

2026-03-12 11:21 AM

WST_AB_MB_SK

EASTER

is on the way

MEMBERS SAVE 30¢/lb

2¹⁹ /lb
4.83/kg

MEMBER PRICING

RAISED WITHOUT ANTI-BIOTICS

HAYTER'S FARM
TASTE & TRADITION
LOCAL / WHOLESOME / 3 GENERATIONS OF FAMILY

YOUNG TURKEY
RAISED WITHOUT THE USE OF ANTIBIOTICS
FROZEN WITH GIBLETS
Léve sans les antibiotiques
JEUNE DINDON
ÉLEVÉ SANS L'UTILISATION D'ANTIBIOTIQUES
CONGÉLÉ AVEC ABATTS
Hôte de la Foire canadienne
Hôte de la Foire canadienne

EXCLUSIVE TO Sobeys SAFEWAY

2⁴⁹ /lb, 5.49/kg **without Scene+ Card** HAYTER'S FARM **Raised Without Antibiotics** Frozen Grade A Turkeys all available sizes

2⁹⁹ /lb

COMPLIMENTS Hickory Smoked Bone-In Ham Portions butt or shank or SCHNEIDERS Applewood Smoked Bone-In Ham 6.59/kg

14⁸⁸ /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

CERTIFIED TENDER*
TENDRETÉ CERTIFIÉE

5⁹⁹ ea when you buy 2 or more

COMPLIMENTS Apple, Pumpkin or Apple Crumble 650-750 g

compliments
PUMPKIN CITROUILLE
BUY MORE SAVE MORE
650 g

compliments
APPLE CRUMBLE CROUSTADE AUX POMMES
750 g

compliments
APPLE POMMES
750 g

100 PTS when you buy 1

16⁹⁹

CADBURY Mini or Assorted Eggs 745-875 g while supplies last

Cadbury Mini Easter eggs œufs de Pâques Mini

Cadbury Mini Eggs

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

FL01_SBY_WK48_PRN_WST_AB_MB_SK

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, 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
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 or PASTRY BOX Cheesecakes frozen 350-600 g



12⁹⁹
MITCHELL'S
Thick Cut Bacon
1 kg

We offer
cored or whole
pineapples for
the same price



9⁹⁹

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



4⁹⁹

Whole or
Cored Pineapple
product of Costa Rica



3⁹⁹

Pumpernickel or
Sourdough Boules 450-495 g



6⁹⁹
TRE STELLE
Bocconcini
200 g



3⁹⁹
/100 g

PILLER'S Salami assorted varieties
or CASTELLO Fontal Cheese



2/\$7

300 PTS
when you buy 2

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



2/888

COCA-COLA or PEPSI Soft Drinks 6x710 mL



3⁹⁹

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



6⁹⁹

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



3⁴⁹

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



30% off

MCCORMICK Gourmet Spices
selected 0.5-74 g



5⁹⁹

NATREL Organic Milk 2 L



265
MEMBER
PRICING

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



3⁹⁹

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



3⁹⁹

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



6⁹⁹

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



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support Canada

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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. Advertised prices 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_MB_SK

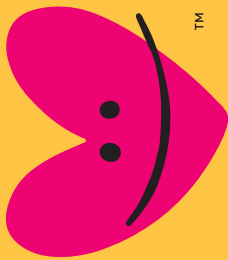
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TM 2026 Make Happy Tummies

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
PREMIUM CUT

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



STARTING AT
7⁹⁹

HARVEST Sausage Rings or Chubs 300-375 g



OCEAN WISE
RECOMMENDED

28⁹⁹

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

12⁹⁹
/lb

SUNGOLD Fresh Boneless Lamb Leg 28.64/kg



Try with



100 PTS
when you buy 3

179

FRANCO-AMERICAN Gravy 284 mL



10⁹⁹

MARINA DEL REY Shrimp Appetizer Trio 504 g



10⁹⁹
SIMPLY COCKTAILS
Cocktail & Mocktail Mixers 480 mL



value
size

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

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*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



1⁹⁹
/lb

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



100 PTS
when you buy 2

4⁵⁹

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

BAKED
IN STORE



\$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

1⁹⁹ 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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or the Sobeys or Safeway app.

the way TO VALUE



7⁹⁹

Raspberries product of USA or Mexico 340 g



Avocados product of Mexico 5 pk
4⁹⁹

ORGANIC
5⁹⁹
3 pk



100 PTS
when you buy 2
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

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

Large Red Grapefruit product of Israel



2/\$6

COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA



4⁹⁹

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

LIL SNAPPERS Gala, Pink Lady or Granny Smith Apples product of USA fancy grade 1.36 kg 3 lb bag



3⁸⁸

COMPLIMENTS ORGANIC Whole White or Cremini Mushrooms product of Canada 227 g



9⁹⁹

NUTS FOR CHEESE Wedges 120 g product of Canada



18⁹⁹

TOFURKY Roast & Gravy Combo 1.13 kg



7⁹⁹

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

Gerbera assorted colours 10-stem bunch grown in British Columbia

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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

8⁹⁹
/lb

value size

14⁹⁹
/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

3⁴⁹
/lb

Fresh Pork Hock 7.69/kg

4⁴⁹
/lb

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

200 PTS
when you spend \$20 or more

8⁹⁹
/lb

Fresh Medium Ground Chuck Beef Burgers 19.82/kg

11⁹⁹
/lb

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

5⁹⁹

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**

300 PTS
when you spend \$15 or more

12⁹⁹
/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

3⁹⁹
/lb

Fresh Boneless Pork Loin Centre Roast homestyle seasoned 8.80/kg

HAM IT UP

500 PTS
when you buy 1

4⁹⁹
/lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg

500 PTS
when you buy 1

8⁴⁹
/lb

PANACHE Simple-Carve Ham 18.71/kg

100 PTS
when you spend \$10 or more

6⁴⁹
/lb

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

200 PTS
when you buy 1

14⁹⁹

BEST BUY Boneless Smoked Ham 1.2 kg

quick & easy

BUY MORE SAVE MORE

4⁴⁹ ea when you buy 2 or more

COMPLIMENTS Boneless Smoked Ham Slices 375 g 4.99 ea

STARTING AT

7⁴⁹ /lb

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

BUY MORE SAVE MORE

12⁹⁹ ea when you buy 2 or more

PILLER'S Naturally Smoked Boneless Hams 800 g 14.99 ea

STARTING AT

6⁹⁹

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

4⁹⁹ /lb

100 PTS when you buy 2

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

9⁹⁹

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

11⁹⁹ /lb

120 PTS when you buy 1

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

300 PTS when you buy 2

13⁹⁹

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g

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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.

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EVERY WEEK!**

**G R O C E R Y
GIVEAWAYS**



SOBEYS



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

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at www.sobeys.com/grocerygiveaways
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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.

P06_SBY_WK48_PRN_WST_AB_MB_SK

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



20 x \$500
HOME HARDWARE GIFT CARDS

PLAY WEEKLY TO UNLOCK
FREE ITEM OFFERS FROM
COMPLIMENTS!

WE'RE FULL OF
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**100 PTS**
when you spend
\$8 or more**189**
/100 g Fresh Wild Pacific Rockfish Fillets
product of British Columbia subject to availability**\$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

bakery

Brownies 550-585 g or
Brownie Cakes 310-390 gALLIE & SARA'S KITCHEN Crepes
Belgian Chocolate or Apple
Cinnamon frozen 540 g

Small Bar Cakes 325-575 g

**599**
All Butter Danish
4 pk 420 g**599**
Gourmet Cookies
6 pk 410-475 g or
Mini 24 pk 312 g**349**
ea when you
buy 2 or more
Strudel Fingers, Turnovers or
Mini Strudel 4-6 pk 228-272 g
3.99 ea**449**
Panini Buns 6 pk 375-480 gPortofino Breads 810 g or
Brioche Burger Buns 6 pkCOMPLIMENTS Garlic Bread
284 g

COMPLIMENTS 7" Tortillas 340 g



HOSTESS Snacks 121-225 g

deli & kitchen

PANACHE Italian Sliced Meats
selected 100 gPANACHE Toppers or Crisps
130 mL or 150 g selected**10% off** **200 PTS**
when you buy
\$15 or more
BRANDT Kolbassa Coil, Loaf,
Krakowska, All Beef Salami or
Beerwurst Sausage**449**
/100 g
MAPLE LEAF Natural Selections
Turkey or Ham**699**
799 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
7.99

STARBUCKS Creamers or Non-Dairy Creamers 828 mL



3.49

HELUVA GOOD! Dip 250 g, YOPLAIT Source Yogurt 630 g, 4 pk or Minigo or Tube Yogurt 6-8 pk



5.99 **100 PTS**
when you buy 2

ARMSTRONG Cheese Sticks 210 g, Swirls 283-340 g, Nibblers 200 g or Combos 180 g



4.49 **100 PTS**
when you buy 2

DEL MONTE Juice 1.6 L



10.99

DANONE OIKOS Greek Yogurt 12 pk or 1.5 kg



7.49 **150 PTS**
when you buy 2

YOPLAIT Source Yogurt 16 pk



7.99

KRAFT Shredded Parmesan 200 g



2.99 **100 PTS**
when you buy 3

PILLSBURY Cookies 468 g (excludes seasonal) 3.49 ea



4.99

COMPLIMENTS Dough'chi Bites or Fruit Bars 6 pk selected



3.99

NATREL Lactose Free Ice Cream 473 mL



3.99

MCCAIN Fries selected 800 g



4.99

KRAFT Cool Whip Frozen Whipped Topping 1 L



\$2

SWANSON Pot Pies 200 g



7.49

P.F. CHANG'S Bowls 312 g



3.99

MCCAIN Pizza Pockets 3 pk or Diced Hashbrowns 800 g



6.79

MCCAIN Deep'n Delicious Cakes 510 g selected



1.99

COMPLIMENTS Sour Cream 250 mL



2.49

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



3.49

KETTLE BRAND Chips 156-198 g



5.99 **100 PTS**
when you buy 2

KASHI Granola 311-340 g



3.49 **BUY MORE SAVE MORE**
when you buy 2 or more

CERES Juice 1 L 3.99 ea



7.49 **STARTING AT**

NUTS TO YOU Spreads 365 g



3.99

MUTTI Organic Tomatoes 398 mL



2.99

SILK Aseptic Plant-Based Beverages 946 mL



4.49 **STARTING AT**

AMY'S KITCHEN Burritos or Wraps 142-170 g



2/\$5 **100 PTS**
when you buy 4

MID-DAY SQUARES 33 g



2.99 **200 PTS**
when you buy 2

CLIF Builders Protein Bars 68 g



49.99 **500 PTS**
when you buy 1

PVL Iso Sport, Iso Gold Essential Sport or Plant 727-840 g



25% off **400 PTS**
when you buy 2

WEBBER NATURALS Vitamins or Supplements selected



39.99 **300 PTS**
when you buy 1

PERFECT SPORTS Diesel Whey Protein Powder 908 g

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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

when you buy
2 Carlton Cards**2⁷⁹**
CREATIVE CONVERTING 7" or 9"
Plates 8 pk or Napkins 2 ply 16 pk
while quantities last**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
7⁹⁹ COLGATE
Toothbrushes
1-12 pk selected**8⁹⁹** **300 PTS**
when you buy 2
AVEENO Body Wash 532 mL or
OGX Hair Care 50-385 mL or
172 g selected**6⁹⁹**
SENSODYNE Clinical Whitening,
HELLO Toothpaste or
THERABREATH Oral Rinse
75-473 mL selected**11⁹⁹**
OLAY or OLD SPICE Body Wash
or OLAY Bar Soap 591-987 mL or
8 pk selected**400 PTS**
when you buy 2
10⁴⁹
ALWAYS Pads, Liners or TAMPAX
Tampons 18-120 pk selected**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**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**1⁰⁰** 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

TYLENOL OFFICIAL PARTNER

PRO LEVEL RELIEF

TYLENOL Extra Strength
TYLENOL COLD

TYLENOL or BENLYN Cough, Cold & Flu selected*,
TYLENOL Pain Relief 80-150 pk, Easy Dissolve 32 pk or
Precise 113 g or MOTRIN 400mg Liquid Gel 60 pk*

10% off

BENLYN

TOUGH ON COUGH

200 PTS
when you buy 2

10% off

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We do that!

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

360Health | **Sobey's SAFEWAY**

*Fee for some services may apply.

Scene+

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

Scene⁺
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

- ① Download the Sobeys or Safeway app
- ② Load your offers to activate them
- ③ Shop and scan your Scene+ card

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.

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



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



**Find more variety and
value in store**

Global Market

Your destination for variety and value

2⁷⁹
/lb

Papaya product of Mexico 6.15/kg



3⁷⁷
/lb

Plantains product of Mexico or Guatemala 8.31/kg



11⁹⁹
/lb

Fresh Boneless Stew Beef Family Size 26.43/kg



12⁹⁹

SHOAL WATER SEAFOODS Boned Salt Cod 454 g



1¹⁹

GRACE Mackerel or Sardines 155 g selected varieties



99¢

GRACE Cock Dry Soup Mix 43 g



4²⁹

GRACE Sweetened Condensed Milk 300 mL



1¹⁹

GRACE Peanut Punch 240 mL or Coconut Milk Powder 50 g



1⁴⁹

GRACE Island Soda 355 mL selected varieties



1⁹⁹

GRACE 100% Pure Coconut Water 500 mL



WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Prepared to impress

Let's start
with apps!

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

When you spend \$75

or

Get **2,500** PTS

When you spend
\$150 or more

That's like
\$25
toward your
groceries

Shop our
selection of

60+

Made-to-order trays!

Take the Wrap!

An appetizing assortment of freshly prepared wraps, including Chicken Caesar, Crispy Chicken, Turkey Club, Buffalo Chicken and Seven-Grain Veggie.

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!

Visit www.sobeys.com/entertaining or www.safeway.ca/entertaining for tray selections and ordering tips

THE WAY to your feast



\$25

BUTTERBALL Seasoned Boneless
Turkey Breast Roast frozen
1.2-1.5 kg



2¹⁹
/lb
4.83/kg
**MEMBER
PRICING**

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

2⁴⁹
/lb,
5.49/kg
**without
Scene+ Card**



2⁷⁷
/lb

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



500 PTS
when you buy 1

4⁹⁹
/lb

PANACHE Hickory Smoked Spiral Sliced
Honey Glazed Ham 11.00/kg



200 PTS
when you buy 1

14⁹⁹

BEST BUY Smoked
Boneless Ham 1.2 kg



500 PTS
when you buy 1

8⁴⁹
/lb

PANACHE Simple Carve
Boneless Ham 18.71/kg



10⁹⁹

GOLD LABEL Hams 800 g



6⁴⁹
/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



4⁹⁴

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



300 PTS
when you buy 2

2/\$7

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



300 PTS
when you buy 2

13⁹⁹

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g

3⁴⁹

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



2/8⁸⁸

COCA-COLA or PEPSI Soft Drinks 6x710 mL

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Proud Partner



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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.

CERTIFIED
TENDER*
TENDREté
CERTIFIÉE

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

READY
FOR
YOU

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.

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

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

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



362

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



S/M 44
COUNT



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



908 G

200 PTS
when you buy 1

\$20

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



908 G

200 PTS
when you buy 1

\$17

OCEAN JEWEL
Raw Peeled & Deveined 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



908 G



Sprite Chill
CHERRY LIME
CERISE LIME

OBEY YOUR THIRST.

CHERRY LIME'S NEVER BEEN COLDER

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GATORADE FUELS
CANADA SOCCER

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 g sugar
140 mg caffeine

2/\$6 ALANI NU Energy Drink 355 mL



PEPSI | **NHL** OFFICIAL SPONSORS OF THE NHL

NEW

100 PTS when you buy 2
PEPSICO Beverages 6x222 mL any flavour



bubly mini

NEW

100 PTS when you buy 2
BUBLY Sparkling Water Beverage 6x222 mL any flavour



NEW

6⁹⁹
PURE LEAF Iced Tea 6x340 mL any flavour



Becel

Prepared in Canada

FEEL GOOD ABOUT EVERY BITE
CANADA'S #1 SPREAD*

7⁹⁹
BECEL Margarine 637-850 g



3⁹⁹
IMPERIAL Margarine Soft Tub 427 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

YOU COULD WIN
1 OF 3 \$10,000 VIP TRIPS
TO THE **STANLEY CUP FINAL 2026**
PLUS DAILY PRIZES OF GIFT CARDS & MORE!

FindAndWin.ca



6⁹⁹ SPONGETOWELS Ultra or UltraPRO Paper Towels 3=6 rolls

*NO PURCHASE NECESSARY. Open to legal age of majority residents of Canada. Contest starts March 1/26, 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); & (ii) 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 \$240 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.



6⁹⁹
PUREX 12=24 rolls or Ultra or UltraLux 8=24 rolls



6⁹⁹
SCOTTIES Original or Supreme 6 pk



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.

*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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TRUSTED BY
CANADIANS!**

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CUSTOMERS
ACROSS CANADA.**

nimbus



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\$10,000 TO BE **WON** IN Scene+ **PTS**

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



LEARN MORE

Natrel

OKA

L'EXTRA

Chevalier

NOTRE-DAME

*NO PURCHASE NECESSARY. Full Contest rules and pricing details found at <https://www.sobeys.com/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.

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply



BOLD FLAVOUR MEETS MAYO



HEINZ MAYONNAISE-STYLE SAUCES

LEARN MORE