

ATL_PEI

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

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



KRAFT DINNER Original 12 pk

Verified 9.97



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

Verified 2/\$4



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

Verified 5.99



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

Verified 3.99



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

Verified 11.99



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

Verified 16.87



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

Verified 11.99



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
Prince Edward Island



so many deals
Scan here for our full digital flyer

PO1_SBY_WK47_PRN_ATL_PEI

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**





JANES *Ready for anything!*

Lightly Dusted HADDOCK

JANES ultimates

Battered COD

BREADED HADDOCK

125 PTS when you buy 1

12⁹⁹

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

value size

COMPLIMENTS

EXTRA LEAN COOKED HAM

JAMBON CUIT EXTRA MAIGRE

1 kg (2 x 500 g)

200 PTS when you buy 1

\$14

COMPLIMENTS Value Size Cooked Ham 1 kg

COMPLIMENTS

HARBLE CHEDDAR

CHEDDAR HARBRE

MONTEREY JACK

OLD CHEDDAR

CHEDDAR FORT

100 PTS when you buy 2

3⁹⁹

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

LECLERC

CELEBRATION Mini COOKIES

CHOCOLATE CH

PRINGLES MINGLES

Cheddar & Sour Cream

PARLY STACK

30% MORE PRINGLES

PRINGLES ORIGINAL

150 PTS when you buy 3

2⁹⁹

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

Jamieson

NATURAL SOURCES | SINCE 1922

CHEWABLE

Natural Tangy Orange

500 mg

BONUS SUPPORTS A HEALTHY IMMUNE SYSTEM

D₃

1,000

BONUS 200+40 TABLETS

SUPPORTS a healthy immune system and bone health

Multi

100% COMPLETE

WOMEN 50+

With cranberry, lutein & more magnesium!

115 CAPSULES

ONE PER DAY

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 back**value
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 16⁹⁹IMPERIAL 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 33⁹⁹DANONE Oikos
Greek Yogurt
4 pk400 PTS
when you buy 43⁹⁹PEARL 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 pk**We 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

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P06_SBY_WK47_PRN_ATL_PEI

3

MIX
Paper from
responsible sources
FSC® C021922

So much value

100%
fresh
GUARANTEEBUY 1 GET 1
of equal or lesser value
FREECOMPLIMENTS Baby Spinach, Baby
Arugula or Spring Mix product of USA
142 g 4.99 ea4⁹⁹
/lbAsparagus
product of Mexico
11.00/kg2⁹⁹Iceberg Lettuce
product of Mexico or USA3⁹⁹Blackberries
product of Mexico 170 g

Orri

3⁴⁷
/lbORRI Sweet Clementines
product of Israel 7.65/kg

NEW

fresh
fest

MANGOES

\$4

Mangoes
product of Mexico 3 pk

LARGE

2/\$5

Ataulfo Mangoes
product of Mexico6⁹⁹THE LITTLE POTATO COMPANY
Potatoes product of Canada,
Canada no 1, 1.36 kg 3 lb5⁹⁹100 PTS
when you buy 2COMPLIMENTS ORGANIC Portabella
Mushroom Caps product of Canada 170 g3⁴⁹COMPLIMENTS Onions 3 lb product of
Atlantic Canada, Canada no 1 or Carrots 5 lb
product of Atlantic Canada no 2 4.44 ea2⁹⁹
/lbBrussels Sprouts
product of Mexico 6.59/kg4⁹⁹Kiwi product of Greece
454 g6⁴⁹COMPLIMENTS Gala, McIntosh, Ambrosia,
Cortland or Red Delicious Apples product of
Atlantic Canada, Canada fancy grade 1.36 kg 3 lb bag1⁹⁹
/lbLarge Navel Oranges product
of South Africa or USA 4.39/kg50 PTS
when you buy 16⁹⁹Mini Watermelon
product of Brazil or USA200 PTS
when you buy 24⁹⁹COMPLIMENTS Caesar Salad
Kit product of USA 280 g2⁹⁹GOODLEAF Microgreens
product of Canada 50 gBUY 1 GET 2ND
of equal or lesser value
25% OFFPrepared Fresh Daily Taco or Guacamole Dip
or Pineapple Salsa assorted sizesBUY 2 GET 3RD
of equal or lesser value
FREEPrepared Fresh Daily Roasters or BBQ
Grillers assorted sizes4⁹⁹
/lbWhite Guava
product of Egypt 11.00/kg1²⁹
/lbFlat Cabbage or Napa Cabbage
product of Mexico or USA 2.84/kg7⁹⁹Organic Green Kiwi
product of Greece 454 g4⁹⁹100 PTS
when you buy 2COMPLIMENTS ORGANIC Paste Herbs 115 g
assorted varieties prepared in Canada4⁹⁹GUSTA Veggie Ground
assorted 340 g4⁹⁹POM Wonderful Juice
selected 473 mL20%
offROYAL NUTS Tubs
selected varieties 240-350 g

2/\$6

FRESH GOURMET Croutons
selected varieties 128-142 g

floral

Available at
most storesSTARTING AT
12⁹⁹Phalaenopsis Orchid in
Ceramic various sizes
available grown in Canada12⁹⁹Assorted Chrysanthemum
6" grown in Canada200 PTS
when you buy 111⁹⁹Tulip Bouquet 10-Stem
grown in Canada500 PTS
when you buy 137⁹⁹Springtime 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.

15⁹⁹ /lb

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

250 PTS when you spend \$25 or more

COMPLIMENTS Fresh **AIR-CHILLED** Boneless Skinless Chicken Thighs Family Size

6⁹⁹ /lb

COMPLIMENTS Fresh **AIR-CHILLED** Chicken Breast Halves Family Size 15.41/kg

3⁹⁹ /lb

Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 8.80/kg

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

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs 100% Canadian

7⁹⁹ /lb

Fresh Lean Ground Beef Family Size 17.61/kg

5⁹⁹ **300 PTS** when you buy 2

MAPLE LODGE FARMS Chicken Sausage 375-500 g

10% off

Frozen NEW ZEALAND SPRING LAMB

5⁴⁹

MARCANGELO Sweet and Hot Italian Pork Sausage Meat 450 g

Amazing Premium Burgers made...

8⁹⁹ /lb

Fresh Lean Ground Beef Burgers 4 pk Family Size 100% Pure no additives or fillers 19.82/kg

8⁹⁹ /lb

Fresh Medium Ground Chuck Beef Burgers 100% Pure no additives or fillers 19.82/kg

9⁹⁹ /lb

Fresh Premium Cheesy, Portabella Mushroom & Mozzarella or Bacon & Cheddar Medium Ground Chuck Beef Burgers 22.02/kg

15⁹⁹

COMPLIMENTS Angus, Sirloin or Prime Rib Beef Burgers or Angus Beef & Pork Belly Burgers 852 g

13⁹⁹

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

quick & easy

STARTING AT 4⁹⁹

BUTTERBALL Turkey Franks, Bacon or Rasher 300-450 g

6⁹⁹ **200 PTS** when you buy 2

COMPLIMENTS Pepperoni Sticks 300 g

STARTING AT 12⁹⁹

44TH STREET Fully Cooked Entrées 575 g

STARTING AT 12⁹⁹

MARCANGELO Chicken or Pork Souvlaki 480-640 g or Bacon Wrapped Beef Sirloin Medallions 340 g

7⁹⁹ **100 PTS** when you buy 2

WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings 360-680 g

10⁹⁹

SWISS CHALET Chicken or Beef Pot Pies 650-655 g

19⁹⁹

BEYOND MEAT Plant Based Burgers or Beef 678-908 g

6⁹⁹

WHOLLY 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**.

GET 2 SCENE+ PTS ON EVERY \$1 SPENT!

1,000 pts = \$10 in groceries

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

seafood



11⁹⁹

100 PTS
when you buy 1

COMPLIMENTS Smoked Atlantic, Steelhead or Gravlax Salmon 150 g



150 PTS
when you buy 1

14⁹⁹

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.



100 PTS
when you buy 2

4⁹⁹

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

From Atlantic Canada

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



SLICED FRESH

3²⁹
/100 g

COMPLIMENTS Smoked or Cooked Chicken



200 PTS
when you buy 1

18⁹⁹

TRE STELLE Feta 850 g



5⁹⁹
/100 g

Gruyere Cheese product of Switzerland



SLICED FRESH

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



75 PTS
when you buy 2

1⁹⁹

BURNBRAE FARMS Eggs2Go! 2 pk 88 g



Grab 'n Go Meals!

100 PTS
when you buy 1

14⁹⁹

Mixed Deli Meats Subs 4 pk 860 g



NEW

5⁹⁹

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



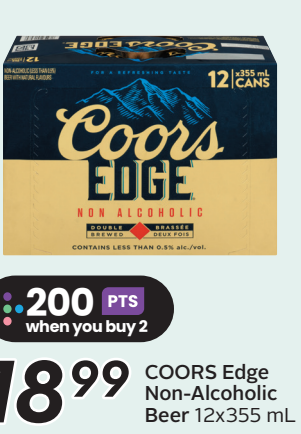
3⁹⁹

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



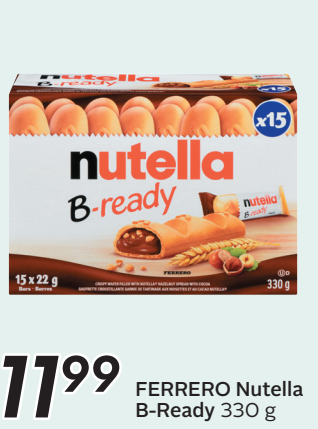
3⁷⁹

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 ONE 4 ALL 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)

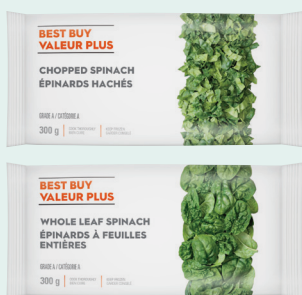
frozen & dairy

4⁴⁹

FARMERS Chocolate Milk 2 L

5⁹⁹ASTRO Balkan Style
Yogurt 12 pk5⁹⁹COMPLIMENTS
Shreds 226-320 g
selected3⁴⁹ea when you
buy 2 or morePILLSBURY Crescent Rolls 318 g,
Dinner Rolls & Biscuits 340 g or
Pizza Crust 391 g selected 3.99 ea

4/\$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 g7²⁹BEST BUY Frozen
Spinach Chopped or
Whole Leaf 300 g5⁴⁹KRAFT Philadelphia
Dips 340 g4⁹⁹KOZY SHACK Rice
Pudding 6 pk7⁹⁹STÖK Cold Brew
Coffee 1.42 L4⁴⁹TENDERFLAKE 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 kg5⁹⁹COMPLIMENTS
Greek Yogurt
650 g5⁹⁹COMPLIMENTS
Flatbread Pizzas
300-310 g3⁴⁹COMPLIMENTS
Frozen Whipped
Topping 1 L3⁴⁹COMPLIMENTS Hash Browns or
Diced Home Fries 650 g3⁴⁹COMPLIMENTS
Sour Cream
500 mL3⁹⁹COMPLIMENTS
Stringable Cheese
8 pk 168 g2⁹⁹COMPLIMENTS 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** PANACHE Maple Syrup amber rich 500 mL**4⁹⁹** COMPLIMENTS Chocolate Chips 225-270 g 5.49 ea**49¢** COMPLIMENTS Instant Noodles 85 g**3⁹⁹** COMPLIMENTS Pickles 500 mL or Kalamata Olives 375 mL

natural health

**7⁴⁹** 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** PRANA Organic Chia Seeds 200-300 g**3⁴⁹** ANNIE'S Mac & Cheese 149-170 g**25⁹⁹** VEGA Protein + Supergreens 510-526 g**2/\$4** LÄRABAR 45-48 g**2/\$8** LOVE GOOD Protein Bars 55-60 g**16⁹⁹** EMERGEN-C Vitamin Drink Mix, Gummies or Crystals 18-45 pk selected

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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 kg18⁹⁹ ARM & HAMMER Clump & Seal
Cat Litter 6.35-9.1 kg150 PTS
when you buy 4
COMPLIMENTS 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
3⁹⁹ 100 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

4⁹⁹ NESTLÉ Baby
Cereal 227 g3⁹⁹ CABOO Baby Wipes
72 pk55⁹⁹ GOOD START Formula 1.02 kg or
Ready To Feed 15x250 mLSTARTING AT
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

Advil

200 PTS
when you buy 2

FOR THE ASSIST

15% off

Advil Pain Relief
40-150 pk

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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

**Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points.

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- 3 Shop and scan your Scene+ card

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



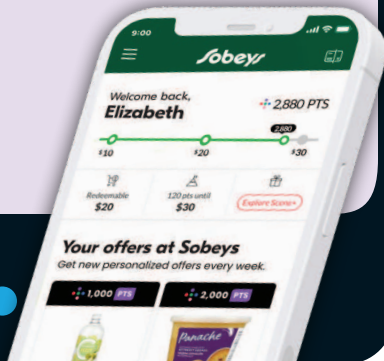
Get
100 PTS
when you buy 1

TRE STELLE Bocconcini or Halloumi 200 g



Download on the
App Store

GET IT ON
Google Play



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



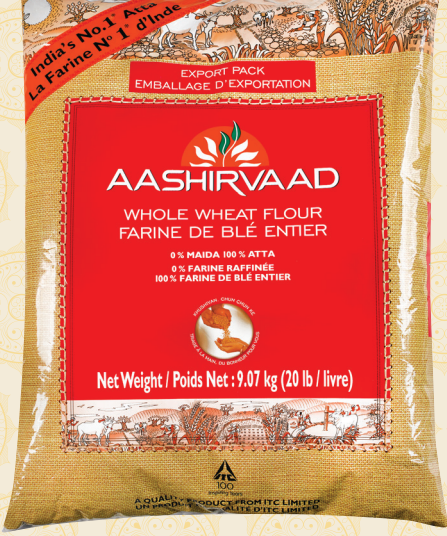
14⁹⁹

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.

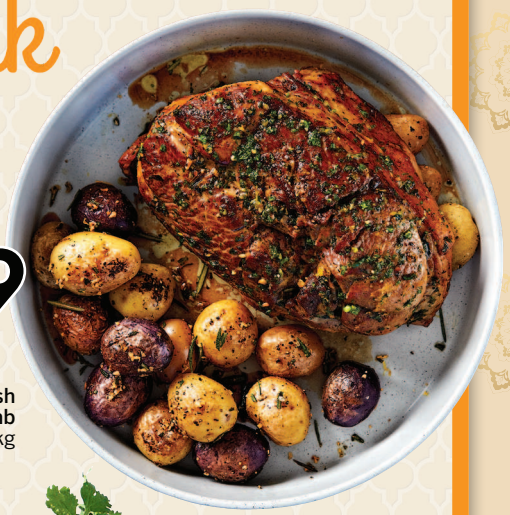
Eid Mubarak



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



4⁹⁹

/lb

Marinated Fresh
Chicken Drumsticks or
Thighs 11.00/kg



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.

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DANONE Activia 650 g or Activia Expert 4x100 g **4⁴⁹**

DANONE Activia 12x100 g or Activia Expert 750 g **7⁴⁹**

INTERNATIONAL DELIGHT 425 mL **3⁴⁹**

Elevating coffee moments, with just a Touch Of flavour

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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 BASKIN-ROBBINS

9⁹⁹

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

MADE IN CANADA

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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NEW & IMPROVED FORMULA

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

A SMALL CHOICE WITH AN ENORMOUS IMPACT

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.

**— 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

#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.

iöco nanö
Bursting with Mini Popping Bubbles

3⁴⁹ IÖGO Nanö Yogurt with Flavoured Pearls 4x100 g selected

3⁴⁹ ASTRO Balkan Yogurt 650-750 g selected

4⁵⁰ IÖGO 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

SPRING Savings
with General Mills

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

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

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

2/4⁵⁰ POWERADE Beverages 710 mL

2/4⁵⁰ BODYARMOR Beverages 473 mL

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.
The trademarks that appear are the property of their respective trademark owners.

SPREAD DELICIOUS MORNINGS

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

2/4⁵⁰ POWERADE Beverages 710 mL

2/4⁵⁰ 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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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!

2⁷⁷ QUAKER Dippys or Chewy Granola Bars 120-156 g

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

8⁴⁹ NONNA PIA'S Balsamic Reductions 250 mL

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

4⁹⁹ NESTLÉ Coffee-Mate Creamers 828-946 mL

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

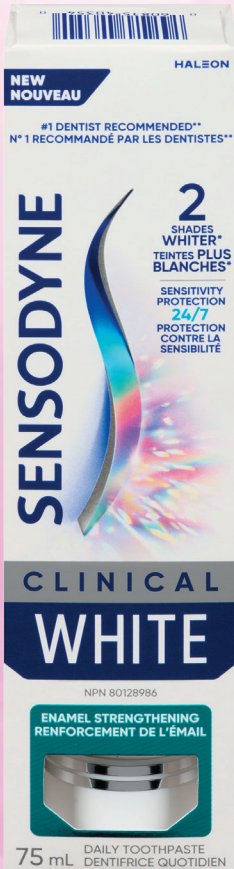
LISTERINE
Mouthwash 1 L



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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the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply

