WST ZONE 1

IGA Hometown Proud

EASTER is coming



Scene+ DIGITAL EXCLUSIVE
GET 500 PTS
when you buy 1 whole, frozen turkey
Visit MyGroceryOffers.ca to load this offer

HAYTER'S FARM TASTE & TRADITION

2.49 /lb
HAYTER'S FARM Frozen Grade A Turkeys all available sizes 5.49/kg

COMPLIMENTS or SCHNEIDERS Bone-In Ham butt or shank portions 6.59/kg



2.99 /lb



2.99 /100 g
Family Size Fresh Atlantic Salmon Fillets

12.99 without Scene+ Card
COMPLIMENTS Boxed Turkey Roast with Cranberry Stuffing 1 kg

MEMBERS SAVE $2
10.99 MEMBER PRICING





PRODUCT OF CANADA COMPLIMENTS Russet or Red Potatoes 10 lb
4.99



BUY 1 AT $6.99
BUY 2 OR MORE
5.99 ea
COMPLIMENTS Pies apple, pumpkin or apple crumble 650-750 g



3 LB
200 PTS when you buy 2
4.99
Gala, McIntosh or Ambrosia Apples product of Canada, Canada fancy grade or Granny Smith Apples product of USA fancy grade 1.36 kg / 3 lb bag



99¢
CLUB HOUSE Gravies 21-47 g or Gluten-Free Gravies 24-25 g



200 PTS when you buy 2
2.77
LAY'S Potato Chips 220-235 g



5.47
GENERAL MILLS Family Size Cereal 516-778 g or KELLOGG'S Family Size Cereal 450-650 g



10.99
STARBUCKS Roast & Ground Coffee 340 g or K-Cup Pods 10 pk



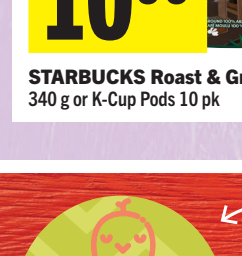
MEMBERS SAVE $1
1.99 MEMBER PRICING
2.99 without Scene+ Card
KRAFT Salad Dressing 425 mL



100 PTS when you buy 1
16.99
CADBURY Mini Eggs 745-875 g while supplies last



6.49
PUREX Bathroom Tissue 12=24 or 8=24 rolls, SPONGETOWELS 3=6 rolls or SCOTTIES Facial Tissue 6 pk



1. Look for this egg icon with your offers on MyGroceryOffers.ca
2. Load the offer
3. Shop and crack open 50,000 Scene+ Points

Scene+
THIS WEEK, 10 LUCKY CUSTOMERS WILL RECEIVE AN EASTER EGG WORTH...
That's like $500 IN FREE GROCERIES
50,000 PTS
EASTER EGG HUNT EXPIRES ON WEDNESDAY, APRIL 1, 2026. SPEND $5+ IN-STORE TO REDEEM
*see in-store for details

Scene+ SPEND & GET
SPEND $125+, GET 1,000 PTS
ALL WEEK LONG
DON'T FORGET YOUR COUPON
Valid March 26 – April 1, 2026
That's like $10 towards your groceries
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See page 3 for terms and conditions

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Products may not be available at all locations
west.iga.ca
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PRICES EFFECTIVE FROM MAR 26 - APR 1
THUR 26 | FRI 27 | SAT 28 | SUN 29 | MON 30 | TUE 31 | WED 1

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Prime Rib Roasts cut by your local meat expert from Canada AAA grade beef 44.07/kg

19.99/lb



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

COMPLIMENTS or PANACHE Appetizers selected 252-680 g



3.49/100 g

COMPLIMENTS Black Forest Ham, Honey Ham or Cooked or Smoked Chicken

Broccoli Crowns product of Mexico or USA 6.59/kg

2.99/lb





Made with 100% Canadian Flour



3.99 **Kaiser Buns** White or Whole Wheat 6 pk 315-430 g

9.99 **BBQ Chicken Legs** back attached 4 pk



7.99 **ARMSTRONG Cheese** 600 g, Shreds 450-500 g or SAPUTO Mozzarellissima 690 g



$2 **COCA-COLA or PEPSI Soft Drinks** 2 L



4.49 **CHRISTIE Family Size Cookies** 374-520 g, Oreo Cakesters 285 g or Premium Plus Crackers 402-481 g



6.99 **LIBERTÉ Greek Yogurt** 650-750 g



4.99 **TROPICANA Orange Juice, Juice Blends or Lemonades** 1.36 L or PURE LEAF Iced Tea 1.75 L selected



5.99 **KRAFT Peanut Butter** 1 kg



2/$5 **DEL MONTE Canned Fruit** 398 mL, MOTT'S Apple Sauce 620 mL or Fruitsations 6 pk or DOLE Pineapple 398 mL



2/$3 **CAMPBELL'S Broth** 900 mL or Concentrated Broth 250 mL

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

ALBERTA
Banff IGA 318 Marten Street, Banff, AB
Beaverlodge IGA 1040 - 1st Avenue, Beaverlodge, AB
Blackfalds IGA 6005 Parkwood Road, Blackfalds, AB
Blairmore IGA 11001 - 20 Ave - Crowsnest Mall, Blairmore, AB
Claresholm IGA 4920 - 1 Street West, Claresholm, AB
Devon IGA 51 Superior Street, Devon, AB
Drayton Valley IGA 4341 - 50 Street, Drayton Valley, AB
Eastview IGA 3839 - 40 Avenue, Red Deer, AB
Foodland IGA 302 Maple Avenue SE, Medicine Hat, AB
Lakeview IGA 6449 Crowchild Trail S.W., Calgary, AB
Penhold IGA 1350 Robinson Avenue, Penhold, AB
Provost IGA 5003 - 50 Avenue, Provost, AB
Redwater IGA 5028 - 49 Avenue, Redwater AB
Spirit River IGA 4804 - 50 Street, Spirit River, AB
Taber IGA 5112 - 48 Avenue, Taber, AB
Three Hills IGA 119 - 4 Avenue N, Three Hills, AB
Tofield IGA 4902 - 51 Avenue, Tofield, AB
Whitecourt IGA 4802 - 51 Street, Whitecourt, AB

BRITISH COLUMBIA
Chetwynd IGA 5001 - 50 Avenue, Chetwynd, BC
Fort Nelson IGA 4823 - 50 Avenue, Fort Nelson, BC
Golden IGA 624-9 Avenue North, Golden, BC

SASKATCHEWAN
Emerald Park IGA 20E Great Plains Road, Emerald Park, SK
Save-U IGA 209 - 1st Avenue, Nipawin, SK

ONTARIO
Red Lake IGA Highway 105 & Discovery Rd, Red Lake, ON

MANITOBA
Altona IGA 2nd Street NE, Altona, MB
Main Street IGA 1650 Main Street, Winnipeg, MB
Russell IGA 154 Main Street, Russell, MB
Ste. Rose IGA 608 Central Avenue, Ste. Rose Du Lac, MB
Windsor Park IGA 650 Elizabeth Rd, Winnipeg, MB

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*If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement. Restrictions apply, see foodland.ca/value-flyer for details.

100% FRESH guarantee*

Storewide satisfaction or your money back.

2 LB



6.88 **HALOS Clementines or Mandarins** 907 g 2 lb bag product of USA

Prepared FRESH



6.99 **Cored or Whole Pineapple** product of Costa Rica

Prepared FRESH



11.99 **Prepared Fresh Daily Fruit or Vegetable Trays** 925 g-1.3 kg



4.88 **Large Cantaloupes** product of Guatemala or Costa Rica no 1 grade



3.99 **PRODUCT OF WESTERN CANADA COMPLIMENTS Mini Seedless Cucumbers** 6 pk Canada no 1 grade



2.27 /lb **Sweet Potatoes** product of USA no 1 grade 5.00/kg



3.99 **COMPLIMENTS Grape Tomatoes** 283 g product of Mexico



3.99 **PRODUCT OF CANADA COMPLIMENTS ORGANIC Sliced White or Cremini Mushrooms** 227 g

EASTER FLORAL

Available at most stores



12.99 **GROWN IN CANADA Tulips** assorted colours 10 stem bunch



18.99 **Easter Egg Bouquet** assorted colours



6.99 **GROWN IN BRITISH COLUMBIA Bunny with Bow Tie and Succulent** 2" pot



14.99 **GROWN IN BRITISH COLUMBIA Easter Lily Plant** 6" pot

MEAT

GET 10% OFF BEEF

WHEN YOU BUY 2 OR MORE OF THE SAME CUT



8.99 without Scene+ Card **SCHNEIDERS Bacon** 100-375 g



15.99 **COMPLIMENTS Traditional or Smashed Beef Burgers** 680-907 g



24.99 /lb **Rib Eye Steaks** cut by your meat expert from Canada AAA grade beef 55.09/kg



4.99 /lb **Family Size Pork Loin Centre Cut Chops** cut in-store by your meat expert 11.00/kg



17.99 **HIGH LINER Pan Sear or Signature Collection** 425-540 g



10.99 **COMPLIMENTS Shrimp Rings** 312 g



8.99 /lb **COMPLIMENTS Family Size Boneless Skinless Chicken Breasts AIR-CHILLED** 19.82/kg



7.99 /lb **COMPLIMENTS Family Size Split Chicken Wings AIR-CHILLED** 17.61/kg

DELI

Available at most stores

Gluten free, no added preservatives or nitrites, other than those that are naturally occurring and made in Canada from domestic and imported ingredients.



8.49 without Scene+ Card **COMPLIMENTS Natural Ingredients Sliced Meats** 175 g selected



3.99 /100 g **COMPLIMENTS Hungarian, Peppercorn or German Salami**

BAKERY

Available at most stores



BUY 1, GET 1 FREE of equal or lesser value **Brownies** 550-585 g or Brownie Cakes 310-390 g



7.99 without Scene+ Card **Donuts** 6 pk 500 g



BUY 2, GET 3RD FREE of equal or lesser value **BALDERSON Cheddar** 250-280 g selected



6.49 **COMPLIMENTS Feta** 200 g



9.99 without Scene+ Card **Small Bar Cakes** 325-575 g



3.99 **Butter Crust or Dutch Crunch Bread** 450 g

KITCHEN

Available at most stores

BULK



4.49 **FONTAINE SANTÉ or LANTANA Topped or Regular Hummus or Dips** 227-283 g



4.99 **COMPLIMENTS Peanuts** 425-500 g assorted



7.99 **COMPLIMENTS Almonds or Cashews Roasted** salted or unsalted 275 g

2 | Scene+ 1,000 PTS = $10 OF FREE GROCERIES

FROZEN & DAIRY



150 PTS when you buy 2

5.49 **BEN & JERRY'S Ice Cream** (includes Non-Dairy) 473 mL or MAGNUM Novelties 3-4 pk selected



2.49 **COMPLIMENTS Frozen Waffles** 8 pk 280 g



100 PTS when you buy 2

4.49 **HELUVA GOOD! Dip** 250 g



100 PTS when you buy 2

7.99 **STARBUCKS Dairy or Non-Dairy Creamers** 828 mL



4.69 **MCCAIN Superfries** 454-800 g



100 PTS when you buy 2

2.99 **CHEEMO Perogies** 745-907 g



7.99 **LACTANTIA or MY COUNTRY Butter Sticks** 454 g



100 PTS when you buy 2

BUY 1 AT $6.49
BUY 2 OR MORE
4.99 ea

COMPLIMENTS Cheese Slices 210-230 g

DRINKS, SNACKS & PANTRY



2/8.50 **SUNCHIPS** 205 g or ROLD GOLD Pretzels 295-370 g



200 PTS when you buy 2

2/$9 **RUFFLES Potato Chips** 180-200 g



2.99 **SKITTLES or STARBURST Candy** 130-191 g or LIFE SAVERS Candy 150-180 g



150 PTS when you buy 2

DARE Real Fruit Candy 475-700 g



50 PTS when you buy 2

2/$3 **SPARKLING ICE Sparkling Water** 503 mL



2/$6 **CELSIUS Energy Drinks** 355 mL



BUY 1 AT $3.50
BUY 2 OR MORE
$3 ea

DARE Breton, Vinta or Simple Goodness Crackers (excludes Gluten Free) 180-225 g



2/$7 **DARE Ultimate Cookies** 290-300 g



4.99 **TWININGS Tea** 20 pk



100 PTS when you buy 2

4.49 **KELLOGG'S Special K or KASHI Bars** selected 144-200 g



100 PTS when you buy 2

2.49 **COMPLIMENTS White or Whole Wheat Bread** 570 g



4.49 without Scene+ Card

COMPLIMENTS Cooking Spray 141-170 g



9.99 **KELLOGG'S Jumbo Cereal** 700 g-1.1 kg



2.49 **SNACK PACK Puddings or Gels** 4 pk



4.49 **PEARL MILLING COMPANY Pancake Mix or Syrup** 905 g-710 mL



2.99 **HABITANT Soup** 796 mL or BETTY CROCKER Mashed or Sliced Potatoes 141-215 g



4.99 **COMPLIMENTS Flour** 2.5 kg



6.49 **CLUB HOUSE La Grille Seasonings** 65-248 g or Spice Blends selected 111-203 g



1.99 **COMPLIMENTS Canned Tomatoes** 540-796 mL



3.99 **VH Sauces** selected varieties 341-380 mL

HOUSEHOLD



50 PTS when you buy 1

2.99 **PALMOLIVE Dish Detergent** 591 mL



STARTING AT
5.99

WINDEX Glass Cleaner 765-950 mL or BON AMI Glass Cleaner 560 g



100 PTS when you buy 1

13.99 **ZIPLOC Mega Packs** 60-270 pk



8.99 **WHISKAS Dry Cat Food** 1.5-2 kg

Scene+ SPEND & GET

Offer valid March 26–April 1, 2026 at all IGA locations in Western Canada. Minimum qualifying purchase $125.00 must be made in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending $125.00 or more awards only one 1,000 Scene+ points allotment. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Limit one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. 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.

Let's play BALL!

Diamond deals to start the season



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

COMPLIMENTS or PANACHE Appetizers selected 252-680 g









200 PTS when you buy 2

2.77

LAY'S Potato Chips 220-235 g



$2

PEPSI Soft Drinks or COCA-COLA Soft Drinks 2 L



Baked IN-STORE

3.99

White or Whole Wheat Kaiser Buns 6 pk 315-430 g

Made with 100% Canadian Flour



15.99

200 PTS when you buy 2

COMPLIMENTS Traditional or Smashed Beef Burgers 680-907 g



7.99 /lb

COMPLIMENTS AIR-CHILLED Split Chicken Wings 17.61/kg

IGA Proud Partner

50 SEASONS

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DAIRY & FROZEN



5.99 **ASTRO Balkan Yogurt** 12 pk



50 PTS when you buy 1

4.49 **COMPLIMENTS Aerosol Whipped Cream** 225 g



5.49 **SHEPHERD GOURMET Icelandic Style Skyr Yogurt** 500 g



100 PTS when you buy 2

3.49 **COMPLIMENTS Cream Cheese or Spread** 227-250 g



5.49 **PANACHE Premium Ice Cream** 1 L or Novelties 4-6 pk selected



4.49 **COMPLIMENTS Frozen Pie Shells, Tart Shells or Phyllo Pastry** 255-454 g selected



BUY 1 AT $3.99
BUY 2 OR MORE
3.49 ea

PILLSBURY Biscuits, Rolls or Pizza Crust 318-391 g selected



100 PTS when you buy 2

3.49 **I CAN'T BELIEVE IT'S NOT BUTTER!** 427 g



4.99 **KRAFT Cool Whip Whipped Topping** 1 L



$2 **MITCHELL'S Pot Pies** 190 g



11.99 **SWANSON Oven Easy or Family Skillet Meals** 1.19 kg



2/$4 **GREEN GIANT Simply Steam Vegetables** 198-250 g

DRINKS & SNACKS



3.49 **CADBURY Tablet Bars** 80-100 g



150 PTS when you buy 2

3.29 **WERTHER'S ORIGINAL or RIESEN Candy** 116-135 g



100 PTS when you buy 1

7.99 **SKITTLES Pop'd** 155 g while supplies last



2/4.50 **GATORADE** 710 mL



2/$7 **CHRISTIE Mini Cookies** 144-200 g



6.29 **FRITO LAY Value Size Snacks** 325-535 g



100 PTS when you buy 2

COMPLIMENTS Potato Chips Extraaa! Flavour 200 g or Flavoured Tortilla Chips 255 g



200 PTS when you buy 2

HEINEKEN Alcohol Free Beer 6x330 mL



$4 **CHRISTIE Good Thins** 100 g or RITZ Chips or Crispers 240 g



19.99 **FOLGERS Roast & Ground Coffee** 544-865 g



10.99 **SUNRYPE Juice** 3.78 L



10.99 **NABOB Roast & Ground Coffee** 340 g

SNACKS & PANTRY



9.99 **BEEMAID Premium Honey** 500 g selected or NUTELLA Hazelnut Spread 725 g



4.49 **POST Cereal** 283-525 g selected



4.49 **CREAM OF WHEAT** 336-800 g



100 PTS when you buy 2

5.49 **COMPLIMENTS Chocolate Chips** 225-270 g



100 PTS when you buy 2

3.99 **COMPLIMENTS Bouillon Concentrate** 250 mL



200 PTS when you buy 2

4.99 **COMPLIMENTS Salsa** 650 mL



4.99 **STONEMILL Bread** 454-550 g or DEMPSTER'S 10" Tortillas 366-610 g



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



2.99 **COMPLIMENTS Lasagna** 375-500 g



7.49 **AGROMONTE Pasta Sauce** 560 mL



4.49 **DEMPSTER'S Whole Grain or Signature Bread** 600 g or Bagels 5-6 pk (excludes Protein Bagels)



4.79 **PATAK'S Cooking Sauces** 400 mL

NATURAL, HEALTH & HOUSEHOLD



6.99 200 PTS when you buy 2

CREST 3D White Toothpaste, SCOPE Mouthwash or ORAL-B Toothbrushes 85 mL-1 L or 1-2 pk selected



6.99 **L'ORÉAL Hair Expertise Hair Care** 150-385 mL selected



5.99 100 PTS when you buy 2

KASHI Granola 311-340 g



200 PTS when you buy 3

2.99 **ANNIE'S Macaroni & Cheese** 149-170 g (excludes Gluten Free, Vegan & Super Macaroni)



5.99 **AXE Body Wash** 473 mL selected



MEMBERS SAVE $1
18.99 MEMBER PRICING
19.99 without Scene+ Card

ARM & HAMMER Hard Clumps Cat Litter 12.7 kg



11.99 250 PTS when you buy 1

COMPLIMENTS Cat Litter 15 kg



BUY 1 AT $1.79
BUY 4 OR MORE
1.29 ea

PURINA Fancy Feast, Lil' Soups or Petites 34-79.4 g



300 PTS when you buy 2

7.99 **COMPLIMENTS Liquid Laundry Detergent** 1.47 L



STARTING AT **5.99** **FLEECY Fabric Softener** 1.36 L or 80 sheets



7.99 **GLAD Tall Kitchen Catchers** 26-52 pk



18.99 200 PTS when you buy 2

IAMS Dry Dog Food 3.18 kg

SO2_IGA_WK48_DIG_WST_Z1



D02_IGA_WK48_DIG_EggHunt_WST_Z1

Locals know HOW TO MAKE

EASTER EFFORTLESS

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

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When you spend $75
or
Get 2,500 PTS
When you spend $150 or more

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Family faves everyone will enjoy!



Nature's Bounty!

A beautifully presented variety of Fresh Berries, Pineapple, Red and Green Seedless Grapes, Kiwi, Cantaloupe, Watermelon and Honeydew.

Serves 20

Take the Wrap!

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

Small serves 5
Large serves 10

Dessert Bars!

Our Hand-Cut Squares are a welcome addition to any table.

Small serves 15
Large serves 20

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BLUEBERRY MAPLE SAUSAGES

Made in store by your local meat expert



4.99 /lb

Blueberry Maple
11.00/kg

Perfect combination of sweet and savoury

Locals know

SWEET TREATS ARE HOPPING IN



6.99

100 PTS when you buy 2

FERRERO Mini Eggs 182-200 g, KINDER Surprise Egg 100 g or KINDER Candy Surprise 80 g



LINDT Mini Bunny 50 g, Bunny 100 g, SMARTIES Bunny Gift Pack or Egg Hunt 140-150 g

8.99



8.99

TOFFIFEE Easter 369 g



5.49

NESTLÉ Easter Novelty Chocolate 85-153 g



200 PTS when you buy 2

12.49

KINDER Maxi, Plush or Egg Hunt 116-186 g while supplies last



100 PTS when you buy 2

4.79

COMPLIMENTS Candy Coated Mini Eggs 200 g while supplies last



14.49

COMPLIMENTS Candy Coated Mini Eggs 650 g while supplies last



6.99

TERRY'S Easter Orange 145 g or LINDT Bunny Bar 120 g while supplies last



5.49

HERSHEY'S Easter Novelty Chocolate 136-340 g while supplies last

9.99

HARIBO Gummy 40 pk while supplies last





10.99

NESTLÉ Hide Me Eggs 300 g while supplies last



4.49

CADBURY Creme Eggs 3 pk or MAYNARDS Sour Patch Kids 225-315 g while supplies last

While supplies last. Selection may vary by store.

D05_FDL_WK48_DIG_EasterSweets.indd 2 2026-03-12 10:36 AM

BEST BUY

EVERYDAY

$2

BEST BUY Baking Mixes 375 g

NEW



MAKE YOUR DOLLAR GO FURTHER WITH THESE GREAT ITEMS

make happy tummies™

Join Us.

100% of donations help feed hungry tummies at schools in our neighbourhoods.

Donate in-store

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Thank you to our Make Happy Tummies™ partners. Look for their products in-store.

™ 2026 Make Happy Tummies

































































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.

Scene+ DIGITAL EXCLUSIVE

LOAD IT TO GET IT!

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

OFFER VALID MAR 26- APR 1, 2026

Activate your offers at MyGroceryOffers.ca





Get 500 PTS when you buy 1

Frozen Turkey 3.5 kg or Larger assorted
(can be redeemed 5 times during promo period)

SAVE $7 when you buy 2

TIM HORTONS Coffee 300 g assorted

Card must be registered. Offer valid and available to be loaded March 26- April 1, 2026 at all participating IGA locations in Western Canada. Minimum qualifying purchase must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Limit 1 offer per Scene+ Card. Offer excludes taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic 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. Limit one. 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.

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APPLY NOW

◇Conditions Apply

