



YOUR

1,000 **PTS**

OFFER IS WAITING

Visit the Sobeys app or
Sobeys.com/offers

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

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

Scan QR code to download or open the app

Scene⁺

DIGITAL EXCLUSIVE

OFFER AVAILABLE
MARCH 12-18, 2026



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

14.39 /kg

without
Scene+ Card

Fresh Regular Ground Beef
Family Size



MEMBERS SAVE \$2

19.99

24.99

without
Scene+ Card

TM 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

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
FREE**

1 each of items with
this code



CHIPS & FISH
Crispy Style

330-700 g

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

FLO_SBP_WWAL_PRR_CNT

Scene

TURN
POINTS
INTO
GROCERIES



549

400 PPS
when you buy 3

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



2199

250 PPS
when you buy 1

COMPLIMENTS Large Cooked Shrimp in Ring with Sauce 737 g



299

300 PPS
when you buy 4

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



499

500 PPS
when you buy 3

That's like \$5 toward your groceries

KRAFT Peanut Butter 500 g or Cheez Whiz 450 g



699

100 PPS
when you buy 1

BECEL Margarine 637-850 g

1,000 Points = \$10 of free groceries

FULL_SPT_09040_P000_0001

**Guaranteed fresh
or your money back**

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

10⁹⁹ /lb

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

10⁹⁹  JUANES Lightly
Dusted Haddock or
Sole Fillets
500-540 g

9.99
/lb

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

LE FRUIT DE L'EXCELLENCE

3.99
MEMBER
PRICING

4.99
without
Scene+ Card

avocados product of Mexico 5 pk

200 PTS
when you spend
\$15 or more

3.49
/100 g

L'EXTRA Brie or Double C
OKA Original or L'ARTISA



1
with
5
COMP
selecte

PTS
you buy 2
99
ENTS Dry Cured Salami
5 g

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

**On March 14, slice
into something good!**

Cream Pies 5" 260-370 g

COMPLIMENTS Apple, Apple Crumble
or Pumpkin Pie 650-750 g 6.99 ea

14" Take & Bake Pizza 715-890 g

9.99

BARD VALLEY
Medjool Dates
907 g

2⁴⁹ /lb
Green, Yellow or Grey
Zucchini or Eggplant product
of Mexico or USA 5.49/kg



2/\$5

2.49
/lb

Roma Tomatoes product of Ontario or Mexico no 1 grade 5.49/kg

6.99
/lb

Fresh Yellow Dates
product of Namibia
15.41/kg

25% off

COMPLIMENTS Baking Nuts
200-400 g selected varieties

349

COMPLIMENTS
Pitas 200-425 g

20⁹⁹ AASHIRVAAD
Whole Wheat
Flour 9.07 kg

249 SALEM FOODS Bulgur
908 g selected varieties

14⁹⁹ SALEEM CARAVAN
Basmati Rice 4.45 kg
selected varieties

849 KASIH Golden Tahir
900 g

3⁹⁹ AL'FEZ Moroccan Couscous 200 g

399 SALEM FOODS Vine Leaves
454 g or Pickled Cucumbers
1000 g

5⁹⁹ KIRI Portions 144 g

150 PTS
when you buy 2

4²⁹ SUMMER FRESH Dips, Hummus, Queso or Salsa 200-227 g

549 İÇİM Halloumi Cheese
250 g

3⁹⁹ AL'FEZ Garlic or Tahini Sauce 238 mL

3⁹⁹ TRE STELLE Paneer
300 g

*Between 1000 Series e-points, where you boost the offer and make the top of minimum purchase amount from your individual shopping history, to eligible group purchases or participating Sobeys locations in Ontario is a single transaction, but applicable taxes and charges and other deductions apply. Discounts or coupons, Sobeys credit cannot be used and registered, Offer valid from March 2 - March 30, 2020. Offer must be loaded to a registered Sobeys e-points card prior to transaction. Offer excludes lists, tobacco products, gift cards, bottle deposits, prescriptions, lottery, alcoholic beverages, fuel, wedding services and other non-dishonorable product excluded by law. No Sobeys e-points card. Void if lost, tampered, or altered. Offer has no cash value. Sobeys registered digital or physical content is the property of its creator. Visit <https://www.sobeys.ca/terms-and-conditions> to see full terms and conditions. We reserve the right to extend the offer. 4 points. In our sole discretion, there is a limit of one unutilized or ineligible use of the offer and it is subject to change without notice. Trademarks of Sobeys Inc. or Corporation used under license by Sobeys Capital Corporation.

Available at most stores

seafood



2.99
MEMBER
1.49

3.49
without
Scene Card

COMPLIMENTS Crab- or Lobster-Flavored Alaska Pollock 227 g



\$12
+100 PTS
when you buy 1

BEST BUY Breaded Popcorn Shrimp, Squid Rings or Sole Fillets 800-850 g



4.99
MEMBER
2.49

5.99
without
Scene Card

COMPLIMENTS NATURALLY SHIMP, E.T. Tilapia, Bass or Pollock Fillets 400 g



8.99
MEMBER
4.49

9.99
without
Scene Card

COMPLIMENTS Cooked Shrimp or Raw Shrimp 31-40 or 71-90 ct by lb or Bay Scallops 80-120 ct by lb 340 g



From Newfoundland

Fresh Steeled Trout Fillets product of Newfoundland



12.99
/lb. ea
28.64/lb

NANUK Smoked Coho Salmon 140 g



Fresh Atlantic Salmon Roasts Stuffed with Spinach, Cheddar, Bacon & Cold Water Shrimp



READY FOR YOU

200 PTS
when you buy 2

12⁹⁹

Real Cream Layer Cakes 510-725 g

NEW

14⁹⁹

WITHENSHAW Sticky Toffee Pudding frozen 550 g

5⁹⁹

6⁹⁹

without Scener-Cord

COMPLIMENTS Pecan or Raisin Butter Tarts 510 g

Made with 100% Canadian Flour

BAKED IN STORE

3⁹⁹

Winnipeg Style Light or Dark Rye Bread 450 g

BAKED IN STORE

2⁴⁹

Clabatta or Artisan Style Baguettes 325-380 g 2.99 ea

100 PTS
when you buy 2

5⁹⁹

Donuts 4 pk 320-520 g

75 PTS
when you buy 2

5⁹⁹

Hot Cross Buns 6 pk 515-545 g

deli & kitchen

14⁴⁹ **MEMBER** **15⁴⁹**
without
Scene+Card

COMPLIMENTS Sliced Cheese
440 g

STARTING AT
7⁹⁹ **++100 PTS**
when you buy 2

KERRYGOLD Irish Cheeses 198 g
or MONSIEUR GUSTAV Cheddar
200-250 g

++100 PTS
when you buy 1

18⁹⁹ TRE STELLE
Feta 850 g

SLICED FRESH

3⁹⁹ PANACHE Ham or
Oven Roasted
Chicken
700 g

7⁹⁹ GREENFIELD Sliced
Deli Meats 175 g
selected

11⁹⁹ **++100 PTS**
when you buy 2

COMPLIMENTS Charcuterie Trio
selected 250 g

SLICED FRESH

3⁹⁹ MASTRO Genoa
Salami hot or mild
750 g

SLICED FRESH

4⁴⁹ **++200 PTS**
when you buy
200 g or more

COMPLIMENTS Montreal Smoked
Meat, Roast Beef, Corned Beef or
Pastrami

5⁹⁹ **MEMBER** **6⁴⁹**
without
Scene+Card

Wraps 219-300 g

LIMITED TIME ONLY

8⁹⁹ GOLD LABEL
Heat-and-Serve
Snack Dips 375 g

6⁴⁹ **++200 PTS**
when you buy 2

YUCATAN Guacamole regular, mild
or spicy or Avocado Salsa 227-340 g

++100 PTS
when you buy 2

6⁹⁹

Snack or Classic Meal Boxes select varieties 300-320 g

10⁹⁹

OLIVIERI Family Size Pasta or Gnocchi
selected 520-700 g

frozen & dairy

 5⁹⁹ 100 PTS when you buy 2 COFFEE-MATE Creamers 828-946 mL	 4⁴⁹ 100 PTS when you buy 2 GAY LEA Aerosol Whipped Topping 225 g	 2⁹⁹ 100 PTS when you buy 2 COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea	 5⁴⁹ 200 PTS when you buy 2 ARMSTRONG Cheese Slices 220-240 g
 8⁴⁹ HELIVA GOOD! Dip 680 g	 3⁴⁹ GAY LEA Sour Cream 425-500 mL	 5⁴⁹ 100 PTS when you buy 2 COMPLIMENTS Pure Orange Juice 1.5 L	 15⁹⁹ SAPUTO Shredded Cheese 1 kg or ARMSTRONG 900 g
 4⁹⁹ REVELLO or FUDGICLE Novelties 12 pk selected	 4⁹⁹ CRAVE or KD Frozen Entrées 200-340 g	 7⁹⁹ DR. OETKER Giuseppe Stuffed Crust Pizza or Suprema Pizza 475-771 g	 5⁹⁹ KELLOGG'S Eggo Waffles 560 g or Protein Waffles 280 g
 3⁹⁹ CHAPMAN'S Super Premium Plus Ice Cream 500 mL	 13⁹⁹ MCCAIN Pizza Pockets 12 pk	 13⁹⁹ ARCTIC GARDENS Frozen Vegetables 1.25-1.75 kg	 5⁴⁹ HUNGRY-MAN Frozen Dinner or XL Bowls 360-455 g

Here for your budget and lifestyle

 200 PTS when you buy 2 COMPLIMENTS Large Brown Eggs or Free Run Large White Eggs 12 pk	 4⁹⁹ PANACHE Premium Ice Cream 1 L or Novelties 4-6 pk	 1⁶⁹ COMPLIMENTS Frozen Entrées selected 227-284 g
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natural health

 4⁹⁹ VITA COCO Coconut Water 1 L	 7⁴⁹ MARY'S ORGANIC Crackers 142-184 g	 5⁴⁹ TRADITIONAL MEDICINALS Teas 16 pk	 6⁹⁹ STARTING AT NUTS TO YOU Organic Butter 500 g
 2⁹⁹ CLUB HOUSE Organic Spice Bags 10-57 g or SILK Creamers 450-473 mL	 6⁴⁹ STARTING AT GARDEIN Supreme Meat Alternatives 255-425 g	 4/\$11 COVE Kombucha 355 mL	 100 PTS when you buy 2 4⁹⁹ PACIFIC FOODS Organic Chili 468 g
 29⁹⁹ GOODPROTEIN All-in-One Shake 440 g	 100 PTS when you buy 1 2/\$7 GRENADE Protein Bars 60 g	 12⁹⁹ PURE PROTEIN Bars 60 g	 15% 200 PTS when you buy 1 CENTRUM MultiGummies 90-130 pk selected

drinks & snacks

9⁹⁹

LINDT or GHIRADELLI Bagged Chocolate 130-151 g, HERSHEY'S Novelty Chocolate 389 g or HARIBO 40 pk white supplies last

5⁴⁹

CADBURY Multipacks 152-200 g or NERDS Gummy Clusters 227 g

9⁹⁹

ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL or OLE Mocktails 4x355 mL

2/\$6 **50 PTS** when you buy 2

RED BULL Energy Drinks 250 mL

\$4 **150 PTS** when you buy 2

KELLOGG'S Town House, Snap'd or Cheez-It Crackers 213-391 g

4⁴⁹

LOTUS Biscoff Biscuits 250 g, CADBURY Fingers 114 g or PEPPERIDGE FARM Cookies 200-213 g

2/\$9

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

2⁴⁹ **100 PTS** when you buy 2

COMPLIMENTS Potato Chips 200 g or Tortilla Chips 250-280 g

10⁹⁹ **200 PTS** when you buy 1

VAN HOUTTE Coffee K-Cups® or Brew Over Ice Pods 10-12 pk or Roast & Ground Coffee 340 g

13⁹⁹

TETLEY Orange Pekoe Tea 216 pk

3⁹⁹ **150 PTS** when you buy 2

COMPLIMENTS Cranberry or Ruby Red Grapefruit Cocktail 1.89 L

8⁴⁹

NATURE VALLEY Mid-size Granola Bars 340-525 g

meal makers

6⁴⁹ **100 PTS** when you buy 2

HERSHEY'S Chips 200-270 g

3⁴⁹

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

4⁴⁹

KELLOGG'S Cereal 210-525 g selected varieties (excludes family size)

19⁹⁹

JAKEMAN'S Maple Syrup 1 L

4⁹⁹ **50 PTS** when you buy 1

MONTANA'S BBQ Sauces 350 mL

6⁹⁹

MAZOLA Oil 1.18 L

3⁹⁹

DIMPFLMEIER Munich Style Rye Bread 500 g or DEHNSTYER'S Bagels selected 5-6 pk

3⁹⁹ **200 PTS** when you buy 2

QUAKER Instant Oatmeal 230-344 g or Quick or Old Fashioned Oats 900 g-1 kg

2⁹⁹ **100 PTS** when you buy 2

FRASER FARM Gravy and Meatballs 425 g or PURITAN Stew 410 g or FRASER FARM Gravy and Meatballs 425 g

7⁹⁹

TACO BELL Crunchwrap Supreme 642 g or Cheesy Double Decker 401 g Taco Kits

4⁴⁹

STONEMILL Bread 454-600 g

11⁴⁸

BEN'S ORIGINAL Rice 2.2 kg selected varieties

Here for your budget and lifestyle

100 PTS when you buy 2

COMPLIMENTS Spices or Seasonings selected 5-245 g

15% off

COMPLIMENTS Baking Nuts 100 g selected (excludes Pine Nuts)

8⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Family Size Granola Bars 360-530 g or Crispy Rice Squares 582 g

3⁷⁹ **150 PTS** when you buy 2

COMPLIMENTS Cookies 300-350 g

4⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Exceptional Chocolate Chip Cookies 280 g

3⁹⁹

COMPLIMENTS Sweet Pickled Onions 375 mL or PANACHE Salad Dressing 350 mL

1⁹⁹ **150 PTS** when you buy 2

COMPLIMENTS Baked Beans 398 mL

2/\$5

COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g

home & pet care

11⁹⁹

PURINA ONE Dry Dog or Cat Food 1.45-1.8 kg

21⁹⁹

PURINA Tidy Cats Lightweight Cat Litter 5.44 kg

1⁵⁹

SHEBA Perfect Portions 2-4 pk 75 g 1.79 ea

8⁹⁹

WHISKAS Dry Cat Food 1.5-2 kg or PURINA Dentalife Dog Treats or Chews 404-595 g

24⁹⁹

FINISH Dish Tabs 60-105 pk

6⁴⁹

SCRUBBING BUBBLES Drop Ins 1 pk, Fresh Brush 1 pk, Refills 8 pk or Toilet Cling Fresh Brush 12 pk

4²⁹

ALLEN'S Cleaning Vinegar 950 mL

32⁹⁹

TIDE Pods 85-112 pk or Power Pods 63 pk

15⁹⁹

CASHMERE Bathroom Tissue 12=36 rolls or SPONGETOWELS Ultra Pro 4=8 rolls

2⁹⁹

SCOTTIES Ultra Soft with Lotion Facial Tissue Cubes 32 pk

4⁴⁹

ALCAN Foil 50 ft, Non-Stick 25 ft or REYNOLDS Parchment Paper 35 ft

12⁴⁹

GLAD Waste Bags 20-40 pk

health, beauty & baby

5⁹⁹

SENSODYNE or Pronamel Toothpaste 75-100 mL selected

5⁹⁹

PANTENE Hair Care 170-355 mL or 187 g selected

7⁹⁹

LIVE CLEAN Body Wash or SOFTSOAP Liquid Hand Soap 500 mL or 1.47 L selected

15⁴⁹

ALWAYS Pads, Liners or TAMPAX Tampons 10-136 pk selected

20% off

GILLETTE Fusion or Mach3, BIC or SCHICK Razors, Skintimate or Satin Care or GILLETTE Shave Cream 1-15 pk, 75 mL or 198-311 g selected

4⁹⁹

CREST Pro Health or SCOPE Mouthwash or ORAL-B Toothbrushes 500 mL-1 L or 1-4 pk selected

28⁹⁹

ORAL-B Rechargeable Toothbrushes or Heads or CREST 3D White Strips 1-10 pk selected

10% off

GOLD BOND 65-400 mL or 226 g selected

55⁹⁹

SIMILAC Powders 837-859 g

3⁹⁹

Q-TIPS including Organic 400 pk

36⁹⁹

ENFAGROW A+ 907 g or PAMPERS Super Econo Pack Huge Diapers 66-174 pk

28⁹⁹

PAMPERS Super Pack 42-116 pk

pharmacy

Only available at Pharmacy Locations

*Select products and only available when a pharmacist is on duty.

10% off

ADVIL 24-50 pk selected or VOLTAREN 30 g or 50 g*

10% off

SYSTANE Eye Drops 10 mL or Contacts Solution 120 mL selected

19⁹⁹

DEPEND Underwear or POISE Pads selected

10% off

TYLENOL Complete 40 pk or BENVLIN All-in-One 250-270 mL or 40 pk selected*

10% off

BAND-AID Wound Care selected

Need health care or advice? We do that!

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

360Health | |

*Free for some services may apply.

Scene+ **JOIN SCENE+ TODAY.** sceneplus.ca/register

SCN_Scne+_00046_0001

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

Scene+
**DIGITAL
EXCLUSIVE**

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- 2 Load your offers to activate them
- 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
300 PTS
when you spend
\$18 or more on

Selected Canadian Cheddars with
the Blue Cow Logo 170-280 g

Get
200 PTS
when you buy 2
COMPLIMENTS Coconut Milk 400 mL
selected varieties



**SAVE
\$1**

LOAD THIS OFFER
AND SAVE \$1 ON
COMPLIMENTS
ORGANIC Frozen Fruit
600 g



**BUY 1 GET 1
FREE**
of equal or lesser value

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



Download on the
App Store

GET IT ON
Google Play

Offer valid March 12th to March 18th, 2026 at all Sobeys locations in Ontario. 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.



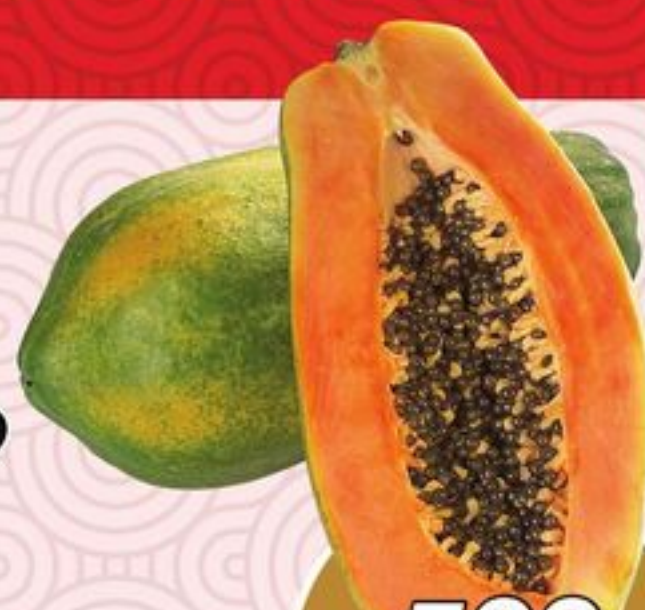


Your destination for
variety and value



2⁹⁹
/lb

Indian Eggplant product of
Mexico 6.59/kg



4⁴⁹
/lb

Okra product of
Honduras 9.90/kg



1⁹⁹
/lb

Papaya product of
Mexico or Guatemala
4.39/kg



2⁴⁹

Coconut product of Vietnam



99¢

Passion Fruit
product of Columbia



3⁴⁹
/lb

CHALO! Naan 500 g



13⁹⁹

INDIA GATE Pure
Basmati Rice 4.54 kg



5²⁹

INCI Vegetable Ghee 1 pk



4²⁹

PATAN'S Cooking Sauce 400 mL,
selected varieties



4⁹⁹

PATAN'S 3 Step Sauce Kits 313 g,
selected varieties



4⁷⁹

KFI Cooking Sauces
375 mL, selected varieties



11⁹⁹

BROOKE BOND Red Label Black
Tea 200 g



4⁹⁹

SHERBON Juice Drink
2 L, selected varieties



2²⁹

BRITANNIA Suji Rusk Toast 305 g



99¢

BRITANNIA Biscuits 75 g,
selected varieties



2⁷⁹

SURATI Snacks 341 g, selected varieties

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Value for St. Patrick's Day



11⁹⁹

/lb
Fresh Boneless Beef Stewing Cubes
Family Size 26.43/kg



9⁹⁹

/lb
Fresh Boneless Beef Brisket Portions
cut by your meat expert from Canada AA
grade beef while supplies last 22.02/kg

EXCLUSIVE

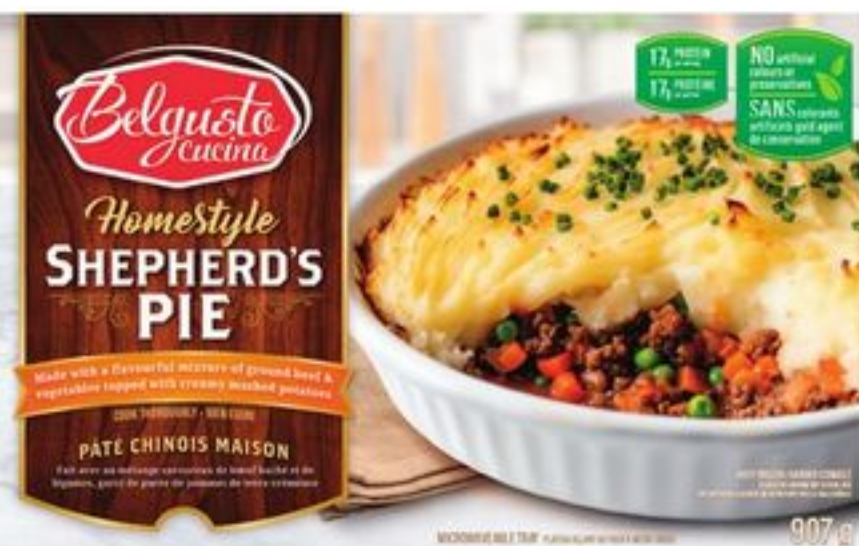
MEMBERS SAVE \$1

5⁹⁹
MEMBER
PRICING

Great for
Shepherd's
Pie!

6⁹⁹ without
Scene+
Card

HAYTER'S FARM Fresh
Extra Lean Minced
Turkey 450 g



16⁹⁹

150 PTS
when you buy 1

BELGUSTO CUCINA
Shepherd's Pie 907 g



GLUTEN
FREE

4⁹⁹

/lb
CHRIS BROTHERS
Pork Cottage Roll or Beef
Brisket starting at 11.00/kg



77¢

/lb
Cabbage product of
Canada, Canada no 1,
1.70/kg



4⁹⁹

COMPLIMENTS Potatoes
product of Canada, Canada no 1, 5 lb bag



BAKED
IN STORE

6⁹⁹

100 PTS
when you buy 2

Gourmet Cinnamon Buns Plain or with
Cream Cheese Icing 4 pk 690-750 g

BUY
MORE
SAVE
MORE

5⁹⁹
each when you
buy 2 or more

Cupcakes
6 pk 310-505 g 7.99 ea



9⁹⁹

St. Patrick's Day Single Layer Cake 610 g
or Small Pull-Apart Cakes 365-990 g

So.local

From Wellesley, Ontario



The Wagler family has been producing maple syrup since 1921. Wagler Maple Products was founded in 2012.

The woods at Wagler Maple Products come alive each spring with the sights and sounds of a new year of maple syrup production. We are 4th generation maple producers, our family started harvesting maple syrup on our farm in 1921! The 5th generation is currently in training as they help alongside us every spring in the sugar bush. We bottle our syrup in our CFIA certified canning facility and take great steps to ensure the integrity of our product throughout the entire process. We offer a wide variety of bottles and gift options, including candy and our signature maple BBQ sauce. We are known for our consistent quality and exceptional taste.



10⁹⁹
WAGLER
Maple Syrup
375 mL



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 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.



Inspiring fish recipes you can count on during Lent

Try a Nashville-Style Hot & Crispy Fish Sandwich dolloped with spicy coleslaw on a brioche bun!

Get recipe



200 PTS
when you buy 1

\$13

COMPLIMENTS
Battered Haddock
Fillets 575 g



3⁹⁹

COMPLIMENTS
Brioche Burger Buns
4 pk 200 g

Mmmm..... Sweet and savoury



BAKED
IN STORE

LIMITED
TIME
ONLY

5⁹⁹

Chocolate Chip with Mini
Eggs Cookie 8 pk 325 g or
Shortbread with Mini Eggs
Cookie 8 pk 325 g



100 PTS
when you buy 2

6⁹⁹

COMPLIMENTS
Muffins 4-6 pk
400-600 g



3⁹⁹

COMPLIMENTS Brioche
Burger Buns 4 pk 200 g



5⁴⁹

COMPLIMENTS Brioche Hot Dog
or Mini Buns 385-480 g



BAKED
IN STORE

STARTING AT

4⁹⁹

Raisin or Cinnamon Raisin Bread
450 g

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW

♦Conditions Apply

