of Canada, Canada no 1 grade



\$4

COMPLIMENTS Grape Tomatoes
product of Mexico 283 g



\$10

COMPLIMENTS NATURALLY SIMPLE
Wild Pacific Pink Salmon Fillets 400 g



\$7

BEST BUY Cooked Shrimp
65-75 ct per lb 300 g



4.99

CATCH OF THE DAY
Breaded or Battered Fish 350 g



6.99

FONTAINE SANTÉ Hummus
454 g



STARTING AT
4.49

COMPLIMENTS Pizza Crust
298-460 g



9.99

BBQ Chicken Legs back attached 4 pk
available hot or chilled



6.49

COMPLIMENTS Pecan or Raisin
Butter Tarts 510 g



\$5

ea when you
buy 2 or more
CHUDLEIGH'S Blossoms,
Cakes or Pies frozen 228-290 g
5.99 ea

So much value in every shop

Sobeys

1,000+ ITEMS ARE PRICE LOCKED

until April 29, 2026

PRICE LOCK



3⁹⁹

ROBIN HOOD Oats 1 kg or CRISCO Shortening selected 454 g or FLEISCHMANN'S Baking Soda 400 g



10⁹⁹

NABOB Roast & Ground or Whole Bean Coffee 300-340 g



2⁹⁹

COMPLIMENTS Instant Oatmeal 260-344 g



2/\$3

FRENCH'S Mixes 28-50 g



99¢

COMPLIMENTS Taco or Fajita Seasonings 35-39 g



600 PTS
when you spend
\$20 or more

STARTING AT 7⁹⁹

DOVE Deodorant 74-113 g or Personal Wash or Bar Soap 400-710 mL or 6 pk selected



\$3

DARE Breton, Vinta or Simple Goodness Crackers selected 173-225 g



4²⁹

OLD DUTCH Restaurant Tortilla Chips 275-320 g



15⁹⁹

NESTLÉ XXL Cellos 700 g-1 kg



2/3⁵⁰

PEACE TEA 695 mL



\$4

COMPLIMENTS Straight Cut or Shoestring Cut Fries or Wedges 650 g



7⁴⁹

DANONE Oikos Yogurt 650-750 g



4⁹⁹

CRACKER BARREL Cheese Slices 200-240 g



29⁹⁹

KICKING HORSE COFFEE K-Cups® 24 pk



7⁹⁹

MINUTE RICE 1.4 kg or Whole Grain Brown Rice 1.2 kg selected



5⁹⁹

PINE-SOL Cleaner 1.41 L or CLOROX Bleach 2.4 L

So much value in every shop

**fresh
fest**

It's Tropical Season!

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



LARGE



2/\$5

Ataulfo Mangoes
product of Mexico



4⁹⁹
Kiwi
product of
Greece 454 g



\$4
Mangoes
product of
Mexico 3 pk



1⁹⁹
Papaya product
/lb of Mexico 4.39/kg



15% off
Papaya Halves



4⁹⁹
Whole or Cored
Pineapple product
of Costa Rica

We offer
cored or whole
pineapples for
the same price

1²⁹
Passion Fruit
product of
Colombia



3⁹⁹
Dragon Fruit
product of Vietnam



150 PTS
when you buy 2

COMPLIMENTS
Canned Pineapple
Slices 398 mL



2⁹⁹
Coconut
product
of Vietnam



100 PTS
when you buy 2

3⁴⁹
COMPLIMENTS
Coconut selected
varieties 200 g



**READY
FOR
YOU**

15% off

Prepared Fresh Daily
Regular or Tropical
Fruit Salad
assorted sizes

Get **400 PTS**
When you buy 2
OR
Get **800 PTS**
When you buy 3
or more

STARTING AT
12⁹⁹
Hawaiian 14" Take & Bake
Pizza or Select Varieties
715-890 g



100 PTS
when you buy 3

3/7⁹⁸

DEL MONTE Nectar 960 mL tetra



Ready for You No Prep Required



12⁹⁹
/lb

Fresh Prepared In-Store Atlantic Salmon Roasts Stuffed with Cheddar Cheese, Spinach, Bacon and Cold Water Shrimp 28.64/kg



17⁹⁹
/lb

STERLING SILVER Fresh BBQ Whiskey or Montreal BBQ Marinated Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef 39.66/kg



A rich, bold BBQ sauce with maple sweetness, whiskey warmth, hickory smoked flavour, black pepper and tomato.



Marinated Fresh Chicken Drumsticks or Thighs 11.00/kg

4⁹⁹
/lb

Back to routine made easy



GLUTEN FREE



\$15

PINTY'S EatWell Gluten-Free Breaded Chicken Burgers, Strips or Nuggets 765-790 g



200 PTS
when you buy 2

Snack or Classic Meal Boxes
select varieties
300-320 g



1⁹⁹

FONTAINE SANTÉ Snacks
129 g



\$3

Swirls available chilled or heated
225 g

Make your own Beer Battered fried fish!

Get recipe

TRY OUR
recipe with Wild
Haddock Fillets



From
Atlantic Canada

12⁹⁹
/lb



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

THE OFFICIAL HIGH PROTEIN YOGURT OF THE NHL

oikos SNACK TO WIN

YOU COULD WIN A TRIP FOR 2 TO THE STANLEY CUP FINAL \$25,000 TOTAL PRIZES

3⁴⁹ DANONE Oikos Pro 300 mL

7⁴⁹ DANONE Oikos Greek Yogurt 650-750 g

SCAN NOW

*No purchase necessary. Begins 03/23/26 at 12:00:01 AM ET & Ends 05/04/26 at 11:59:59 PM ET. Draw 05/05/26 at 2 PM ET. One (1) Grand Prize: Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 320 Instant Win Prizes: a \$100 Digital Prepaid Card (20 total), or a \$5 CAD Physical Danone Oikos® Coupon (800 total). Mathematical skill-testing question. Full contest rules: www.snacktowin.ca. Oikos® used under lic. © 2026 Danone US, LLC. All rights reserved. Oikos® "Pro" used under lic. © 2026 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the word mark and image of the Stanley Cup and the Stanley Cup Final logo are registered trademarks of the National Hockey League, NHL and NHL team marks are the property of the NHL and its teams. © 2026 NHL. All Rights Reserved.

BACKED BY OVER 35 YEARS OF ACTIVIA'S EXPERTISE IN GUT HEALTH

3⁴⁹ DANONE Activia 650 g or Activia Expert 4x100 g

7⁴⁹ DANONE Activia 12x100 g or Activia Expert 750 g

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delight

Elevating coffee moments, with just a Touch Of flavour

3⁴⁹ INTERNATIONAL DELIGHT 425 mL

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Knorr

BUY MORE SAVE MORE

1⁷⁹ ed when you buy 2 or more

300 PTS when you buy 4

KNORR Sauces or Gravies 17-48 g 2.29 ea

300 PTS when you buy 2

KNORR Rice & Pasta Cups 73 g or Soups 2 pk or LIPTON Cup-A-Soup 40-83 g any variety

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Enjoy a great break with Nestlé

1,000 PTS when you buy any 4

NESTLÉ Tablets 95-105 g, King 50-86 g or Junior Bars 58-94 g

5⁴⁹ NESTLÉ Cellos 76-203 g assorted

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2,500,000 PTS TO BE WON*

BUY ANY PARTICIPATING HERSHEY'S PRODUCT FOR A CHANCE TO WIN* 1 OF 5 PRIZES OF 500,000 PTS

5⁷⁹ HERSHEY'S Bagged Chocolate 160-290 g

2¹⁹ HERSHEY'S King Size Bars 62-85 g

2⁶⁹ HERSHEY'S Family Bars 90-120 g

*NO PURCHASE NECESSARY. Full Contest rules found at <https://www.sobeys.com/hershey-canada-scene-contest>. Contest runs from 03/19/2026-04/29/2026. Open to legal residents across provinces of Canada excluding QC with a valid Scene+ account, and who have reached the age of majority. 5 prizes of 500,000 Scene+ points to be won (ARV \$5,000.00 (CAD) each).

GET UP TO \$20 IN FREE GROCERIES!

Spend \$25 & get **1,000 PTS** OR Spend \$40 & get **2,000 PTS**

SCAN HERE FOR COMPLETE LIST OF PARTICIPATING PRODUCTS

Offer valid March 19 - April 29, 2026

FOR EVERY BURGER IT HAS TO BE HEINZ

ESTD 1869

Product availability may vary in each participating Sobeys or Sobeys store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene+ card in order to qualify. The offer can only be redeemed on items per Scene+ product list during the duration of the program between March 19 and April 29, 2026. Empire reserves the right to make changes to this offer and to terminate the offer at any time, for any reason and without notice. Scene+ and Scene & Design are registered trademarks of Scene Plus P Corporation, used under license.

NEW

BR BASKIN-ROBBINS

9⁹⁹

BASKIN-ROBBINS Confectionery Ice Cream 946 mL or Novelties 4 pk selection may vary by location

MADE IN CANADA

NEW & IMPROVED FORMULA

finish

50% MORE CLEANING POWER*

TRY OUR BEST CLEAN

11⁹⁹ FINISH Dish Tabs 21-30 pk

24⁹⁹ FINISH Dish Tabs 60-105 pk

*BASED ON INCREASED INGREDIENTS VS. FINISH QUANTUM © 2026 RECKITT BENCKISER LLC

Nestlé® Favourites

5⁹⁹

NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or Selected Premium Novelties 4-10 pk selection may vary by location

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A SMALL CHOICE WITH AN ENORMOUS IMPACT

MADE IN CANADA

SEPTIC SAFE

7⁹⁹ **400 PTS** when you buy 2

BONTERRA Bathroom Tissue 9=27 rolls, Paper Towel 3=6 pk or Facial Tissue 3=6 pk

**with domestic and imported material.

LIBERTÉ

4⁴⁹

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

GAY LEA

4⁹⁹

GAY LEA Aerosol Whipped Cream 225 g

TWINKLE

3⁹⁹

TWINKLE Food Colour Pack Neon 4 pk 40 mL

RED BULL

2/5⁵⁰

RED BULL Energy Drinks 250 mL

GIUSEPPE

7⁹⁹

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

CHEEMO

2⁹⁹ **100 PTS** when you buy 2

CHEEMO Perogies 745-907 g

CHAPMAN'S

3⁹⁹

CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected

MILK2GO

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

MILK2GO 310-473 mL

SAVE \$3
when you buy any
1 Dempster's Bagels or Bread*
+
1 any Philadelphia Cream Cheese Product (227 – 340 g) or Kraft Peanut Butter Spread (750 g – 1 Kg)*

EXPIRES: June 30, 2026

*See in-store for coupon. Subject to availability. While supplies last.

*Includes Philadelphia Cream Cheese (227 – 340 g) and Kraft Peanut Butter (1KG/750g), Dempster's White and Whole Wheat Bread only. Excludes Dempster's Signature and Whole Grain bread.

#1 MOST TRUSTED **5⁹⁹** **KRAFT** Peanut Butter 750 g-1 kg selected

#1 MOST TRUSTED **\$3** **DEMPSTER'S** White or Wheat Bread 570-675 g

#1 MOST TRUSTED **6⁹⁹** **PHILADELPHIA** Cream Cheese Product 340 g selected

#1 MOST TRUSTED **4⁴⁹** **DEMPSTER'S** Bagels 5-6 pk selected excludes protein

*Based on the 2026 BrandSpark® Canadian Trust Study.

— MAKE —
HOSTING
Delicious

5⁹⁹ **CHRISTIE** Ritz Mini Bits or Drizzled Crackers 226-280 g selected

2/\$7 **CHRISTIE** Ritz Snacking or Mini Crackers 162-200 g selected

iöco nanö
Bursting with Mini Popping Bubbles

3⁴⁹ **iöco nanö** Yogurt with Flavoured Pearls 4x100 g selected

3⁴⁹ **ASTRO** Balkan Yogurt 650-750 g selected

4⁵⁰ **iöco nanö** Drinkable Yogurt 6x93 mL selected

WIN WITH SCENE+™
SHOP, SCAN, EARN 150 POINTS
+ CHANCE TO **WIN***
500,000 POINTS
*Contest Ends June 3, 2026
See participating packages for details

2⁹⁹ **NATURE VALLEY** Sweet & Salty Granola, Protein or Fibre 1 Bars 125-210 g selected

SPRING Savings
with General Mills

STARTING AT 4⁴⁹

GENERAL MILLS Retail Size Cereals 296-437 g, PILLSBURY Easter Seasonal Cookies 260-396 g, BETTY CROCKER Cake, Cookie, or Bisquick Mix 263-113 kg selected

HELLMANN'S OFFICIAL CONDIMENT OF CANADA

Scene+™
You could **WIN***
1,000,000 PTS
or 1 of 110 Canada Soccer Gift Cards!

SPEND \$10 on participating Hellmann's products (before taxes)

SCAN your Scene+™ card at check-out to enter for a chance to win*

4⁹⁹ **HELLMANN'S** 325-445 mL any variety

6⁴⁹ **HELLMANN'S** 710-890 mL any variety

*NO PURCHASE NECESSARY. Full Contest rules and pricing details found at <https://www.sobeys.com/hellmanns-canada-soccer-spring-contest>. Contest runs from 2026/03/12 – 2026/05/06. Open to legal residents across all provinces of CA including QC with a valid Scene+™ account, and who have reached the age of majority on the date they entered the Contest. Trademarks of Scene Plus IP corporation used under license by Sobeys Capital Incorporated. All Canada Soccer logos and marks are the property of Canada Soccer and may not be reproduced without prior written consent. © 2026 Canada Soccer. All Rights Reserved.

Refresh your fandom

Refresh your fandom

Refresh your fandom

2/\$4.50 **POWERADE** Beverages 710 mL

2/\$4.50 **BODYARMOR** Beverages 473 mL

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

50 PTS when you buy 1

Offer valid from March 19th to March 25th, 2026.
*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price.

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SPREAD DELICIOUS MORNINGS

4⁴⁹ **JIF** or **ADAMS** Peanut Butter 500 g or **SMUCKER'S** Fruit Spreads 250 mL selected

MORE DOG. MORE LOVE. MORE MILK-BONE

4⁹⁹ **MILK-BONE** Biscuits 900 g, Farmer's Medley 280-340 g or Flavour Snacks 800 g selected

4⁹⁹ **SMUCKER'S** Uncrustables 4 pk selected

6⁴⁹ **ORVILLE REDENBACHER** Microwave Popcorn 5-8 pk 340-492 g or Gourmet Popping Corn 850 g

2⁴⁹ **SNACK PACK** Pudding assorted flavours 396 g

4⁷⁹ **ANGIE'S** Boomchickapop Popcorn 136-198 g

Snacks the whole family loves!

QUAKER **Dipps** or **Chewy** Granola Bars 120-156 g

2⁷⁷

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

3⁴⁹ go when you buy 3 or more

8⁴⁹ **NONNA PIA'S** Balsamic Reductions 250 mL

GLUTEN FREE

STARTING AT 6⁹⁹

LITTLE NORTHERN BAKEHOUSE Breads, Buns, Bagels or Pizza Crust 320-567 g

4⁹⁹ **NESTLÉ** Coffee-Mate Creamers 828-946 mL

CATELLI **Classic / Classique** **SPAGHETTI**

2⁹⁹

CATELLI Pasta 375-500 g (excludes lasagna) or Limited Edition O Canada 375 g

Smile care made simple

Everything you need for
everyday oral care



300 PTS
when you buy 2
6⁹⁹

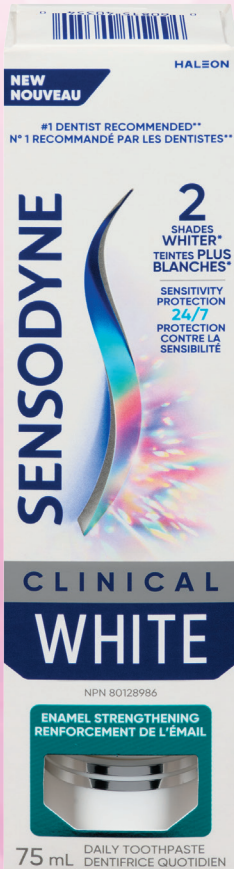
LISTERINE
Mouthwash 1 L



STARTING AT

6⁹⁹

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



7⁹⁹

100 PTS
when you buy 2

SENSODYNE Clinical Toothpaste
75 mL selected



300 PTS
when you buy 2

11⁴⁹

CREST 3D White Mouthwash,
Stain Remover or ORAL-B Power
Toothbrushes 67-946 mL or
1-2 pk selected



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



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



make
happy
tummies

Join Us.

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

Donate
in-store

makehappytummies.ca

Thank you to our Make Happy Tummies™ partners. Look for their products in-store.



Products may be sold in a format other than as shown and/or may not be available at all stores.

Donate in-store March 19 – April 2,
and we'll MATCH it!*

*Empire Company Limited will donate up to a maximum of \$300,000 from March 19 – April 2, 2026. Participating Empire stores only. For more information on the Make Happy Tummies™ campaign, please visit makehappytummies.ca.

GET UP TO \$20 IN FREE GROCERIES!

Scene+

Spend \$25 & get

1,000 PTS

OR

Spend \$40 & get

2,000 PTS

FOR EVERY BURGER

IT HAS TO BE
HEINZ

ESTD 1869



LEARN MORE

Product availability may vary in each participating Sobeys or Safeway store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene+® card in order to qualify. The offer can only be redeemed six times per Scene+® cardholder during the duration of the program between March 19 and April 29, 2026.

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GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply

