

URBAN_FRESH

sobeys urbanFRESH



HOT PRICE
3⁹⁹
/lb

Fresh Boneless Pork Loin Centre and Rib Combo Chops Family Size or Fresh Pork Side Ribs breast bone removed regular cut 8.80/kg

HOT PRICE
2⁴⁹

100 PTS
when you buy 2

Strawberries product of USA or Mexico no 1 grade 454 g 1 lb



HOT PRICE
10⁹⁹

COMPLIMENTS Frozen Chicken Wings, Breaded Chicken Strips, Nuggets or Burgers Value Size, BELMONT Homestyle Beef Burgers Angus, Prime Rib or Sirloin & More! 750 g-1.5 kg

HOT PRICE
9⁸⁸
/lb

Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AA grade beef while supplies last 21.78/kg



HOT PRICE
7⁹⁹
/lb

Broccoli Crowns
Product of Mexico or USA 4.39/kg



HOT PRICE
7⁹⁹
/lb, ea

COMPLIMENTS Cooked Shrimp in Ring with Sauce 255 g, PANACHE Butterfly or Coconut Breaded Shrimp 340 g or Fresh Tilapia Fillets subject to availability 17.61/kg

HOT PRICE
2⁹⁹

COMPLIMENTS Frozen Vegetables 500-750 g

HOT PRICE
2⁴⁹

CAVENDISH FARMS Flavour Crisp, Quick Crisp or Restaurant Style Fries or Quick Crisp Onion rings 454-750 g or CHEEMO Perogies 745-907 g

HOT PRICE
4⁴⁴

COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected

HOT PRICE
2⁶⁷

DEMPSTER'S 7" Tortillas 272-340 g, TIA ROSA Tortillas 220-328 g or VACHON Snacks 248-336 g

400 PTS
when you buy 4

HOT PRICE
2⁴⁷

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

HOT PRICE
4⁹⁹

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL

YOUR 1,000 PTS OFFER IS WAITING

That's like **\$10** toward your groceries

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Scan QR code to download or open the app

Scene+ card must be registered and offer must be loaded. See page 2 for full terms and conditions.*

OFFER AVAILABLE MARCH 12-18, 2026

HOT PRICE
11⁹⁹

BRAR'S Desi Ghee 800 g

Global Market

See store or website for store hours

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

Prices and offers in effect March 2026

So many deals
Scan here for our full digital flyer

Scene⁺ MEMBER

PRICING

Swipe your
Scene+ Card
and Save



MEMBERS SAVE \$1.05 /lb
5.44 /lb
11.99/kg **MEMBER PRICING**

6.49 /lb,
14.31/kg
without
Scene+ Card

Fresh Regular Ground Beef
Family Size



MEMBERS SAVE \$5
19.99 **MEMBER PRICING**

24.99
without
Scene+ Card

TIM HORTONS Single Serve Coffee Pods 24-30 pk,
MELITTA Ground Coffee 930 g or COMPLIMENTS
Whole Bean Coffee 907 g



MEMBERS SAVE \$1
6.99 **MEMBER PRICING**

7.99
without
Scene+ Card

ROBIN HOOD or FIVE ROSES Flour
assorted varieties 5 kg

Scene⁺ DIGITAL EXCLUSIVE

Load it in the Sobeys App



BUY 1 GET 1
of equal or lesser value
FREE

HIGH LINER Breaded or
Battered Haddock or Pollock,
Butterfly or Popcorn Shrimp,
Chips & Fish or Fish Cakes
330-700 g

Scene™

TURN POINTS INTO GROCERIES



5.49 **400 PTS**
when you buy 3

JOHNSONVILLE Breakfast, Dinner or Smoked Pork Sausages 250-500 g



250 PTS
when you buy 1

21.99

COMPLIMENTS Large Cooked Shrimp in Ring with Sauce 737 g



2.99 **300 PTS**
when you buy 4

CAMPBELL'S Chunky Soup 515 mL, PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g, KETTLE Chips 156-198 g or SNYDER'S Pretzels 240 g



That's like **\$5**
toward your groceries

500 PTS
when you buy 3

4.99

KRAFT Peanut Butter 500 g or Cheez Whiz 450 g



100 PTS
when you buy 1

6.99

BECEL Margarine 637-850 g

1,000 Points = \$10 of free groceries

100% **fresh** GUARANTEE

Guaranteed fresh or your money back



14.99 /lb

Fresh Boneless Bottom Sirloin Tri Tip Grilling Steak Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef 33.05/kg

2,000 PTS when you buy 1

7.99 /lb

Fresh Boneless Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last 17.61/kg

value size



12.99

COMPLIMENTS Thick Cut Bacon or Smoked Sausages 900 g-1 kg, MAPLE LEAF or SCHNEIDERS Ham 600-700 g or SWISS CHALET or MONTANA'S Pork Back Ribs 600-650 g



10.99 /lb

Fresh Wild Haddock Fillets subject to availability or Yellow Fin Tuna Steaks previously frozen or frozen 24.23/kg

OCEAN WISE RECOMMENDED

10.99

JANES Lightly Dusting Haddock or Sole Fillets 500-540 g



9.99 /lb

COMPLIMENTS Fresh Raised Without Antibiotics Boneless Skinless Chicken Breasts Family Size 22.02/kg



5 PACK

3.99 MEMBER PRICING

4.99 without Scene+ Card

Avocados product of Mexico 5 pk



3.99

Mini Danish 6 pk 250 g

BAKED IN STORE



200 PTS when you spend \$15 or more

3.49 /100 g

L'EXTRA Brie or Double Cream Brie, OKA Original or L'ARTISAN Swiss-Style

100 PTS when you buy 2

5.99

COMPLIMENTS Dry Cured Salami selected 125 g



2/\$5

DARE Bear Paws or Wagon Wheels 168-360 g, LECLERC Mini Celebration Cookies 200 g or DARE Veggie Crisps 100 g



6.97 KRAFT Singles 825 g or Philadelphia Cream Cheese 450 g



2.99

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



2.99 KRAFT Salad Dressing 425 mL



8.99

KELLOGG'S Pop-Tarts 1.152 kg, Rice Krispies 660 g, Special K Bars 500 g, WELCH'S Fruit Snacks 616 g or SUNKIST Fruit Snacks Club Pack 792 g



2/\$5

DEL MONTE Canned Fruit 398 mL or COMPLIMENTS Fruit Cups 4 pk



5.99

KELLOGG'S Family Size Cereal 450-650 g or POST Family Size Cereal 368-650 g



2/\$3

CLOVER LEAF Skipjack Light Tuna 170 g or Flavoured Tuna 85 g



3.99 SILK Select Beverages 1.75-1.89 L



5.49 COMPLIMENTS Salted Butter 454 g



8.99 CADBURY Mini Eggs 400 g while supplies last



3.99

DOVE Bar 2 pk, DEGREE Deodorant 76 g or AXE Deodorant 76-113 g or Shampoo 473 mL selected



7.49 MEMBER PRICING

8.49 without Scene+ Card

ZIPLOC Storage Bags 10-38 pk or Sandwich Bags 180 pk



14.99

TIDE Liquid Detergent 2.15-2.48 L or Pods 25-42 pk, GAIN Flings! 25-42 pk or Liquid Detergent 4.25 L



11.99

ROYALE Bathroom Tissue 24=48 rolls, Paper Towel 6=12 rolls or Facial Tissue 12 pk



\$1

COLGATE Toothpaste or Toothbrushes 52-95 mL or 1 pk selected

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2X

Canadian-origin products

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

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the Scotiabank Scene+ Visa Card.*

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