

Sobey's
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE \$8

Pabst
Blue Ribbon
24 x 355 mL

35⁹⁹



SAVE \$8

Hoop Tea
Original Spiked
Iced Tea, 12 x 355 mL

25⁹⁹



NEW

**Hooray for
St. Patrick's
Day**



**Scene⁺
MEMBER
PRICING**

10⁹⁹
SAVE \$10

14⁹⁹ without
Scene+
Card
SAVE \$6

Ryan's
Irish Style Cream Liqueur
750 mL

SAVE UP TO \$7

Wolf Blass
Yellow Label
Cabernet Sauvignon
or Chardonnay
750 mL

12⁹⁹



SAVE \$3⁵⁰

Jackson-Triggs
Selected Varietals
750 mL

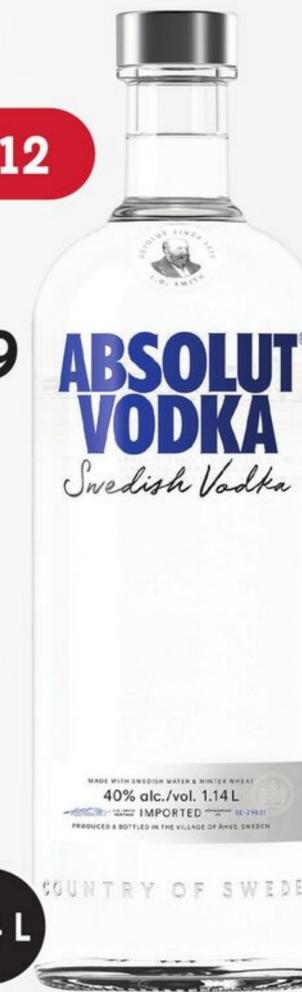
8⁹⁹



SAVE \$12

Absolut
Vodka
1.14 L

33⁹⁹



1.14 L

**Scene⁺
DIGITAL
EXCLUSIVE**

**FEBRUARY 26 TO
MARCH 25, 2026**

**Load more Digital Exclusive
product offers at
MyLiquorOffers.ca**



\$7^{*}
off
Reg. \$18.99

**Load this offer and get \$7 off
when you purchase one
Magners Original Irish
Cider 4 x 500 mL**

*Limit of 2 redemptions per offer. See page 4 for terms and conditions.

Flyer prices and offers effective March, 2026
in select stores in Alberta

THU 12 | FRI 13 | SAT 14 | SUN 15 | MON 16 | TUE 17 | WED 18



**A PROUD
CANADIAN
COMPANY**

PLEASE DRINK RESPONSIBLY.
Prices do not include taxes and deposits.

Scene⁺

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

PO1_SWCB_WK46_AB_PRN



4 L



Perfectly paired

The bold notes of prune, chocolate & toast, alongside the rich dark fruit tones crafted in The Prisoner, make this ripe & smooth red wine the perfect complement to fresh boneless pork loin.



Scene+ MEMBER PRICING

34⁹⁹ **SAVE \$12**

WORKS OUT TO \$6.56 PER 750 ML WITH A SCENE+ CARD OR \$7.31 WITHOUT A SCENE+ CARD

38⁹⁹ without Scene+ Card **SAVE \$8**

Black Cellar
Selected Varietals
4 L

SAVE \$4

Bask
Selected Varietals
750 mL

9⁹⁹

0 gram of Sugar per 188 mL serving

SAVE UP TO \$4

Smoky Bay
Cabernet Sauvignon or Pinot Grigio
750 mL

9⁹⁹

DELICATE AND LIGHT

AROMATIC AND ROBUST

SAVE \$4

Matua
Hawke's Bay Sauvignon Blanc
750 mL

12⁹⁹

FRUITY AND VIBRANT

SAVE \$20

The Prisoner
Red Blend
750 mL

44⁹⁹

AROMATIC AND ROBUST

SAVE \$6

50 PTS when you buy 1

Gray Monk
Latitude 50 Red or White
750 mL

14⁹⁹

FRUITY AND VIBRANT

AROMATIC AND SUPPLE

SAVE \$6

50 PTS when you buy 1

Barossa Valley Estate
Selected Varietals
750 mL

14⁹⁹

AROMATIC AND SUPPLE

92 POINTS Wine Spectator (2023)

SAVE \$7

50 PTS when you buy 1

Santa Margherita
Cabernet Sauvignon or Rosé, 750 mL

14⁹⁹

FRUITY AND LIGHT

AROMATIC AND SUPPLE

91 POINTS Wine Enthusiast (2023)

SAVE \$6

1884
Reservado Malbec or Cabernet Sauvignon
750 mL

15⁹⁹

AROMATIC AND SUPPLE

AROMATIC AND ROBUST

SAVE \$9

100 PTS when you buy 1

Trivento
Golden Reserve Malbec, 750 mL

18⁹⁹

FRUITY AND VIBRANT

AROMATIC AND ROBUST

95 POINTS Decanter (2022)

SAVE \$7

Freixenet
Prosecco or Italian Rosé
750 mL

19⁹⁹

FRUITY AND VIBRANT

2 | MIX & MATCH **BUY ANY 6 BOTTLES OF WINE AND GET 250 PTS** **OR** **BUY ANY 12 BOTTLES OF WINE AND GET 1,000 PTS**



SAVE \$5

200 PTS when you buy 1

Seagrams
83 Canadian Whisky, 750 mL
19⁹⁹



SAVE \$9

Fireball
Cinnamon or Blazin' Apple Whisky, 750 mL
22⁹⁹



SAVE UP TO \$7

Bacardi
Rum, Selected Varieties 750 mL
24⁹⁹



Scene+ MEMBER PRICING

19⁹⁹

SAVE \$8

22⁹⁹ without Scene+ card
Iceberg
Vodka, 750 mL
SAVE \$5

Spirits for happy hour



Hooray for St. Patrick's Day

Irish Mule Cocktail

- 2 oz Irish whiskey
- ½ oz to 1 oz freshly squeezed lime juice
- 4-6 oz ginger beer (to taste)
- Ice
- Mint sprig and lime wedge for garnish (optional)

Fill a copper mug or highball glass with ice. Pour in the Irish whiskey and fresh lime juice. Top with ginger beer and stir gently to combine. Garnish with a lime wedge or fresh mint sprig.

SAVE \$10

Bushmills
Black Bush Irish Whiskey, 750 mL
29⁹⁹



SAVE \$10

Jameson
Irish Whiskey, 750 mL
29⁹⁹



SAVE \$8

200 PTS when you buy 1

Proper Twelve
Irish Whiskey, 750 mL
31⁹⁹



SAVE \$6

Jim Beam
Kentucky Straight Bourbon Whiskey, Selected Flavours, 750 mL
26⁹⁹



SAVE UP TO \$14

Glendalough
Wild Botanical or Rose Gin, 750 mL
39⁹⁹



SAVE \$8

250 PTS when you buy 1

Cazadores
Tequila Blanco or Reposado, 750 mL
41⁹⁹



SAVE \$20

The Glenlivet
15-Year-Old Single Malt Scotch Whisky, 750 mL
72⁹⁹



My Liquor Offers
Scene+

Sign up & opt-in to receive emails at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) for your chance to win*

50,000 PTS

That's like \$500 in points!



ONE WINNER EVERY MONTH
SCAN HERE & SIGN UP TODAY

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.

LIQUOR

Sign up for our eFlyer



discover savings
at your local store



discover what's
new in spirits,
wine and beer

subscribe now

USE PROMO CODE: **SOBEYS30**

FOR **30% OFF** ANY GENERAL ADMISSION OR VIP TICKET

Sobeys LIQUOR **SAFeway** LIQUOR



CALGARY INTERNATIONAL **BEERFEST**
MAY 1 & 2, 2026
BMO CENTRE, STAMPEDE PARK



GET TICKETS TODAY!

Locally Crafted
BEER OF THE WEEK

World's Finest cascades into the glass with a creamy nitro head and flavours of fresh coffee and cocoa. It finishes with the kind of balance that made a certain Irish stout a global legend. Only difference? This one's proudly brewed right here in Alberta.



SAVE \$2

100 PTS when you buy 1

Calgary

The Dandy Brewing Co.

World's Finest Nitro Stout, 4 x 473 mL

15⁹⁹

dandy

est. 2014



SAVE UP TO \$8

Sapporo, Peroni, or Stella Artois

Selected Varieties
12 x 330-355 mL

29⁹⁹

NEW



SAVE \$9

Corona
Extra, 18 x 330 mL

45⁹⁹



SAVE \$8

300 PTS when you buy 1

Moosehead
Lager or Cracked Canoe, 15 x 355 mL

28⁹⁹



SAVE \$7

Old Milwaukee
15 x 355 mL

24⁹⁹



Ready to enjoy

SAVE \$7

100 PTS when you buy 1

Olé Cocktail Co.
Tequila Variety Pack
8 x 355 mL

21⁹⁹



SAVE \$7

Mott's Clamato
Selected Varieties
12 x 341 mL

29⁹⁹



SAVE \$7

250 PTS when you buy 2

Cottage Springs
Vodka Soda, Freezie Mix Pack, 8 x 355 mL

17⁹⁹



FLAMES GAME DAYS



15 CAN PACKS \$27.99



CALGARY FLAMES IS A REGISTERED TRADEMARK OF CALGARY SPORTS AND ENTERTAINMENT CORPORATION.

The Scene+ Loyalty Program is available at all participating Sobeys Liquor and Safeway Liquor locations within Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery 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 (equivalent to \$500) per day. 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.

*Receive \$7.00 off when you purchase one (1) Magners Original Irish Cider 4 x 500 mL in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons. Offer valid February 26 to March 25, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ card. The person purchasing the Magners Original Irish Cider 4 x 500 mL and redeeming this offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.



LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) before you shop

FEBRUARY 26 – MARCH 25, 2026



GET 1500 PTS
when you buy 1

McClelland's Scotch Whisky
Selected Varieties
750 mL (Reg. \$47.99)



SAVE \$9
when you buy 1

Carolans Irish Cream
750 mL (Reg. \$29.99)



SAVE \$20
when you buy 1

**Drumshanbo Gunpowder
Irish Gin**
750 mL (Reg. \$58.99)



SAVE \$17
when you buy 1

Wayne Gretzky Whisky
Selected Varieties
750 mL (Reg. \$39.99-\$41.99)



GET 700 PTS
when you buy 1

Santa Julia Malbec
750 mL (Reg. \$16.99)



SAVE \$8
when you buy 1

**Zuccardi Q Malbec or
Cabernet Sauvignon**
750 mL (Reg. \$23.99)



SAVE \$8
when you buy 1

Marqués de Cáceres
750 mL (Reg. \$21.99)



SAVE \$4
when you buy 1

**Santa Cristina
Casasole Orvieto**
750 mL (Reg. \$15.99)



SAVE \$4
when you buy 1

Alley Kat Seeing Red
Irish Ale 4 x 473 mL (Reg. \$17.99)



SAVE \$7
when you buy 1

Magners Original Irish Cider
4 x 500 mL (Reg. \$18.99)



SAVE \$5
when you buy 1

**Coors Seltzer 7%
Green Apple Slushie**
6 x 355 mL (Reg. \$18.99)



GET 400 PTS
when you buy 1

**Wild Winds The Föhn
Munich Helles Lager**
4 x 473 mL (Reg. \$16.99)

Activate Your Offers

All participating products featured on this page are available to be loaded from February 26 – March 25, 2026 on [MyLiquorOffers.ca](https://www.myliquoroffers.ca)*

Offer valid February 26 – March 25, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. Limit of two (2) redemptions per Scene+ membership card. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.