

ATL_NB

Verified Price Guarantee

LOWEST PRICE on select flyer items or automatically receive the difference in Scene+ points*
*Conditions apply. See sobeys.com for details.

Sobeys

Verified 3.29 /lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size or Fresh Pork Shoulder Picnic Roast hock removed 7.25/kg

Verified 9.88 /lb

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

Verified 5.99

LARSEN Wieners 900 g, MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp 65-85 g, SCHNEIDERS Cooked Bacon 100 g or Juicy Jumbos or Smoked Sausages 375-450 g selected

Verified 1.49

Long English Cucumbers product of Canada, Canada no 1 grade

Verified 11.99 MEMBER PRICING

JANES Ultimates Battered or Battered Haddock or Cod 450-545 g or Lightly Dusted Haddock or Sole Fillets 500-540 g

Verified 4/\$5

Ataulfo Mangoes product of Mexico

Verified 2.99 3 LB

COMPLIMENTS Oranges 1.36 kg 3 lb bag product of Egypt

Verified 16.97

KICKING HORSE Whole Bean Coffee 454 g

Verified 5.47

GENERAL MILLS Family Size Cereal 516-778 g, KELLOGG'S Family Size Cereal 450-650 g or COMPLIMENTS Bagged Cereal 400-794 g

Verified 4.94

NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or selected Premium Novelties 4-10 pk

Verified 6.49

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

Verified 2.99

COMPLIMENTS Frozen Vegetables selected 500-750 g

Verified 3.49

KFI Cooking Sauces selected varieties 375-395 mL

*Verified Prices. For a limited time only. If a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

GROcery GIVEAWAYS Play on the Sobeys app now

Over \$100K in prizes available! **PLAY WEEKLY FOR MORE CHANCES TO WIN!**

Scene+ Travel Powered by Expedia, Scene+ CINEPLEX, Scotiabank

THU 23 | FRI 24 | SAT 25 | SUN 26 | MON 27 | TUE 28 | WED 29

Prices and offers in effect April 2026 New Brunswick

So many deals Scan here for our full digital flyer

ATL_NS_NB_PEI_NFLD

Scene[®] PLUS UP POINTS

ALL WEEK LONG!

82,000+ PTS

available in store Apr 23-29

That's like over **\$820** toward your groceries



That's like **\$10** toward your groceries
1,000 PTS when you buy 1

\$35

TRUE NORTH Fresh Atlantic Salmon Fillets Skinless 908 g subject to availability



100 PTS when you buy 2

\$3

COMPLIMENTS Regular or Jumbo Wieners 450 g or BOB'S Bacon 375 g



300 PTS when you buy 2

2/\$8

MISS VICKIE'S Kettle Chips 190-200 g



400 PTS when you buy 4

2.99

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



800 PTS when you buy 2

13.99

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

See pages 2 & 3 for more offers!

Scene+ MEMBER

PRICING

Swipe your Scene+ Card and Save



MEMBERS SAVE \$1

2.99
MEMBER PRICING

3.99

without Scene+ Card

COMPLIMENTS Sliced Meats 175 g selected



EXCLUSIVE

MEMBERS SAVE \$2

9.99
MEMBER PRICING

11.99

without Scene+ Card

WENDY'S Fresh, Never Frozen 100% Canadian Ground Beef Patties no fillers or additives 4 pk 454 g



BAKED IN STORE

MEMBERS SAVE \$1

2.99
MEMBER PRICING

3.99

without Scene+ Card

Croissants 6 pk 342 g



MEMBERS SAVE 50¢

2.49
MEMBER PRICING

2.99

without Scene+ Card

CHRISTIE Cookies selected 224-303 g, Crispers or Bits & Bites 145 g, Premium Plus 225 g or PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g



MEMBERS SAVE 50¢

3.49
MEMBER PRICING

3.99

without Scene+ Card

VILLAGGIO Bread 570-675 g or Buns 6-8 pk or DEMPSTER'S Whole Grains or Signature Bread 600 g or Bagels 5-6 pk (excludes Signature Bagels)

Look for more Member Pricing throughout the flyer and in-store.

100% fresh GUARANTEE **Guaranteed fresh or your money back**



9⁹⁹ /lb
Fresh Extra Lean Ground Beef
Family Size 22.02/kg



5⁹⁹ /lb
COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings
Family Size 13.21/kg



BUY 2 GET 3RD FREE
COMPLIMENTS Mini Cupcakes 12 pk 284-300 g, Muffins 4-6 pk 400-600 g or Pies 650-750 g



\$10 **READY FOR YOU**
Crispy Chicken 6 pieces available hot or chilled



2⁹⁹ Blackberries product of USA or Mexico 170 g

Scene+ MEMBERS SAVE MORE



7⁹⁹ MEMBER PRICING
8⁹⁹ without Scene+ Card
COMPLIMENTS Cooked Shrimp in Ring with Sauce 255 g or MARINA DEL REY Wild Argentinian Raw Shrimp selected 300 g



5⁹⁹ MEMBER PRICING
6⁹⁹ without Scene+ Card
COMPLIMENTS Sliced Cheese 150-170 g



2⁹⁹ MEMBER PRICING
3⁹⁹ without Scene+ Card
DEL MONTE Fruit Cups 4 pk



3⁹⁹ MEMBER PRICING
4⁹⁹ without Scene+ Card
SILK Select Beverages 1.75-1.89 L



2⁹⁹ MEMBER PRICING
3⁹⁹ without Scene+ Card
COMPLIMENTS Syrup 750 mL or Pancake Mix 905 g, Peanut Butter 500 g or Quick Oats 1 kg



9⁹⁹ MEMBER PRICING
12⁹⁹ without Scene+ Card
TIM HORTONS Ground Coffee 300 g, MCCAFÉ or VAN HOUTTE K-Cup® Pods 10-12 pk or TWININGS Tea 100 pk



10⁹⁹ MEMBER PRICING
13⁹⁹ without Scene+ Card
PINTY'S Chicken Wings frozen 700-780 g



4⁹⁹
COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected



5⁴⁹
COMPLIMENTS Salted Butter 454 g



2⁷⁹
ROUGE MONT or ALLEN'S Apple Juice 1.89-2L or SUNRYPE Slim 1.36 L



2/\$4
COCA-COLA or PEPSI Soft Drinks 2 L



3⁹⁹
BECEL Margarine soft 427 g or Bricks or Sticks 454 g or DANONE Oikos Greek Yogurt 4 pk



2⁹⁹
BULL'S-EYE BBQ Sauce 425 mL or DIANA Sauces 500 mL or Marinades 375 mL



14⁹⁹
LIV99 Extra Virgin Olive Oil 1 L



400 PTS when you buy 2
7⁹⁹ KRAFT Cheez Whiz 900 g or Hazelnut Spread 725 g



12⁹⁹
NATURE VALLEY Granola Bars, BETTY CROCKER Fruit or MOTT'S Fruitsations 637 g-1.28 kg selected or QUAKER Dippys or Chewy Bars Club Pack 935-960 g



99¢
AYLMER Condensed Soup 284 mL



3⁹⁹
STRUB'S Pickles 1 L (excludes Premium), HIDDEN VALLEY Salad Dressing 473 mL or FRANK'S RedHot or Thick Hot Sauce 354 mL



400 PTS when you buy 2
40% off
JAMIESON Vitamins or Supplements selected varieties and sizes



200 PTS when you buy 2
20⁹⁹
MOOSEHEAD Lager or MICHELOB ULTRA Light Lager 8x355 mL cans



150 PTS when you buy 2
18⁹⁹
SMIRNOFF ICE 6x355 mL cans



14⁹⁹
WALLAROO TRAIL Chardonnay, Shiraz, Pinot Grigio or Cabernet Sauvignon 1 L




16⁹⁹
RELAX Riesling 750 mL

PLEASE DRINK RESPONSIBLY. You must be 19 years or older to purchase alcohol. Pricing excludes taxes & refundable container deposit


We have 2X as many Canadian-origin products as competing stores*

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 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.

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300 PTS
when you buy 1

26⁹⁹

Sensational Spring Bouquet



\$16

Touch of Spring Bouquet
grown in Canada

Spring Blooms!
Fresh seasonal bouquets and arrangements!



9⁹⁹

Star of Bethlehem Ornithogalum
4" grown in Canada



8⁹⁹

Assorted Flowering Spring Bulbs
6" grown in Canada



150 PTS
when you buy 1

12⁹⁹

Crispy Wave Air Purifier in Ceramic 4"
grown in Canada

Scene PLUS UP POINTS

ALL WEEK LONG!



200 PTS
when you buy 2

5⁹⁹

French Green Beans 400 g
product of Guatemala



200 PTS
when you buy 1

9⁹⁹

SUNRYPE Fruit Source Bars 12 pk or
Fruit To Go 24 pk



500 PTS
when you buy 2

INSPIRED BY HAPPINESS Cakes gluten free
456-468 g, Real Cream Layer Cakes 510-705 g
or Dessert Bars 6 pk 342-354 g

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



300 PTS
when you buy 2

8⁹⁹

PANACHE Soups
625 mL or 650 g



200 PTS
when you buy 2

10% off

BRANDT Kolbassa Coil



300 PTS
when you buy 3

3⁹⁹

NANA'S Samosas sold by individual piece
available hot or chilled from the service case



100 PTS
when you buy 2

6⁹⁹

PILLSBURY Pizza Pops
8 pk



100 PTS
when you buy 2

3⁹⁹

COMPLIMENTS Stringable
Cheese 8 pk 168 g



300 PTS
when you buy 3

3⁹⁹

MINUTE MAID Lemonade or
Fruit Punch no sugar added
1.5 L



100 PTS
when you buy 1

7⁴⁹

BURNBRAE FARMS
Egg Bakes! 340 g



100 PTS
when you buy 1

7⁹⁹

SKITTLES Pop'd Freeze
Dried Candy 155 g
while supplies last



200 PTS
when you buy 2

3⁹⁹

COORS Edge Non-Alcoholic Beer
12x355 mL



300 PTS
when you buy 2

2/\$9

RUFFLES Potato
Chips 180-200 g



100 PTS
when you buy 1

4⁹⁹

COMPLIMENTS Exceptional
Chocolate Chip Cookies 280 g

Scene **GET 500 PTS** FOR EVERY \$25 SPENT IN H&M OR WAYSPA GIFT CARDS

82,000+ PTS

available in store April 23-29, 2026



That's like
\$5
toward your
groceries

500 PTS
when you buy 1

8.99 /lb
Sterling SILVER
PREMIUM BEEF

STERLING SILVER Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 19.82/kg



Get **100 PTS**
When you buy 2

or
Get **200 PTS**
When you buy 3

7.99

WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings 360-680 g



\$5

150 PTS
when you spend \$15 or more on salmon portions

Fresh Atlantic Salmon Portions skin-on, plain or in-store marinated product of Canada 113 g



120 PTS
when you buy 1

11.99

TRUE NORTH Delicious Salmon Burgers 568 g



150 PTS
when you buy 2

CLUB HOUSE Spice Tins selected 18-96 g



200 PTS
when you buy 3

7.99

COMPLIMENTS Canned Legumes 540 mL



100 PTS
when you buy 1

COMPLIMENTS Pickles Value Size 2 L or Spanish Queen Pimento Olives 1 L



2.99

150 PTS
when you buy 3

COMPLIMENTS Granola Bars 131-175 g, Fruit Bar 300 g, Protein Bars 160 g or Crispy Rice Squares 176 g



100 PTS
when you buy 2

5.99

KASHI Granola 311-340 g



400 PTS
when you buy 2

15.99

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



300 PTS
when you buy 3

2.49

COMPLIMENTS Foil Wrap 25 ft or Parchment Paper 35 ft



250 PTS
when you buy 2

COMPLIMENTS Leaf & Lawn Bags 5 pk

Scene **1,000 PTS** = \$10 of free groceries

So much value



1⁹⁹
/lb
Kale product of Mexico



BUY 1 GET 1 FREE
of equal or lesser value

COMPLIMENTS Baby Spinach, Baby Arugula or Spring Mix product of USA 142 g 4.99 ea

Tomatoes on the Vine product of Canada, USA or Mexico 6.59/kg

2⁹⁹
/lb



4⁷⁷
/lb
Extra Large Black or Red Seedless Grapes product of Chile no 1 grade 10.52/kg



2⁴⁷
/lb
Bartlett Pears product of South Africa extra fancy grade or Bosc Pears product of USA extra fancy grade 5.45/kg



300 PTS when you buy 2
6⁹⁹
ORRI Clementines or Mandarins product of Israel 907 g 2 lb bag



4⁹⁹ MEMBER PRICING
Without Scene+ Card
ECO SPUDS Potatoes product of Atlantic Canada 10 lb



1²⁷
/lb
Green Cabbage or Turnip product of Canada no 1, 2.80/kg



2⁹⁹
Large Artichokes product of USA



5⁴⁹
Avocados product of Mexico 5 pk



3⁹⁹
Pomegranates product of Peru



3⁹⁹
/lb
Black or Red Plums product of Chile no 1 grade 8.80/kg



6⁴⁹ **100 PTS** when you buy 2
COMPLIMENTS Gala, McIntosh, Cortland or Red Delicious Apples product of Canada, Canada fancy grade 1.36 kg 3 lb



6⁹⁹ **100 PTS** when you buy 2
Cara Cara Oranges product of USA 907 g 2 lb



7⁹⁹
FRESH ATTITUDE Caesar or Spring Mix Salad Kits Family Size 318-413 g packed in Canada



5⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g



15% off
Prepared Fresh Daily Cantaloupe, Honeydew, Pineapple or Watermelon Chunks



BUY 1 GET 2ND 25% OFF
Prepared Fresh Daily Yogurt Parfaits assorted sizes



7⁹⁹
/lb
Sugar Mangoes product of Colombia 17.61/kg



1⁹⁹
/lb
Long Squash product of USA or Mexico or Red Carrots product of China 4.39/kg



\$4
Organic Grape Tomatoes pint product of Canada, USA or Mexico



4⁹⁹ **200 PTS** when you buy 2
COMPLIMENTS ORGANIC Baby Spinach, Baby Arugula or Baby Mixed Greens product of USA 142 g



7⁹⁹ **300 PTS** when you buy 2
NUTS FOR CHEESE Dips 210 g



3⁹⁹ **100 PTS** when you buy 2
GREENHOUSE Select Single Shots 60 mL



20% off
ROYAL NUTS Tubs selected 240-350 g



13⁹⁹
H&H Thai Honey Mango Dried Fruit 1 kg

floral

Available at most stores



2/\$7
Assorted Pansies 4" grown in New Brunswick



14⁹⁹
Premium Annuals 8" Décor Pot grown in New Brunswick



BUY MORE SAVE MORE
\$3 ea when you buy 4 or more
COMPLIMENTS Black Earth Topsoil 25 L 3.49 ea



BUY MORE SAVE MORE
7⁵⁰ ea when you buy 2 or more
COMPLIMENTS Mega Soil 50 L 8.49 ea

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

*NO PURCHASE NECESSARY. Full Contest rules found at sobeys.com/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 \$1,000.00 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 administered 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.

20% off

STERLING SILVER Fresh Boneless Blade or Cross Rib Pot Roast or Family Size Simmering Steaks cut by your meat expert from Canada AAA grade beef

So.tender

HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection
Exclusive to Sobeys

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

26⁹⁹ /lb

STERLING SILVER Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roasts cut by your meat expert from Canada AAA grade beef 59.50/kg

BUY 2 GET 3RD FREE
of equal or lesser value

COMPLIMENTS Raised Without Antibiotics Boneless Skinless Chicken Breast, Boneless Skinless Split Wings, Drumsticks, Thighs or Whole Chicken

250 PTS when you buy 1

5⁹⁹ /lb

PANACHE Flattened Chicken Lemon Greek, Jerk or Portuguese 13.21/kg

3⁹⁹ /lb

Boneless Pork Sirloin Chops or Roasts Family Size 8.80/kg

value size

3⁹⁹ /lb

Half Pork Loin Rib End Center Chops bone-in frozen 8.80/kg

8⁹⁹ /lb

Fresh Medium Ground Chuck Beef Burgers 19.82/kg

5⁴⁹

COMPLIMENTS Breakfast or Dinner Pork Sausages 375-500 g

6 ea when you buy 2 or more

NOBLE PREMIUM Lean Ground Bison 226 g 6.99 ea

11⁹⁹ /lb

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

HAYTER'S FARM
TASTE & TRADITION

LOCAL | WHOLESOME | FARM FRESH | 3 GENERATIONS OF FAMILY

MIX & MATCH

20% off

HAYTER'S FARM Turkey Products select varieties

70% FRESH

70% FRESH

70% FRESH

70% FRESH

70% FRESH

exclusive to **Sobeys**

READY FOR YOU

250 PTS when you spend \$25 or more

17⁹⁹ /lb

Fresh Beef Kabobs with Vegetables 39.66/kg

Ready for You BBQ Kabobs for all!

Fresh Pork Tenderloin Kabobs with Vegetables **5⁹⁹ /lb** 13.21/kg

10⁹⁹ /lb

Fresh Store Made Boneless Skinless Chicken Breast or Thigh Kabobs with Vegetables 24.23/kg

quick & easy

BUY MORE SAVE MORE

5⁹⁹ ea when you buy 2 or more

COMPLIMENTS Fully Cooked Meat Strips 150-200 g 6.99 ea

7⁹⁹

COMPLIMENTS Bologna 500 g

9⁹⁹

LILYDALE Oven Roasted Chicken or Turkey 300 g

STARTING AT 12⁹⁹

MARCANGELO Chicken or Pork Souvlaki 480-640 g or Bacon Wrapped Beef Sirloin Medallions 340 g

7⁹⁹

BEYOND MEAT Plant-Based Chicken Tenders, Breakfast or Dinner Sausage, 2 Pack Burger, Burger Pack or Steak Tips 226-400 g

7⁹⁹

MARCANGELO or SCHNEIDERS Sausages or COMPLIMENTS Breaded Chicken Strips, Nuggets, Burgers or Popcorn Chicken frozen 375-700 g

130 PTS when you buy 1

12⁹⁹

COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g

value size

200 PTS when you buy 1

19⁹⁹

COMPLIMENTS Beef Lasagna or Macaroni & Cheese 2-2.27 kg

GET TO FREE GROCERIES FASTER when you scan your **Scene+ membership card** and pay with your **Scotiabank Scene+ Visa Card**.

1,000 pts = \$10 in groceries

GET 2 SCENE PTS ON EVERY \$1 SPENT

*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. *Certified by the Canadian Beef Grading Agency / Certifié par L'Agence Canadienne de Classement du Boeuf P05_SBY_WK52_PRN_ATL_NS_NB

seafood

OCEAN WISE RECOMMENDED

4⁹⁹ MEMBER PRICING
5⁹⁹ without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g

EVERYDAY VALUE

OCEAN JEWEL
PACIFIC WHITE SHRIMP / CREVETTES BLANCHES DU PACIFIQUE
Peelée, déveiné, sans queue
Décaréptées, épluchées et sans queue

\$19⁹⁹ /lb

OCEAN JEWEL Raw Pacific White Shrimp 50-70 ct per lb 908 g

Panache

9⁹⁹

PANACHE Hot Smoked Atlantic Salmon Strips previously frozen 150 g

EVERYDAY VALUE

OCEAN JEWEL
PACIFIC WHITE SHRIMP / CREVETTES BLANCHES DU PACIFIQUE
Peelée, déveiné, sans queue
Décaréptées, épluchées et sans queue

\$23⁹⁹ /lb

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

Bring on the Grill

READY FOR YOU

8⁹⁹ /lb

Stuffed Mushroom Caps with Imitation Crab & Seafood Stuffing 19.82/kg

OCEAN WISE RECOMMENDED

16⁹⁹ /lb

Jumbo Scallop Medallions 10-20 ct per lb product of USA frozen or previously frozen 37.46/kg

7⁹⁹

CEDAR BAY Planked Atlantic Salmon applewood orange or hickory maple 141 g

11⁹⁹ /lb

Fresh Atlantic Salmon Steaks subject to availability 26.43/kg

bakery

21⁹⁹

Dessert Cakes 1.2-1.49 kg

5⁹⁹ MEMBER PRICING
7⁹⁹ without Scene+ Card

Assorted Cupcakes chocolate, vanilla, confetti or carrot with walnuts 6 pk 325-505 g

Donuts? Go nuts!

100 PTS when you buy 2

5⁹⁹

Filled Donut Bites birthday cake, chocolate or french toast 12 pk 440 g

STARTING AT **6⁹⁹**

WITHENSHAW Ring Cakes, Sticky Toffee Pudding or Scones frozen 300-600 g

100 PTS when you buy 2

5⁹⁹ STARTING AT

Donuts 4 pk 320-520 g

100 PTS when you buy 2

6⁹⁹ SIMPLE JOYS Donuts 6 pk 468 g

deli & kitchen

6⁴⁹ MEMBER PRICING
7⁴⁹ without Scene+ Card

COMPLIMENTS Natural Ingredients Sliced Meats selected 175 g

200 PTS when you buy 2

13⁹⁹

MAPLE LEAF Natural Selections Family Pack Shaved or Sliced Deli Meats selected 375-400 g

LIMITED TIME ONLY

3⁷⁹ /100 g

BRANDT Hot Honey Ham

STARTING AT **7⁹⁹**

AGROPUR Grand Cheddar 2 yr, 3 yr or 5 yr old 200 g, MONSIEUR GUSTAV Le Paulin 190 g or Old Gouda 170 g or RABEL Spanish Cheeses 150 g

100 PTS when you buy 1

13⁹⁹

THE LAUGHING COW 32 pk 535 g or BABYBEL 18 pk 360 g

200 PTS when you spend \$15 or more

20% off

MANCHEGO, JARLSBERG, CAMBOZOLA or ENTREMONT Brie prices as marked

2⁷⁹ /100 g

CHRIS BROTHERS Mild or Hot Pepperoni

5⁴⁹ MEMBER PRICING
5⁹⁹ without Scene+ Card

COMPLIMENTS Hummus or Dips 454 g

200 PTS when you buy 3

4⁹⁹

RESER'S Side Dishes 340-567 g available chilled

7⁹⁹ /100 g

Thai Peanut Broccoli Salad or Other Select Varieties from the Service Case

100 PTS when you buy 2

5⁹⁹

COMPLIMENTS Guacamole regular 227 g

READY FOR YOU

Perfect for breakfast or anytime enjoyment and **Ready to Grab & Go**

200 PTS when you buy 2

STARTING AT **6⁹⁹**

2 Pack Mini Croissant Breakfast Sandwiches 227-311 g

200 PTS when you buy 2

5⁹⁹

OLIVIERI Pasta or Gnocchi 280-350 g or Sauce 150-300 mL

RECIPES, STORIES, TIPS & TRICKS and more, all at Sobeys.com

frozen & dairy



4.99
SCOTSBURN Family Favourites
Ice Cream 1.5 L selected



2.99
BEST BUY Ice Milk 1.5 L



8.99 GSP Pinsa Pizza
442-453 g



4.49
MICHELINA'S Pizza Snax Rolls
496 g or MCCAIN Breakfast
Potatoes 600-650 g



4.99 RED BARON Deep Dish
Pizza 317-318 g or SMUCKER'S
Uncrustables 4 pk



5.99 HEALTHY CHOICE
Power Bowls
262-276 g



\$2 SWIFT Pot Pies
190 g



7.99 MCCAIN Symphony
Fries 2.27 kg



3.99 DANONE Drinkable
Yogurt 6 pk



3.99 HELIVA GOOD! Dip
250 g



100 PTS
when you buy 2
4.99 COMPLIMENTS
Cozy Coop Large
White Eggs 12 pk



9.99 **100 PTS**
when you buy 1
COMPLIMENTS Shredded Cheese
620 g



4.99 NATREL Lactose
Free Cream 10-35%
473 mL-1 L



100 PTS
when you buy 2
4.49 KRAFT Cool Whip Aerosol
Whipped Topping 225 g



9.99 CRACKER BARREL Cheese Slices
500 g



4.99 CRACKER BARREL Cheese
Snacks 168 g or BLACK DIAMOND
Cheestrings 8 pk or Combo 3 pk

WE'RE FULL OF compliments

150 PTS when you buy 2
COMPLIMENTS Ice Cream Bars or Fudge Bars 24 pk,
Ice Cream Pops or Ice Cream Sandwiches 12 pk

200 PTS when you buy 2
COMPLIMENTS Greek
Yogurt 650 g

100 PTS when you buy 2
3.49 COMPLIMENTS
Cream Cheese or
Spread 227-250 g

natural health



5.49 JORDANS Granola
325-375 g or Cereal
375-400 g



2/\$5 COVE Gut Healthy
Soda 355 mL



4.99 G.H. CRETORS
Caramel Corn or
Chicago Mix
213-227 g



400 PTS
when you buy 1
STARTING AT
15.29
COMPLIMENTS ORGANIC
100% Pure Amber Maple Syrup
500 mL or 1 L



7.29 NATREL Organic
Milk 2 L



2.99 **200 PTS**
when you buy 3
ANNIE'S Mac & Cheese 149-170 g
(excludes Gluten Free, Vegan or
Super! Mac)



7.99 AMY'S KITCHEN
Bowls or Entrées
234-284 g



200 PTS
when you buy 1
7.49 GRAZY Ice Cream
90 mL or 500 mL



100 PTS
when you buy 2
5.99 TOM'S OF MAINE Toothpaste
76-90 mL selected



100 PTS
when you buy 2
2/\$10 CORE POWER Regular or Elite
414 mL 5.99 ea



29.99 GOOD PROTEIN All-in-One Shake
400 g



2/\$5 HORNBY Bar 80 g
or RXBAR 52-80 g

Give them more with the Grocery Essentials Card Visit sobeys.com/giftcards for details

drinks & snacks



2/\$5

COMPLIMENTS Potato Chips Extraa! Flavour or Kettle Chips 200 g



3.99

OLD DUTCH Potato Chips 200-235 g or TWIGZ Pretzels 130 g



2.99

SOUR PATCH KIDS 135-154 g, SKITTLES or LIFE SAVERS Candy 130-180 g



4.99

BUY MORE SAVE MORE
go when you buy 2 or more

CADBURY Bagged Chocolate 144-200 g 5.99 ea



100 PTS
when you buy 2

4.99

OASIS Juice or DEL MONTE Nectar 8x200 mL tetra



3.49

MIO, KOOL-AID or CRYSTAL LIGHT Water Enhancers 48 mL Liquids or 4-10 pk Powders



6.49

DARE Bear Paws Family Pack 337-492 g or Wagon Wheels 630 g



\$3

DARE Breton, Vinta or Simple Goodness Crackers 135-225 g or Veggie Crisps 100 g



2/\$12

LACROIX Sparkling Water 8x355 mL



200 PTS
when you buy 1


21.99

POWERADE Team Pack 24x591 mL



17.99

RED BULL Energy Drink 8x250 mL



3.49

150 PTS
when you buy 3

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

meal makers



4.49

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



8.99

BEEMAID Honey selected 500 g



6.49

SNACK PACK Puddings 12 pk



100 PTS
when you buy 2

2.89

COMPLIMENTS White or Whole Wheat Bread 570 g



3.49

COMPLIMENTS Coconut selected 200 g or KRAFT Jet-Puffed Marshmallows 400 g



3.99

ROBIN HOOD Oats 1 kg or CRISCO Shortening selected 454 g



4.49

COMPLIMENTS Cooking Spray 141-170 g or MUTTI Tomato Paste 156 mL



5.49

200 PTS
when you buy 2

DEMPSTER'S 10" Tortillas 366-610 g or WEIGHT WATCHERS Bread 450 g, Tortillas 8 pk or Bagels 6 pk



2/\$5

CAMPBELL'S Broth 900 mL



200 PTS
when you buy 4

4.99

JUST SOUP 480 mL



3.99

ALLEN'S White or Pickling Vinegar 4 L



4.99

TIPIAK Couscous 500 g

Here for your budget and lifestyle



100 PTS
when you buy 1

COMPLIMENTS Mammoth Olives 500 mL



100 PTS
when you buy 2

1.79

COMPLIMENTS Flavoured Tuna 85 g



BUY MORE SAVE MORE

4.99

COMPLIMENTS Chocolate Chips 225-270 g 5.49 ea



100 PTS
when you buy 2

5.49

COMPLIMENTS Jam 375-500 mL



\$1

COMPLIMENTS Mac & Cheese 225 g or Deluxe Mac & Cheese 200 g



\$2

100 PTS
when you buy 4

BEST BUY Cake Mixes 375 g



2

BEST BUY VALUE PLUS CHOCOLATE 375 g



100 PTS
when you buy 1

17.99

PANACHE Maple Syrup amber rich 1 L

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home & pet care

18⁹⁹

ARM & HAMMER Clump & Seal Cat Litter 8.62-9.1 kg

100 PTS
when you buy 3

2⁹⁹ WHISKAS Temptations Cat Treats 180 g

8⁹⁹ CALEDON FARMS Dog Treats 90-554 g selected

200 PTS
when you buy 1

18⁹⁹ ENERGIZER Batteries AAA 16 pk or AA 24 pk

19⁹⁹

CHARMIN Bathroom Tissue 12=48 rolls or BOUNTY Paper Towel 4-6 pk

9⁹⁹ GLADE Triple Wick Candles selected

7⁹⁹

ALCAN Foil 50-100 ft or REYNOLDS Parchment Paper 75 ft, Sheets 40 pk or Air Fryer Liner 50 pk selected

100 PTS
when you buy 1

25⁹⁹ BRITA Water Pitcher 6 Cup or Filters 3 pk

5⁷⁹

SCRUBBING BUBBLES Bathroom Cleaner 623 g or 946 mL, Shower Foamer 567 g or 946 mL or Easy Peasy 385 g or 946 mL

5⁹⁹ **200 PTS**
when you buy 2

TIDE Laundry Detergent 946 mL, DOWNY Rinse and Refresh 473 mL, BOUNCE Dryer Sheets 40-80 pk or DOWNY Beads 141 g

19⁹⁹ CASCADE Dishwasher Tabs 40-50 pk

STARTING AT 3⁹⁹

FEBREZE Air Freshener 250 g, Car Clips 2 mL or Small Spaces 7.5 mL selected

health, beauty & baby

200 PTS
when you buy 2

4⁹⁹

COLGATE Optic White or Sensitive Pro-Relief Toothpaste or Toothbrushes 73-75 mL or 1-4 pk selected

200 PTS
when you buy 2

6⁹⁹

CREST 3D White Toothpaste, Pro-Health Oral Rinse or ORAL-B Toothbrushes 85 mL-1 L or 1-2 pk selected

300 PTS
when you buy 2

4⁹⁹ **MEMBER PRICING**

6⁹⁹ without Scene+ Card

LISTERINE Mouthwash 1 L selected

100 PTS
when you buy 2

STARTING AT 3⁹⁹

NIVEA Deodorant, Body Wash or Lip Care 50-500 mL, 8-52 g or 2 pk selected

STARTING AT 9⁴⁹

HEAD & SHOULDERS, HERBAL ESSENCES or PANTENE Shampoo, Conditioner or Stylers 95-613 mL selected

400 PTS
when you buy 2

STARTING AT 10⁴⁹

ALWAYS Pads, Liners 18-120 pk or TAMPAX Tampons 40 pk selected

STARTING AT 8⁴⁹

OLAY or OLD SPICE Body Wash or Soap Bar 650-987 mL or 8 pk, SECRET Deodorant 73 g, MARC ANTHONY Hair Care 175-380 mL selected

20% off

ST. IVES Skin Care selected

59⁹⁹

SIMILAC 360 Total Care Infant Formula 859 g

300 PTS
when you buy 1

28⁹⁹

HUGGIES Giga Diapers 36-128 pk

2²²

BABY GOURMET Organic Baby Pouches or Jars 92-128 mL

STARTING AT 3⁹⁹

EARTH'S BEST Organic Bars or Snacks 44-133 g

pharmacy

Only available at pharmacy locations. *Select products only available when a pharmacist is on duty.

250 PTS
when you buy 1

10% off

NICORETTE Gum or Lozenges 160-210 pk or QuickMist Duo[†]

250 PTS
when you buy 2

10% off

REACTINE Allergy Relief 24-36 pk[†]

10% off

ALEVE 20-24 pk

200 PTS
when you buy 1

15% off

NEOCITRAN Cold and Flu Relief 10 pk[†]

400 PTS
when you buy 2

19⁹⁹

DEPEND Underwear or POISE Pads selected

100 PTS
when you buy 1

10% off

GAVISCON selected or BEANO 60 pk

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EXCLUSIVE**

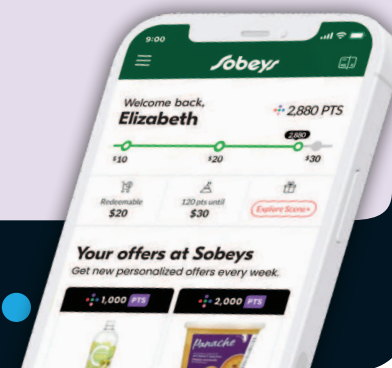
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حلال Halal

11⁹⁹ /lb

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

Naturally sweet, golden ripe plantains - ideal for snacking or frying



1⁹⁹ /lb

Plantain product of Ecuador or Guatemala 4.39/kg

PRICE LOCK



\$4

Mangoes Bag product of Mexico 3 pk



6⁸⁸

EIGHT TREASURES Whole Head-On, Shell-On Raw Shrimp 400 g

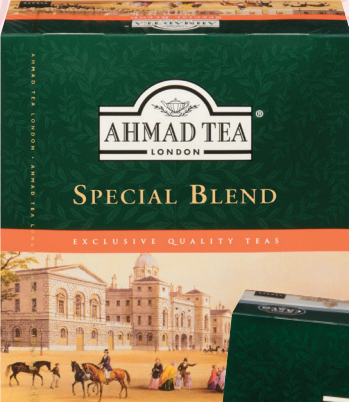


1¹⁹ GRACE Peanut Punch 240 mL



1⁹⁹

GRACE 100% Pure Coconut Water 500 mL



6⁹⁹

AHMAD Tea Bags 100 pk selected varieties



4⁹⁹

SHERBON Juice Drink chaunsa mango or pink guava 2 L



3⁷⁹

BESTROPICS Coconut Water 1 L



2⁷⁹

HATA Ramune Soda 200 mL selected varieties



4⁷⁹ CP AUTHENTIC ASIA Frozen Meals 258-350 g selected varieties



1¹⁹

MR. BROWN Canned Coffee 240 mL selected varieties



1⁴⁹

NONGSHIM Cup Noodle Soup 75 g selected varieties



3²⁹

CHEN KE MING Ramen or Udon Noodles 800 g



13²⁹

LEE KUM KEE Chicken Bouillon Powder 1 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



MAKE YOUR OWN PIZZA



value size

200 PTS when you buy 1

17⁹⁹ TRE STELLE Mozzarella Club Pack 750 g



75 PTS when you buy 2

3⁹⁹ COMPLIMENTS Pizza Dough Ball 650 g



6⁹⁹

PILLER'S Pepperoni Toppings selected 175-250 g

7⁹⁹

COMPLIMENTS Extra Virgin Olive Oil 500 mL



1⁷⁹ COMPLIMENTS Tomato Sauce 398 mL



6⁹⁹

COMPLIMENTS Shredded Parmesan or Italian Blend 125 g



150 PTS when you buy 2

MEZZETTA Olives 283-398 mL

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EVERY WEEK!

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GIVEAWAYS



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IT'S GAME TIME



PLAY THE COMPLIMENTS CHALLENGES THIS WEEK
FOR YOUR CHANCE TO EARN A FREE ITEM OFFER!

COMPLIMENTS
Dough'chi Bites
180 mL



COMPLIMENTS
BBQ Sauce
425 mL



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