

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

SAFEWAY



Sobeys

VERIFIED
3.49 /lb

Fresh 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

VERIFIED
6.88 /lb

Fresh AIR-CHILLED Boneless Skinless Chicken Thighs 15.17/kg

VERIFIED
9.99

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



VERIFIED
10.99 MEMBER PRICING

SAVE UP TO **47%** WITH MEMBER PRICING

13.99 without Scene+ Card

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

VERIFIED
2.99 /lb

Asparagus product of Mexico 6.59/kg

12.99

Tulips Assorted Colours 10-stem bunch 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 HÄAGEN-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

Scene+ GIVE & GET

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

That's like \$10 toward your groceries

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 Offer subject to change and may be withdrawn without notice.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

VERIFIED
6.99

KRINOS Twisters 1 kg selected varieties

*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 or Safeway stores for the weekly flyer period. Program subject to change without notice. Visit [sobeys.com](https://www.sobeys.com) or [safeway.ca](https://www.safeway.ca) for additional details.

THU 26 | FRI 27 | SAT 28 | SUN 29 | MON 30 | TUE 31 | WED 1

Prices and offers in effect March-April 2026

More deals! Scan here for our full flyer

WST_AB_MB_SK

EASTER is on the way

EXCLUSIVE TO Sobeys SAFEWAY

RAISED WITHOUT ANTI-BIOTICS

MEMBERS SAVE 30¢/lb

2.19 /lb
4.83/kg

MEMBER PRICING



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

YOUNG TURKEY
RAISED WITHOUT THE USE OF ANTIBIOTICS

FROZEN WITH GIBLETS
Léves sans huile et sans conservateur

JEUNE DINDON
ÉLEVÉ SANS L'UTILISATION D'ANTIBIOTIQUES

CONGÉLÉ AVEC ARATITS
Haché dans le film alimentaire

75 ans de tradition familiale

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



CERTIFIED TENDER*
TENDREJÉ CERTIFIÉE*

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



compliments

APPLE CRUMBLE
CROUSTADE AUX POMMES

compliments

PUMPKIN
CITROUILLE

compliments

APPLE
POMMES

BUY MORE SAVE MORE

5.99 ea when you buy 2 or more

COMPLIMENTS Apple, Pumpkin or Apple Crumble 650-750 g



Great for EASTER (Bonne Pâques) - Choisissez vos œufs préférés!

100 PTS when you buy 1

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



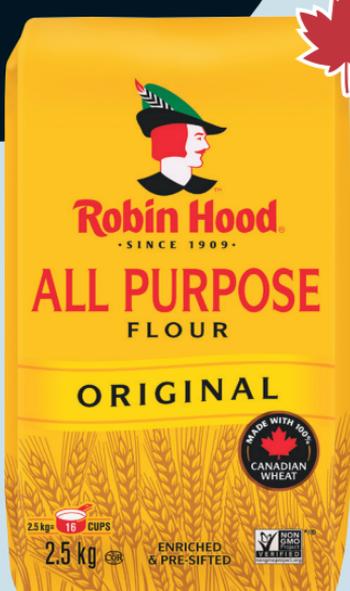
Get **500** PTS

When you spend \$20
on these participating
products*

*before taxes

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, 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.

FLO2_SBY_WK48_PRN_WST_AB_MB_SK

EASTER priced right

BUY 2 GET 3RD FREE
of equal or lesser value

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

12.99

MITCHELL'S Thick Cut Bacon 1 kg

We offer cored or whole pineapples for the same price

4.99

Whole or Cored Pineapple product of Costa Rica

9.99

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

6.99

TRE STELLE Bocconcini 200 g

200 PTS when you buy 2

15% off

Chicken or Pork Schnitzel

Made with fresh, hand-sliced ingredients!

3.99

Pumpnickel or Sourdough Boules 450-495 g

Made with 100% Canadian Flour

3.99 /100 g

PILLER'S Salami assorted varieties or **CASTELLO** Fontal Cheese

Sliced Fresh

\$10

Ready For You Bowls 490 g available chilled

2/\$7

300 PTS when you buy 2

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

2/8.88

COCA-COLA or **PEPSI** Soft Drinks 6x710 mL

3.99

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

6.99

PUREX Bathroom Tissue 12=24 or 8=24 rolls, **SPONGETOWELS** 3=6 rolls or **SCOTTIES** Facial Tissue 6 pk

2/\$5

CHRISTIE Cookies selected 224-303 g or **Crispers** or **Bits & Bites** 145 g or **DARE** Cookies selected 168-360 g

3.49

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

30% off

MCCORMICK Gourmet Spices selected 0.5-74 g

5.99

NATREL Organic Milk 2 L

265 MEMBER PRICING

3.49 without Scene+ Card

KELLOGG'S Nutri Grain Bar, Rice Krispies Squares, Pop-Tarts or Pastry Crisps selected 125-384 g

3.99

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

3.99

100 PTS when you buy 2

BECEL 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

6.99

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

3/\$5

CLIF Bars 68 g or 12 pk 18.99

Look for the leaf to help you support Canada. Visit sobeys.com or safeway.ca for details

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We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, March 26, 2026 to Wednesday, April 1, 2026. Advertisements do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On deliveries, some restrictions may apply. On BUY ONE GET ONE FREE ("BOGO") items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental levies on the purchased and free items. Manufacturers' coupons apply to purchased items only - not free items. Limit one coupon per purchased item. The Scene+ Loyalty Program is available at all participating Sobeys or Safeway locations within Western Canada. 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 Western Canada regions, pre-paid cards, postal products and services, Western Union, McCafe@/Tim Hortons@/Starbucks@ products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. P08_SBY_WK48_PRN_WST_AB

makehappytummies.ca

TM 2026 Make Happy Tummies

Donate in-store

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

make happy tummies



EASTER

is just around the corner



Sterling SILVER

19⁹⁹ /lb

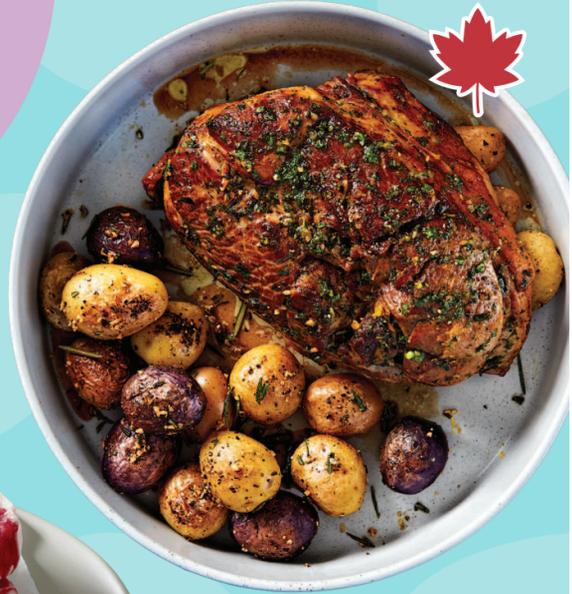
STERLING SILVER Fresh Boneless Rib Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef while supplies last 44.07/kg

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE



12⁹⁹ /lb

SUNGOLD Fresh Boneless Lamb Leg 28.64/kg



Try with



100 PTS when you buy 3

179 FRANCO-AMERICAN Gravy 284 mL



STARTING AT 7⁹⁹

HARVEST Sausage Rings or Chubs 300-375 g



28⁹⁹

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



10⁹⁹

MARINA DEL REY Shrimp Appetizer Trio 504 g



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

100 PTS when you buy 1

14⁹⁹

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



6⁹⁹ Bunny with Bow Tie Pot with Succulent 2" grown in British Columbia

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards or safeway.ca/giftcards for details

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

Sides, starters and sweets



6⁹⁹

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



7⁹⁹ /lb

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



100 PTS when you buy 2

BAKED IN STORE

4⁵⁹

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



\$2 off

HORMEL Snack Trays 425 g

SLICED FRESH



4⁴⁹ /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

COMPLIMENTS Spices or Seasonings selected 5-245 g



28⁹⁹

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



3⁹⁹

VH Sauces 341-380 mL selected



100 PTS when you buy 2

COMPLIMENTS Broth 900 mL



15⁹⁹

Spring Bouquet assorted colours grown in British Columbia



3⁹⁹

Daffodils 10-stem bunch



18⁹⁹

Easter Egg Bouquet assorted colours

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Visit Sobeys.com/offers or Safeway.ca/offers or the Sobeys or Safeway app.

the way TO VALUE



7⁹⁹

Raspberries product of USA or Mexico 340 g



4⁹⁹

Avocados product of Mexico 5 pk



5⁹⁹

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



1⁹⁹ /lb
Sweet Potatoes product of USA no 1 grade 4.39/kg



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



1⁹⁹
Long Seedless English Cucumbers product of Western Canada Canada no 1 grade



7⁹⁹
COMPLIMENTS Russet or Red Potatoes product of Canada Canada no 1, 10 lb



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



5⁹⁹
COMPLIMENTS Rainbow Peppers 3 pk product of Mexico or Canada



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



7⁴⁹
Bagged Gala, Ambrosia, McIntosh or Granny Smith Apples product of Canada or USA fancy grade 1.36 kg 3 lb bag



6⁸⁸ **500 PTS** when you buy 2
HALOS Clementines or Mandarins product of USA 907 g 2 lb bag



2⁹⁹ /lb
Cosmic Crisp Apples product of USA extra fancy grade 6.59/kg



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



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



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



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



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



4⁸⁸
Dragon Fruit product of Vietnam or Yellow Pitahaya product of Ecuador



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



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



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 Plant-Based Roast & Gravy Combo 1.13 kg



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



5⁹⁹
Wonderful Pistachios selected 200-225 g

floral



11⁹⁹
Garden Pixie Ceramic with Tropical 2" pot grown in British Columbia



17⁹⁹
Farm Fresh Bouquet assorted colours



14⁹⁹
Mixed Bulb Pan assorted colours 7" pot grown in British Columbia



16⁹⁹ **100 PTS** when you buy 1
Gerbera assorted colours 10-stem bunch grown in British Columbia

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards or safeway.ca/giftcards for details

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

Sterling SILVER PREMIUM BEEF

HAND-SELECTED AAA BEEF

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

500 PTS when you buy 1

8.99 /lb

value size

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

STERLING SILVER Fresh Boneless Blade Pot Roast or Family Size Simmering Steak cut by your meat expert from Canada AAA grade beef 33.05/kg

14.99 /lb

200 PTS when you spend \$20 or more

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

500 PTS when you spend \$30 or more

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

3.49 /lb

Fresh Pork Hock 7.69/kg

4.49 /lb

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

200 PTS when you spend \$20 or more

8.99 /lb

Fresh Medium Ground Chuck Beef Burgers 19.82/kg

READY FOR YOU

11.99 /lb

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

5.99

COMPLIMENTS Breakfast or Dinner Pork Sausage 375-500 g

BUY MORE SAVE MORE

\$6 ea when you buy 2 or more

NOBLE Premium Lean Ground Bison starting at 6.99 ea

Get roasting for less!

RULE THE ROAST:
Your Ultimate Guide to Roasting at **Sobeys.com** or **Safeway.ca**

READY FOR YOU

300 PTS when you spend \$15 or more

12.99 /lb

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

3.99 /lb

Fresh Boneless Pork Loin Centre Roast homestyle seasoned 8.80/kg

HAM IT UP

500 PTS when you buy 1

4.99 /lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg

500 PTS when you buy 1

8.49 /lb

PANACHE Simple-Carve Ham 18.71/kg

100 PTS when you spend \$10 or more

6.49 /lb

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

200 PTS when you buy 1

14.99

BEST BUY Valueur Plus Boneless Smoked Ham 1.2 kg

quick & easy

BUY MORE SAVE MORE

4.49 ea when you buy 2 or more

COMPLIMENTS Boneless Smoked Ham Slices 375 g 4.99 ea

STARTING AT 7.49 /lb

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

BUY MORE SAVE MORE

12.99 ea when you buy 2 or more

PILLER'S Naturally Smoked Boneless Hams 800 g 14.99 ea

STARTING AT 6.99

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

4.99 /lb

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

100 PTS when you buy 2

9.99

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

11.99 /lb

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

120 PTS when you buy 1

300 PTS when you buy 2

13.99

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g

GET TO FREE GROCERIES FASTER when you scan your **Scene+ membership card** and pay with your **Scotiabank Scene+ Visa Card**.

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**



SOBEYS



SAFEWAY

Play on the Sobeys or Safeway app now

IT'S GAME TIME

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



Download the Sobeys or Safeway grocery app to play.



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



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

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

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

Enter your chips for a chance to win* one of these great prizes:

Scene+ Travel
Powered by Expedia

1 x 1 MILLION SCENE+ POINTS
valued at \$10,000

Scene+

6 x 1 MILLION SCENE+ POINTS
valued at \$10,000 each

CINEPLEX

3 x CINEPLEX SHOWTIMES CARDS
valued at \$3,650 each

Scotiabank.

2 x \$5,000 SCOTIABANK CASH PRIZES
deposited into a Scotiabank investment plan

Home Hardware

20 x \$500 HOME HARDWARE GIFT CARDS

PLAY WEEKLY TO UNLOCK FREE ITEM OFFERS FROM COMPLIMENTS!



FEATURED FAVOURITES



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

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

seafood



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

CHOOSE CANADIAN SEAFOOD



100 PTS
when you spend \$8 or more

789 /100 g
Fresh Wild Pacific Rockfish Fillets
product of British Columbia subject to availability

CHOOSE CANADIAN SEAFOOD



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



\$7
PANACHE Crab Rangoon or Tempura Shrimp with Truffle Flavour 252 g selected varieties



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



\$8
PANACHE Shrimp Spring Rolls, Coconut or Butterfly Breaded Shrimp, Tempura or Bang Bang Shrimp or Crispy Calamari 300-355 g selected varieties

Get 500 PTS
When you buy any 4 of these participating Compliments or Panache items

bakery



BUY 1 GET 1 FREE
Brownies 550-585 g or Brownie Cakes 310-390 g

MIX & MATCH



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



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



200 PTS
when you buy 2
599
All Butter Danish 4 pk 420 g



100 PTS
when you buy 2
599
STARTING AT
Gourmet Cookies 6 pk 410-475 g or Mini 24 pk 312 g



349
BUY MORE SAVE MORE
go 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
449
Panini Buns 6 pk 375-480 g



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



399
COMPLIMENTS Garlic Bread 284 g



399 **200 PTS**
when you buy 2
COMPLIMENTS 7" Tortillas 340 g



299
HOSTESS Snacks 121-225 g

deli & kitchen



799
PANACHE Italian Sliced Meats selected 100 g



200 PTS
when you buy 2
679
PANACHE Toppers or Crisps 130 mL or 150 g selected



10% off **200 PTS**
when you buy 300 g or more
BRANDT Kolbassa Coil, Loaf, Krakowska, All Beef Salami or Beerwurst Sausage



449 /100 g
FRESH FROM OUR DELI CASE
MAPLE LEAF Natural Selections Turkey or Ham



699 **799**
MEMBER PRICING 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



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 or Safeway.ca

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 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 4⁴⁹

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

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

drinks & snacks



2/450 GATORADE 710 mL



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



9.99 LINDT or GHIRARDELLI Bagged Chocolates 130-151 g



9.99 HARIBO Gummy Candy 40 pk while supplies last



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



2.49 **100 PTS** when you buy 2 COMPLIMENTS Potato Chips 200 g or Tortilla Chips 250-280 g



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



2/\$7 BOULANGERIE GRISSOL Melba Toast, Canapé or Baguettes 120-200 g



7.99 DAVID'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



5.49 SILVER HILLS Bread 430-680 g



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



1.99 COMPLIMENTS Canned Tomatoes 540-796 mL



5.99 TENDERFLAKE Lard 454 g, BAKER'S Chocolate 170-225 g, FLEISCHMANN'S Yeast 24-227 g, CHRISTIE Honey Maid Crumbs 400 g, QUAKER Muffin or Cookie Mix 750-900 g or Oat Flour 700 g



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



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



7.79 FRANK'S RedHot Sauce 680 mL



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



5.99 DAINTY Jasmine Rice 900 g

WE'RE FULL OF compliments



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



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



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



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



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



200 PTS when you buy 2
4.99 COMPLIMENTS Salsa 650 mL



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



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

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

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 **7⁹⁹** 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 **9⁴⁹** LISTERINE Mouthwash 1.5 L selected

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

BUY MORE SAVE MORE **100** PTS when you buy 2 **3⁴⁹** ea when you buy 2 or more 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

EXTRA STRENGTH **TOUGH ON COUGH** BENLYN

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Activate your offers in the Sobeys or Safeway app or at
Sobeys.com/offers or Safeway.ca/offers

Get
400 PTS
when you
buy 2

COMPLIMENTS Oh Mama!
Hot Sauce 354 mL



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

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GIVEAWAYS



SOBEYS



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IT'S GAME TIME



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

COMPLIMENTS
Extraaaa! Flavour
Potato Chips
200 g



COMPLIMENTS
Exceptional
Chocolate Chip
Cookies
280 g



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

HAPPY VAISAKHI



\$5
Mangoes Bag
product of Mexico 3 pk



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



4.99
COMPLIMENTS
Naan 340 g



6.99
DERLEA Chopped
Garlic product of
Canada 1 kg



5.99
COMPLIMENTS
Mixed Nuts salted
or unsalted 275 g



9.99
COMPLIMENTS
Milk Chocolate
Covered Almonds
350 g



6.99
AAR CEE Basmati Rice 1 kg



19.99
AASHIRVAAD Whole
Wheat Flour 9.07 kg



14.99
INDIA GATE Pure
Basmati Rice 4.54 kg



4.79
KFI Cooking Sauces
375-395 mL
selected varieties



5.49
PATAK'S Curry Paste
284 mL



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



28.99
NANAK Desi Ghee
PET 1.6 kg



2.79
RUBICON Juice
Drink 1 L
selected varieties



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



1.29
PARLE-G Biscuits
300 g



1.49
HALDIRAM'S Indian Snacks
150 g selected varieties



1.99
MAGGI Masala Noodles
Family Pack 280 g



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Your destination for variety and value



2.79
/lb

Papaya product of Mexico 6.15/kg



3.77
/lb

Plantains product of Mexico or Guatemala 8.31/kg



11.99
/lb

Fresh Boneless Stew Beef Family Size 26.43/kg



12.99

SHOAL WATER SEAFOODS Boned Salt Cod 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

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We make it easy!

Beautiful Bites!

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

Small serves 8-10
Large serves 15-20

Get **1,000** PTS

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or

Get **2,500** PTS

When you spend \$150 or more

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Ask in store for full selection.

Small serves 5
Large serves 10

Nature's Bounty!

A beautifully presented variety of Fresh Berries, Pineapple, Red and Green Seedless Grapes, Kiwi, Cantaloupe, Watermelon and Honeydew.

Small serves 20

Family faves
everyone will
enjoy!

Dessert Bars!

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

Small serves 15
Large serves 20

Order in-store or online today!

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THE WAY to your feast



\$25

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2-1.5 kg



2.19 /lb
4.83/kg
MEMBER PRICING

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



2.77 /lb

BUTTERBALL Turkey Regular or Stuffed frozen all available sizes 6.11/kg



500 PTS when you buy 1

4.99 /lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg



200 PTS when you buy 1

14.99

BEST BUY Smoked Boneless Ham 1.2 kg



500 PTS when you buy 1

8.49 /lb

PANACHE Simple Carve Boneless Ham 18.71/kg



10.99

GOLD LABEL Hams 800 g



6.49 /lb

100 PTS when you spend \$10 or more

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



let's play BALL

Diamond deals to start the season



BUY 2 GET 3RD
of equal or lesser value
FREE

COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls or Spring Rolls 252-800 g or PANACHE Frozen Desserts 300-650 g



4.94



300 PTS
when you buy 2
2/\$7

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

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



300 PTS
when you buy 2
13.99

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g

3.49

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



2/8.88

COCA-COLA or PEPSI Soft Drinks 6x710 mL



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HAND-SELECTED AAA BEEF

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

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 or Safeway

25⁹⁹ /lb

STERLING SILVER Fresh Three Peppered Glazed Boneless Rib Eye Grilling Steaks or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 57.29/kg



YOUR GUIDE TO THE PERFECT STEAK

STEAK TEMP GUIDE

	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.



300 PTS
when you spend \$15 or more

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!

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

SHOP CANADA

KEITH GREGORY Cattleland Feedyards

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



*Certified by the Canadian Beef Grading Agency

EASTER made sweeter



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 Mini Eggs 650 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



120 g



13⁹⁹

CADBURY Mini Eggs 362-381 g

While supplies last. Selection may vary by store.



Ingredients for Babies

Big offers for your baby's essentials!



2²²

BABY GOURMET Purée Pouches or Jars 92-128 mL selected

That's like
\$20
toward your groceries

Get **2,000** PTS

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

*before taxes



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



MAKE YOUR DOLLAR GO FURTHER WITH THESE GREAT ITEMS

everyday VALUE



908g

200 PTS when you buy 1

\$17

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



908g

200 PTS when you buy 1

\$20

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



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

\$35

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



908g

\$35



Sprite Chill
CHERRY LIME
CERISE LIME

OBEY YOUR THIRST.

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OFFICIAL PARTNER

2/450 GATORADE Perform Sports Drink 710 mL

CELSIUS LIVE FIT

NO FIZZ. ALL GO.
FIZZ-FREE
ZERO SUGAR ENERGY

2/\$6

CELSIUS Energy Drink 355 mL

Alani NU

NEW

0 sugar
140+ caffeine

2/\$6

ALANI NU Energy Drink 355 mL

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NEW

100 PTS when you buy 2

PEPSICO Beverages 6x222 mL any flavour

Becel

Prepared in Canada

FEEL GOOD ABOUT EVERY BITE

CANADA'S #1 SPREAD*

7.99

BECEL Margarine 637-850 g

*Based on number of units sold in the margarine or similar products category of spreads for the latest 52 weeks ending August 9, 2025, according to NielsenIQ MarketTrack

NEW

100 PTS when you buy 2

BUBLY Sparkling Water Beverage 6x222 mL any flavour

NEW

6.99

PURE LEAF Iced Tea 6x340 mL any flavour

3.99

IMPERIAL Margarine Soft Tub 427 g

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6.99 SPONGETOWELS Ultra or UltraPRO Paper Towels 3=6 rolls

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

6.99

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

6.99

SCOTTIES Original or Supreme 6 pk



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TM 2026 Make Happy Tummies

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



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

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

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



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BUY ANY PARTICIPATING NATREL OR AGROPUR FINE CHEESE PRODUCT
FOR A CHANCE TO WIN 1 OF 10 PRIZES OF \$1,000 IN SCENE+® POINTS



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Natrel

OKA

L'EXTRA

Chevalier

NOTRE-DAME

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.safeway.ca/agropur-easter-scene-contest>. Contest runs from 03/05/2026-04/08/2026. Open to legal residents of AB, BC, MB, NB, NS, ON, P.E.I, SK, and QC with a valid Scene+® account, and who have reached the age of majority on the date they entered the Contest.

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the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply



BOLD FLAVOUR MEETS MAYO

NEW



HEINZ MAYONNAISE-STYLE SAUCES

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