

ATL_NFLD

Canadian Sobeys

Since 1907

Verified
19.99



PINEHILL Frozen Seasoned Boneless Skinless Chicken Breast 2 kg

Verified
3.99 /lb



Fresh Pork Tenderloin Family Size cryovac or Fresh Pork Side Ribs breast bone removed 8.80/kg

Verified
MEMBERS SAVE *2
9.99

MEMBER PRICING

11.99 without Scene+ Card



COMPLIMENTS Smoked Sausages 900 g or **BUTCHER'S SELECTION** BBQ or Honey Garlic Pork Back Ribs 680 g

Verified
3.49



Cauliflower product of USA

Verified
2.99



PEI SPUDS Russet Potatoes product of Atlantic Canada 5 lb

Verified
7.99



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

Verified
9.99



Prepared Fresh Daily In-Store Fruit or Vegetable Trays 900 g-1.3 kg

READY FOR YOU

Verified
5.99



ROYALE Bathroom Tissue 9-12=24 Rolls, Paper Towel 3=6 Rolls or Facial Tissue 6 pk

Verified
3.99



DANONE Activia Yogurt 8 pk

Verified
1.88



SMART ONES Frozen Entrées 241-283 g or **HEINZ** Hot Bites 198 g

Verified
5.49



BUBLY or **MONTELLIER** Sparkling Water 10-12x355 mL

Verified
9.99



STARBUCKS Roast & Ground Coffee 340 g or K-Cup® Pods 10 pk, **VAN HOUTTE** Roast & Ground Coffee 340 g or **KING COLE** Orange Pekoe Tea 216 pk or Decaffeinated 120 pk

Verified
3.47



DR. OETKER Ristorante or Casa Di Mama Pizza 288-410 g or **DR. OETKER** Giuseppe Garlic Fingers 317 g

Scene+ SPEND & GET

SPEND \$125 OR MORE ON GROCERIES, GET 1,000 PTS

That's like \$10 toward your groceries

Valid Thursday, April 16 - Sunday, April 19, 2026

Offer valid April 16 to April 19, 2026 at all Sobeys locations in Atlantic Canada. Receive 1,000 Scene+ points when you spend a minimum qualifying purchase of \$125 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 or more awards only one 1,000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery Offers. 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 of 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/termsand-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 Offer subject to change and may be withdrawn without notice.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.

DON'T FORGET YOUR COUPON

Offer also available through mygroceryoffers.ca or on the Sobeys app



0 61925186707 9

Global Market

Verified
4.99



KEWPIE Japanese Mayonnaise 450 g or **HUY FONG** Sriracha Hot Chili Sauce 714 mL

Verified Price Guarantee

LOWEST PRICE on select flyer items or automatically receive the difference in Scene+ points¹

¹Conditions apply. See sobeys.com for details.

¹Verified 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.

THU 16 | FRI 17 | SAT 18 | SUN 19 | MON 20 | TUE 21 | WED 22

Prices and offers in effect April 2026 Newfoundland



So many deals
Scan here for our full digital flyer

ATL_NS_NB_PEL_NFLD

Scene

MEMBER

PRICING

Swipe your Scene+ Card and Save



20% off
MEMBER PRICING

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs or STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef



From Atlantic Canada

SAVE UP TO 43% WITH MEMBER PRICING

19.99
MEMBER PRICING

25.99
without Scene+ Card

COMPLIMENTS Newfoundland Wild Snow Crab Clusters or New Brunswick Lobster Claws product of Canada 454 g



MEMBERS SAVE 50¢
99¢
MEMBER PRICING

1.49
without Scene+ Card

COMPLIMENTS Canned Legumes 540 mL



MEMBERS SAVE 50¢
3.49
MEMBER PRICING

3.99
without Scene+ Card

HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g

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

Scene™

TURN POINTS INTO GROCERIES



300 PTS when you buy 2

8⁹⁹

JANES Pub Style Breaded Chicken or Wings 660-700 g



That's like \$5 toward your groceries

500 PTS when you buy 3

5⁴⁹

COMPLIMENTS Dry Cured Salami selected 125 g



That's like \$5 toward your groceries

500 PTS when you buy 1

47⁹⁹

VEGA All-in-One Nutrition 827-876 g



150 PTS when you buy 2

3⁹⁹

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



300 PTS when you buy 1

26⁹⁹

HUGGIES Giga Diapers 36-128 pk

1,000 Points = \$10 of free groceries

100% fresh GUARANTEE

Guaranteed fresh or your money back



11⁹⁹ /lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 26.43/kg



13⁹⁹

COMPLIMENTS, MONTANA'S, BELMONT, THE KEG, CARDINAL or SUNRISE Burgers selected 680-906 g



7⁴⁹ /lb

500 PTS when you buy 1

Fresh Lean Ground Beef available only in 5 lb tube 16.51/kg



10⁹⁹

COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g or MIRABEL Cooked Shrimp 71-90 ct per lb 400 g



\$5

Red Mangoes product of Mexico 3 pk



7⁹⁹

Small Bar Cakes 325-575 g



BUY 2 GET 3RD FREE of equal or lesser value

BALDERSON Cheddar 250-280 g selected



2⁹⁹ /100 g

COMPLIMENTS Black Forest or Honey Ham



100 PTS when you buy 1

6⁹⁹

BECEL Margarine 637-850 g



5⁹⁹

ARMSTRONG Cheese 400 g or Shreds 300-320 g or SAPUTO Mozzarellissima 500 g



6⁹⁹

NEWFOUNDLAND EGGS large 18 pk



200 PTS when you buy 2

2/\$7

QUAKER Harvest Crunch Cereal 270-510 g



4⁴⁹

SCOTSBURN Premium Ice Cream 1.5 L or Selected Novelties 12 pk



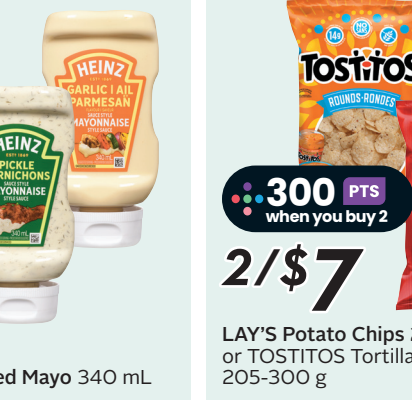
2⁹⁹

LECLERC Celebration or DARE Viva Puffs, Simple Pleasures or Whippet Cookies 200-350 g



2⁹⁹

DEMPSTER'S Holsum White or Whole Wheat, Texas Toast or Sandwich Bread 570-675 g, Hot Dog or Hamburger Buns 8 pk or English Muffins 6 pk



2⁹⁹

HEINZ Flavoured Mayo 340 mL



22⁹⁹

MCCAFÉ, VAN HOUTTE or LAVAZZA K-Cup Pods 30 pk or COMPLIMENTS Whole Bean Coffee 907 g



200 PTS when you buy 2

6⁹⁹

NATURE VALLEY Mid Size Granola Bars 340-525 g



5⁹⁹

SMUCKER'S Strawberry Jam 310-500 mL or COMPLIMENTS Honey 375-500 g



2/\$4

CAMPBELL'S Ready To Serve Soup 510-515 mL

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



*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin LPC 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 Nielsen 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.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Newfoundland. 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 Atlantic regions, pre-paid cards, postal products and services, Western Union, McCafe@/Tim Hortons@/Starbucks@ products and services in select regions, 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. Printed with vegetable based inks. Newfoundland, Supplement to The Western Star. P06_SBY_WK51_PRN_ATL_NFLD



Bring on the grill

2,000 PTS
when you buy 1

7⁹⁹
/lb

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

value size

4⁴⁹
/lb

Fresh Pork Side Ribs breast bone removed sweet & sour cut 9.90/kg

6⁹⁹
/lb

Fresh Skinless Pork Belly Portion 15.41/kg

12⁹⁹
/lb

Coho Salmon Fillets frozen or previously frozen product of Chile 28.64/kg

CHOOSE CANADIAN SEAFOOD
From Atlantic Canada

STARTING AT 1²⁵

Fresh Choice Oysters subject to availability

500 PTS
when you buy 2

COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken

300 PTS
when you buy 3

2⁴⁹ COMPLIMENTS Foil Wrap 25 ft or Parchment Paper 35 ft

100 PTS
when you buy 2

\$6 BEN & JERRY'S Ice Cream 473 mL or MAGNUM Novelties 3-4 pk selected

3⁴⁹ CLUB HOUSE La Grille Marinades 350 mL

400 PTS
when you buy 2

6⁹⁹ BIG 8 Soft Drinks 12x355 mL

150 PTS
when you buy 2

4⁴⁹ DEMPSTER'S Signature Buns 6-12 pk

6²⁹ FRITO-LAY Value Size Snacks 325-535 g

2/\$4

PANACHE Carbonated Water 750 mL-1 L

5⁹⁹ SIMPLY Lemonade 2.25 L

3⁹⁹ COMPLIMENTS Worcestershire Sauce 285 mL or Pickles 1 L

Scene GET 1,000 PTS FOR EVERY \$100 SPENT IN ONE4ALL ULTIMATE GIFT CARDS!

Offer valid during April 16 - 22, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability. Cards issued by Peoples Trust Company.

Early season favourites worth firing up



2.99 /lb
Green Zucchini or Eggplant
product of Mexico 6.59/kg

2.47 /lb
Sweet Onions product of USA
or Mexico no 1 grade 5.45/kg

\$15
Ribs full rack 710 g
available hot or chilled

AVAILABLE AT OUR KITCHENS AVAILABLE HOT OR CHILLED

100 PTS
when you buy 2
6.99
COMPLIMENTS
Halloumi-Style Cheese
200 g

Made with 100% Canadian flour

99¢ /100 g
Twice Baked Potatoes
Value Size sold by 100 g
available chilled

value size

2/\$5
White or 100% Whole Wheat
Bread 450 g

BAKED IN STORE

Place your brownie on the smoker for an extra indulgent treat! Then top with your favourite ice cream.

BUY 1 GET 1 FREE
of equal or lesser value

Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Mini Cornbread 228 g

200 PTS
when you buy 2
1.99
CLARK Beans in Tomato Sauce or Maple Style 398 mL

5.49
MONTANA'S BBQ Sauce
350 mL

4.49
PANACHE Dijon Mustard
500 mL

100 PTS
when you buy 2
5.99
ARMSTRONG Cheese Slices 220-240 g, Sticks 210 g, Swirls 283-340 g, Nibblers 200 g or Combos 180 g

100 PTS
when you buy 1
COMPLIMENTS
Everything Sauces
245 mL

4.49
COMPLIMENTS Ketchup
100% Canadian Tomatoes
1 L or 750 mL

2/\$5
KRAFT Pasta Salad
200 g

9.99
BBQ PIT BOYS Seasonings 240-408 g or SZN SPICE COMPANY Burger Binders, Seasonings or Spices 230-360 g

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit Sobeys.com/offers or the Sobeys app.

so much value



4.49 /lb
Sweet ORRI Clementines or Mandarins product of Israel 9.90/kg

2/\$5 **200 PTS** when you buy 4
Red Mangoes product of Mexico

4.49
Raspberries product of Mexico or USA 170 g

100 PTS when you buy 2
4.99
COMPLIMENTS Caesar Salad Kit product of USA 280 g

3.99
Iceberg Lettuce product of USA

6.99
HIROS Cherry Tomatoes on the Vine product of Canada 340 g

4.99 From Atlantic Canada
ECO SPUDS Red Potatoes product of Atlantic Canada, Canada no 1, 5 lb

3.99 /lb
Broccoli Crowns product of USA or Mexico 8.80/kg

1.49
Green Onions product of Mexico

4.44 **100 PTS** when you buy 2
COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g

7.99 **200 PTS** when you buy 2
Green Cotton Candy Grapes product of Peru 454 g

2/\$4 **200 PTS** when you buy 4
Bulk Avocados product of Mexico

4.44
Cantaloupe product of Honduras or Guatemala no 1 grade

2/\$6 **100 PTS** when you buy 2
Large Red Grapefruit product of Israel

4.99 **100 PTS** when you buy 2
FRESH ATTITUDE Caesar Bacon Dressing Kit product of USA

4.99 **200 PTS** when you buy 1
COMPLIMENTS Reusable Produce Bags

BUY 2 GET 3RD FREE
Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

15% off
Prepared Fresh Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

3.99
Dragon Fruit product of Vietnam

2/\$5
Methi product of Mexico

5.99
Organic Onions product of Canada or USA 1.36 kg

1 LB BAG **100 PTS** when you buy 1
7.99 Organic Lemons product of USA or Mexico 1 lb 454 g

STARTING AT 5.49
LIGHTLIFE Tempeh 170-227 g or Plant-Based Chicken Tenders 170 g

100 PTS when you buy 1
6.99 LITEHOUSE Dressing 591 mL selected

4.99 H&H Dried Fruit selected 180 g

4.99 COMPLIMENTS Raw Pumpkin Seeds 300 g or Roasted Sunflower Seeds salted or unsalted 450 g

floral

Available at most stores

STARTING AT \$14
Phalaenopsis Orchids In Ceramic selection may vary by store

150 PTS when you buy 1
9.99 Administrative Professionals Day Flowering Plants 4" grown in Canada

400 PTS when you buy 1
26.99 Administrative Professionals Day or Earth Day Bouquets

16.99 Anthurium or Peace Lily in Ceramic 4" grown in Canada

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) for details

*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 www.sobeys.com/value-flyer for details.



CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

So.tender



HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection
Exclusive to Sobeys



CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

16⁹⁹ /lb

STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 37.46/kg

500 PTS
when you spend \$50 or more

STERLING SILVER Fresh Boneless Rib Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef



250 PTS
when you buy 1

5⁹⁹ /lb

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



300 PTS
when you spend \$25 or more

COUNTRY RIBBON Fresh AIR-CHILLED Boneless Skinless Chicken Thighs



3⁹⁹ /lb

Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 8.80/kg



3⁴⁹ /lb

Fresh Pork Hock 7.69/kg



8⁹⁹ /lb

200 PTS
when you spend \$20 or more

Fresh Lean Ground Beef Burgers 4 pk Family Size 19.82/kg



5⁹⁹ /lb

300 PTS
when you buy 2

MAPLE LODGE FARMS Chicken Sausage 375-500 g



5⁴⁹ /lb

MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g



18⁹⁹ /lb

Fresh Canadian Lamb Loin Chop 41.87/kg

Ready for the Smoker!





9⁹⁹ /lb

Fresh Boneless Beef Brisket Pot Roast cut by your meat expert from Canada AA grade beef 22.02/kg



14⁹⁹ /lb

200 PTS
when you spend \$20 or more

Fresh Beef Chuck Simmering Short Ribs Family Size cut by your local meat expert from Canada AA grade beef 33.05/kg



Scan to learn how to get more out of your BBQ



5⁹⁹ /lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg

value size

quick & easy



7⁹⁹ /lb

CARL BUDDIG Sliced Meats 55 g



100 PTS
when you buy 1

6⁹⁹ /lb

COMPLIMENTS Regular Wieners 1 kg



6⁹⁹ /lb

200 PTS
when you buy 2

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g



200 PTS
when you buy 2

9⁹⁹ /lb

CHRIS BROTHERS Bologna 1.5 kg



4⁹⁹ /lb

100 PTS
when you buy 2

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



6⁹⁹ /lb

WHOLLY VEGGIE! Cauliflower Wings Buffalo, Ranch, Hot Honey or Japanese Inspired BBQ 375 g



7⁹⁹ /lb

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g



11⁹⁹ /lb

120 PTS
when you buy 1

COMPLIMENTS Cabbage Rolls or Five-Cheese Cannelloni 907 g-1 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 pts = \$10 in groceries

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

seafood



4⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Crab Flavoured Seafood 454 g



7⁹⁹
LAND & SEA Salt Fish Bits 454 g

Bring on the Grill



\$3
TRUE NORTH Atlantic Salmon Burgers frozen or previously frozen 130 g or 2 pk of burgers for 6.00

150 PTS when you buy 3 portions
4⁹⁹
Fresh Atlantic Salmon Portions skin-on plain or in-store marinated 113 g



11⁹⁹ **100 PTS** when you buy 1
COMPLIMENTS Smoked Atlantic Salmon, Steelhead or Gravlax 150 g



9⁹⁹
WATERVIEW MARKET Shrimp with Sauce 454 g



6⁹⁹
Prepared In-Store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g



12⁵⁰
OCEAN JEWEL Shrimp Skewers frozen 10 pk 454 g

bakery

Try our NEW Jumbo Cupcakes!

BUY 4 GET 5TH FREE
of equal or lesser value



Patisseries small or large

Made with 100% Canadian Flour



3⁹⁹ **BAKED IN STORE**
Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g



2⁹⁹ **MEMBER PRICING** **3⁶⁹** without Scene+ Card
Bagels 4 pk 450 g



5⁹⁹ **100 PTS** when you buy 2
All Butter Croissants or Pastries 4 pk 275-400 g



BUY 1 GET 1 FREE **MIX & MATCH**
Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Mini Cornbread 228 g



5⁴⁹ **200 PTS** when you buy 2
PORTOFINO Breads 585-600 g



4⁹⁹
ACE BAKERY Rolls or Burger Buns 296-530 g

deli & kitchen



11⁹⁹ **MEMBER PRICING** **12⁹⁹** without Scene+ Card
COMPLIMENTS Double Cream Brie or Camembert 350 g



20% off
FRICO Gouda mild, medium, smoked or spiced prices as marked



STARTING AT 9⁹⁹
TRE STELLE Feta 375 g or CASTELLO Havarti 425 g



3⁹⁹ /100 g **200 PTS** when you buy 300 g or more
COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami



300 PTS when you buy 2
12⁹⁹
COMPLIMENTS Charcuterie Trio selected 250 g



6⁹⁹
BRANDT Kolbassa Sausage selected 250 g



6⁹⁹
WHISPS Cheese Crisps selected 60 g



1¹⁹ /100 g
CHRIS BROTHERS Salami



7⁹⁹ **MEMBER PRICING** **8⁴⁹** without Scene+ Card
2 Pack Mixed Deli Meat Subs or Select Varieties 430 g



\$3
Handheld Savoury Pastries spinach & feta, bacon & egg or other select varieties 76-95 g available chilled or heated on request



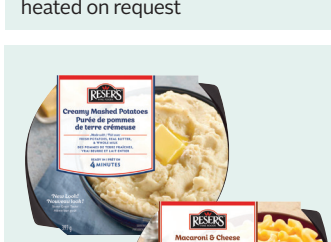
1⁹⁹ **75 PTS** when you buy 2
BURNBRAE FARMS Eggs2Go! 2 pk 88 g



\$5
COMPLIMENTS Fresh Pasta 350-360 g or Sauce 170-300 mL



3⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Mini Hummus or Dips 4 pk 228 g



4⁹⁹ **200 PTS** when you buy 3
RESER'S Side Dishes 340-567 g available chilled



5⁴⁹ **100 PTS** when you buy 2
RESER'S Dessert Gelatin or Parfaits 567-624 g



3⁹⁹
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

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

frozen & dairy



5⁹⁹
NANAPOPS! Frozen Bars 4 pk selected



2/\$11
HEALTHY CHOICE Simply Steamers Entrées or MARIE CALLENDER'S Bowls selected 255-349 g



3⁴⁹
PILLSBURY Pizza Pops 4 pk



7⁹⁹
MICHELINA'S Frozen Entrées 128-284 g



10⁹⁹
SMUCKER'S Uncrustables 10 pk



6⁹⁹
RED BARON Pizza 584-665 g



100 PTS when you buy 1
CAVENDISH FARMS Fries, Wedges or Onion Rings selected 1-1.8 kg



100 PTS when you buy 2
7⁴⁹
YOPLAIT Source Creamy Yogurt 16 pk



5⁹⁹ **100 PTS** when you buy 2
LIBERTÉ Probiotic Kéfir 1 L or YOPLAIT Yop Drinkable Yogurt 6 pk



5⁴⁹ **100 PTS** when you buy 2
COMPLIMENTS Pure Orange Juice 1.36-1.54 L



6⁹⁹
DAIRY ISLE Butter 454 g



10⁹⁹
DANONE Oikos Greek Yogurt 12 pk or 1.5 kg



5⁹⁹
NATREL Lactose Free Chocolate Milk or CENTRAL DAIRIES Lactose Free White Milk 2 L



7⁹⁹ **150 PTS** when you buy 3
STÖK Cold Brew Coffee 1.42 L



200 PTS when you buy 2
3⁹⁹
COMPLIMENTS Cheddar Flavour Slices 400 g

WE'RE FULL OF compliments



100 PTS when you buy 2
3⁴⁹
COMPLIMENTS Mini Pizza Bagel Snacks 198 g



3⁴⁹
COMPLIMENTS Hash Browns 650 g



2²⁹
COMPLIMENTS Sour Cream 250 mL



35 PTS when you buy 1
2⁹⁹
COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g

natural health



2/\$9
POPCORNERS Popcorn Crisps 142 g




100 PTS when you buy 2
3⁴⁹
MADEGOOD Bars, Minis, Rice Crisps 120-150 g



9⁹⁹
NATURE'S PATH Eco Pac Assorted Products 650-907 g



14⁹⁹
JUST US! Ground Coffee 340 g



STARTING AT **9⁹⁹**
AMY'S Pizza 340-397 g



200 PTS when you buy 2
7⁴⁹
DAIYA Cheezecakes 400 g



9⁹⁹ **100 PTS** when you buy 1
EVIVE Smoothie Cubes 3 pk 405-450 g



5⁹⁹
EARTH'S OWN Oat Creamers 946 mL



400 PTS when you buy 2
25% off
WEBBER NATURALS Vitamins or Supplements selected



200 PTS when you buy 2
9⁹⁹
CLIF Bar 5 pk



2/\$5 **100 PTS** when you buy 2
LOVE GOOD FATS Bars 39-40 g



5⁹⁹ **200 PTS** when you buy 2
METHOD Cleaners 828 mL selected (excludes floor, wood, granite, tub or tile cleaners)

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

drinks & snacks

99¢ MARS Chocolate Bars 30-57 g

2.99 SKITTLES or STARBURST Candy 130-170 g or LIFE SAVERS Candy 150-180 g

19.99 BUDWEISER Zero Non-Alcoholic Beer 12x355 mL

2/\$3 COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L

3.49 ea when you buy 3 or more
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea

100 PTS when you buy 2
COMPLIMENTS Tortilla Chips 250-280 g or Potato Chips 200 g

2/\$5 FRUITÉ Fruit Drink 2 L

4.49 TETLEY Specialty Tea Canisters 20-24 pk

5.99 CHRISTIE Family Size Cookies selected 303-520 g or Oreo Cakesters 285 g

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

\$4 **150 PTS** when you buy 3
KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g

200 PTS when you buy 2
2/\$7 LECLERC Go Pure Bars 140-175 g

meal makers

4.99 KELLOGG'S Vector Granola 311 g

3.99 GOGO SQUEEZ Apple Sauce 360 g

4.99 DEL MONTE Canned Fruit 796 mL

4.99 SUN-MAID Cinnamon Raisin Bread 450 g or DEMPSTER'S Protein Bagels 450 g or Tortillas 8.5" 6 pk

5.49 LAURA SECORD Chocolate Chips 250 g selected

5.99 ea when you buy 2 or more
E.D. SMITH Pie Filling selected 540 mL 6.49 ea

6.99 STEFANO Pasta Sauce 405-648 mL

3.99 **100 PTS** when you buy 2
COMPLIMENTS 7" Tortillas 340 g

2.99 CLOVER LEAF Yellowfin Chunk Light Tuna or Flaked Pink Salmon 142 g

3.99 TACO BELL Dinner Kits 260-420 g, Creamy Sauce 354 mL or Hot Sauce 207 mL

4.99 BARILLA Lasagna wavy 454 g or Pasta Jumbo Shells 340 g

7.49 DAINTY Basmati Rice 900 g

Here for your budget and lifestyle

100 PTS when you buy 3
3/\$10
COMPLIMENTS Granola 325 g

15% off
COMPLIMENTS Baking Nuts 350 g or Raisins, Currants, Dates or Prunes selected 375 g-1 kg

2/\$5 **100 PTS** when you buy 2
COMPLIMENTS Baby Whole or Cut Corn 398 mL

3.79
PANACHE Egg Noodles 375 g

8.99
PANACHE Maple Syrup 100% Pure 375 mL

100 PTS when you buy 2
2.49
COMPLIMENTS Evaporated Milk 354 mL or Marshmallows 250 g selected

2.49 **100 PTS** when you buy 2
COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g

3.79
COMPLIMENTS 100% Pure Canola Oil 473 mL

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

home & pet care

100 PTS when you buy 2

11⁹⁹ GLAD Kitchen Catchers 50-60 pk

100 PTS when you buy 2

2⁹⁹ COMPLIMENTS Compostable Cutlery 24 pk selected

26⁹⁹ CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6=18 or 8=16 rolls

3⁴⁹ MEMBER PRICING

3⁹⁹ without Scene+ Card

COMPLIMENTS All Purpose Reusable Cloths 15 pk

4⁹⁹ **100 PTS** when you buy 2

CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foamer 887 mL selected

200 PTS when you buy 2

5⁹⁹ STARTING AT FLEECY Fabric Softener 1.36 L or Sheets 80 pk

300 PTS when you buy 2

11⁹⁹ FEBREZE Plugs 52 mL or Refills 2 pk, 52 mL

9⁹⁹ STARTING AT DRANO Drain Cleaner Crystals 500 g or Clog Remover Gel 2.37 L

11⁹⁹ PURINA ONE Dry Cat Food 1.45-1.8 kg

1⁵⁹ ea when you buy 4 or more

IAMS or SHEBA Perfect Portions 75 g 1.79 ea

21⁹⁹ PURINA Tidy Cats Lightweight Cat Litter 5.44 kg

200 PTS when you buy 2

18⁹⁹ IAMS Proactive Health Dry Dog Food 3.18 kg

health, beauty & baby

5⁹⁹ **100 PTS** when you buy 2

SENSODYNE or Pronamel Whitening or Multi-Action Toothpaste 110-135 mL selected

5⁴⁹ STARTING AT GARNIER Whole Blends Shampoo or Conditioner 346-650 mL, AUSSIE, GARNIER or HERBAL ESSENCES Stylers 150 mL or 170-283 g selected

300 PTS when you buy 1

68⁹⁹ ENFAMIL A+ NeuroPro Refill 862-890 g

4⁴⁹ LOVE CHILD ORGANICS Oaty Chomps or Seafriends Snack 100-138 g or Q-TIPS 400 pk

UP TO 15% off

OLD SPICE Body Wash 473-532 mL, OLAY Soap Bar 4 pk or PANTENE, OLD SPICE, HAIR BIOLOGY, HEAD & SHOULDERS, AUSSIE Hair Care 60-650 mL or 397 g selected

10⁴⁹ STARTING AT U BY KOTEX Pads, Liners or Tampons 22-129 pk selected

100 PTS when you buy 4

2⁹⁹ HOTKID Baby Mum-Mum 50-60 g

400 PTS when you buy 2

28⁹⁹ PAMPERS Easy Ups or Ninjamas Training Pants 34-74 pk

2⁴⁹ STARTING AT COLGATE Toothpaste 70-120 mL selected

400 PTS when you buy 2

20% off AVEENO Skin Care selected

9⁹⁹ PAMPERS Baby Wipes 112-216 pk

BUY MORE SAVE MORE

\$1 ea when you buy 5 or more

COMPLIMENTS ORGANIC Baby Pouches 128 mL 1.79 ea

pharmacy

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

12⁹⁹ ENSURE 6x235 mL or GLUCERNA 6x237 mL

15⁹⁹ **100 PTS** when you buy 1

ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk*

150 PTS when you buy 2

10% off Children's TYLENOL, MOTRIN or BENYLIN selected*

200 PTS when you buy 2

10% off BAND-AID Premium Bandages

200 PTS when you buy 2

10% off POLYSPORIN Ointment 30 g

200 PTS when you buy 1

10% off FLONASE 60 Dose*

Scene+ Get 1,000 PTS with a Contour® meter**

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

Contour® meter **FREE** with purchase of 100 test strips

See your pharmacist for details. (Limit of 1 Free Meter)

79⁹⁹ CONTOUR® Next Test Strips 100 pk

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

Scene+
DIGITAL EXCLUSIVE

LOAD IT TO GET IT!

- 1 Download the Sobeys app
- 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)

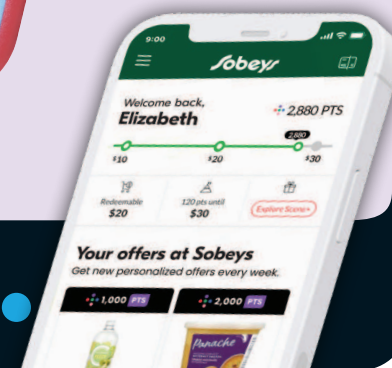


Perfect for salads, pizzas, antipasto skewers or quick snacks with olive oil and herbs.



Get
300 PTS
when you buy 2

COMPLIMENTS Bocconcini 200 g



Offer valid April 16th to April 22nd, 2026 at all Sobeys locations in Atlantic 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.



Your destination for variety and value



\$5
Mangoes 3 pk
product of Mexico



2/\$5
Methi product
of Mexico



3.99
/lb

Indian Eggplant product
of The Dominican
Republic 8.80/kg



4.99
/lb

Okra product of
Honduras 11.00/kg



8.99

GIA Basmati Rice
3.63 kg



19.99

AASHIRVAAD Whole Wheat Flour
9.07 kg



14.99

INDIA GATE Pure
Basmati Rice 4.54 kg



2.99

DEEP Paratha 368-384 g or
Naan 300-375 g



4.49

PATAK'S Cooking Sauces
400 mL selected varieties



3.49

PATAK'S Side Dishes 285 g
selected varieties



3.99

PATAK'S 3 Step Sauce Kit
313-315 g selected



15.29

BRAR'S Desi Ghee 800 g



2.79

RUBICON Juice Drink
1 L or 4x200 mL



1.29

PARLE-G Biscuits
300 g



4.49

RUBICON Organic
Coconut Water or
Non-Dairy Beverage 1 L



6.99

BEST BUY Frozen
Vegetables 2 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Taste the exclusive* Sainsbury's selection!

Explore our new authentic British assortment from Sainsbury's.
*Exclusively at Sobey's and Safeway. Subject to availability.



2²⁹ SAINSBURY'S Vegetable Soup 400 g



1⁷⁹ SAINSBURY'S Reduced Sugar & Salt Baked Beans in Tomato Sauce 200 g



1⁷⁹ SAINSBURY'S Baked Beans in Tomato Sauce 400 g



4⁴⁹ SAINSBURY'S Lemon Curd 411 g



4⁴⁹ SAINSBURY'S Red Label Tea Bags 80 pk



4⁷⁹ SAINSBURY'S Marmalade three fruit or bitter seville orange 340 g



1⁹⁹ SAINSBURY'S Biscuits or Cookies 200 g selected varieties



2⁴⁹ SAINSBURY'S Indian Tonic Water 1 L or Diet 1 L



1⁴⁹ SAINSBURY'S Foam Bananas Candy 70 g



1⁷⁹ SAINSBURY'S Dolly Mixtures or Milk Bottles Candy 70 g



2⁹⁹ SAINSBURY'S Rhubarb & Custard Candy 200 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

So·tender



HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection

THE CERTIFIED TENDER[®] ADVANTAGE

When choosing a roast or steak, look for the 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 available at Sobeys.



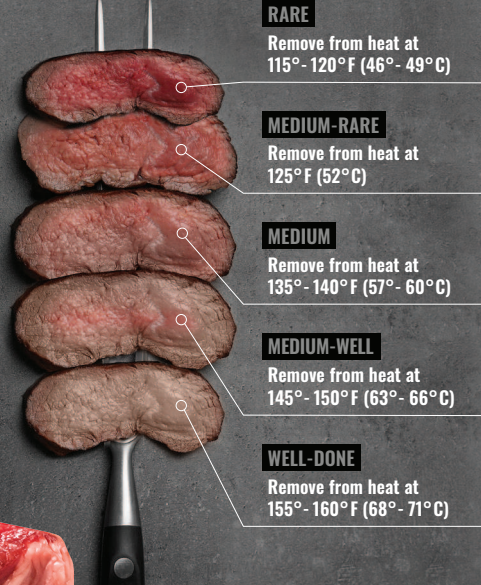
14⁹⁹ /lb

STERLING SILVER
Fresh Boneless Top Sirloin
Cap or Coulotte
Premium Oven Roast or
Family Size Grilling Steaks
cut by your meat expert from
Canada AAA grade beef
33.05/kg



YOUR GUIDE TO THE PERFECT STEAK

STEAK TEMP GUIDE



ASK US

- Known as the Picanha in South America.
- Our Exclusive Premium STERLING SILVER Top Sirloin Coulotte or Cap is cut with ample marbling.
- It can be smoked, grilled, sous vide or roasted — making it perfect for any meal.

*Certified by the Canadian Beef Grading Agency

Bring on the grill

Early season favourites worth firing up



READY FOR YOU

9.99
/lb

Fresh Premium Cheesy, Portabella Mushroom & Mozzarella, Bacon & Cheddar or Jalapeño & Cheddar Medium Ground Chuck Beef Burgers 22.02/kg



READY FOR YOU

5.99
/lb

Fresh Pork Tenderloin Kabobs with Vegetables 13.21/kg



READY FOR YOU

17.99
/lb

Fresh Beef Kabobs With Vegetables cut by your meat expert from Canada AAA grade beef 39.66/kg



READY FOR YOU

10.99
/lb

In-Store Made Fresh Boneless Skinless Chicken Breast Kabobs with Vegetables 24.23/kg





WISE CHOICES

KEEP ROLLING IN

Earth Day is April 22

Celebrate Earth Day: Look for the Ocean Wise® recommended logo in our stores for an Ocean Friendly Choice.



7⁹⁹

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



10⁹⁹ /lb

Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg



2⁴⁹ /lb

From Atlantic Canada Fresh Mussels 5.49/kg

Get **100 PTS** When you spend \$10 to \$24.99

OR

Get **300 PTS** When you spend \$25 or more



16⁹⁹ /lb

SUSTAINABLE BLUE Land-Raised Fresh Atlantic Salmon Fillets product of Nova Scotia subject to availability 37.46/kg



16⁹⁹ /lb

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



STARTING AT **1²⁵**

From Atlantic Canada Fresh Choice Oysters subject to availability



11⁹⁹

COMPLIMENTS Cooked Shrimp in bag with Cocktail Sauce 680 g



10⁹⁹

COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g

CHANCE TO WIN*
EVERY WEEK!

G R O C E R Y
GIVEAWAYS



Play on the Sobeys app now

IT'S GAME TIME



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

COMPLIMENTS
Freeze-Dried
Candy 68-100 g



COMPLIMENTS
Milk & Dark
Chocolate Covered
Nuts or Peanut
Butter Bites
340-400 g

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 1,000,000 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.

THE OFFICIAL HIGH PROTEIN YOGURT OF THE NHL

oikos SNACK TO WIN

YOU COULD WIN A TRIP FOR 2 TO THE STANLEY CUP FINAL \$25,000 TOTAL PRIZES

3.49 DANONE Oikos Pro 300 mL

7.49 DANONE Oikos Greek Yogurt 650-750 g

SCAN NOW

*No purchase necessary. Begins 03/23/26 at 12:00:01 AM ET & Ends 05/04/26 at 11:59:59 PM ET. Draw 05/05/26 at 2PM ET. One (1) Grand Prize: Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 900 Instant Win Prizes: a \$100 Digital Prepaid Card (20 total), or a \$5 CAD Physical Danone Oikos® Coupon (800 total). Mathematical skill-testing question. Full contest rules: www.snacktowin.ca. Oikos® used under lic. © 2026 Danone US, LLC. All rights reserved. Oikos® Pro™ used under lic. © 2026 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the word mark and image of the Stanley Cup and the Stanley Cup Final logo are registered trademarks of the National Hockey League, NHL and NHL team marks are the property of the NHL and its teams. © 2026 NHL. All Rights Reserved.

Knorr

BUY MORE SAVE MORE

1.779 ed when you buy 2 or more

300 PTS when you buy 4

300 PTS when you buy 2

KNORR Rice & Pasta Cups
73 g or Soups 2 pk or LIPTON Cup-A-Soup 40-83 g any variety

Trademark owned or used under license by Unilever Canada, Toronto, Ontario, M4W 3R2.

BACKED BY OVER 35 YEARS OF ACTIVIA'S EXPERTISE IN GUT HEALTH

delight
Elevating coffee moments, with just a Touch Of flavour

4.49 DANONE Activia 650 g or Activia Expert 4x100 g

7.49 DANONE Activia 12x100 g or Activia Expert 750 g

3.49 INTERNATIONAL DELIGHT 425 mL

Activia® used under lic. © 2026 Danone. All rights reserved. International Delight® © 2025 WhiteWave Services, Inc. All rights reserved.

KitKat

WIN
A VIP EXPERIENCE TO MONTREAL OR MONZA
+ 100S OF PRIZES

SCAN TO ENTER

1,000 PTS when you buy 4

5.49 NESTLÉ King Bars 50-86 g, Juniors 8 pk or Tablet Bars 95-105 g assorted

5.49 NESTLÉ Cellos 76-203 g assorted

THE KITKAT AND RELATED MARKS ARE TRADEMARKS OF P&G. © 2026 P&G. All rights reserved. Nestlé and the Nestlé logo are trademarks of Nestlé S.A., Vevey, Switzerland and used under license. © 2026 Nestlé. Nestlé trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. © 2026 Nestlé. Official Partner of Formula 1®

2,500,000 PTS TO BE WON!

BUY ANY PARTICIPATING HERSHEY'S PRODUCT FOR A CHANCE TO WIN* 1 OF 5 PRIZES OF 500,000 PTS

5.79 HERSHEY'S Bagged Chocolate 160-290 g

2.19 HERSHEY'S King Size Bars 62-96 g

2.69 HERSHEY'S Family Bars 90-120 g

HERSHEY'S Scene

*NO PURCHASE NECESSARY. Full Contest rules found at https://www.sobeys.com/hershey-canada-scene-contest. Contest runs from 03/19/2026-04/29/2026. Open to legal residents across provinces of Canada excluding QC with a valid Scene+ account, and who have reached the age of majority. 5 prizes of 500,000 Scene+ points to be won (ARV: \$5,000.00 (CAD) each).

GET UP TO \$20 IN FREE GROCERIES!

Spend \$25 & get **1,000 PTS** OR Spend \$40 & get **2,000 PTS**

FOR EVERY BURGER IT HAS TO BE HEINZ

ESTD 1869

TRY OUR BEST CLEAN

11.99 FINISH Dish Tabs 21-30 pk

24.99 FINISH Dish Tabs 60-105 pk

Product availability may vary in each participating Sobeys or Sobeys store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene+ card in order to qualify. *The offer can only be redeemed for items per Scene+ member tier during the banner of the program between March 19 and April 29, 2026. Empire reserves the right to make changes to this offer and to terminate the offer at any time, for any reason and without notice. Scene+ and Scene+ Design are registered trademarks of Scene Plus P Corporation. Used under license.

NEW BASKIN-ROBBINS

9.99 BASKIN-ROBBINS Confectionery Ice Cream 946 mL or Novelties 4 pk selection may vary by location

MADE IN CANADA

NEW & IMPROVED FORMULA

50% MORE CLEANING POWER*

TRY OUR BEST CLEAN

11.99 FINISH Dish Tabs 21-30 pk

24.99 FINISH Dish Tabs 60-105 pk

*BASED ON INCREASED INGREDIENTS VS. FINISH QUANTUM. © 2026 RECKITT BENCKISER LLC.

Nestlé Favourites

5.99 NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or Selected Premium Novelties 4-10 pk selection may vary by location

* All Nestlé trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. © 2026 Nestlé.

A SMALL CHOICE WITH AN ENORMOUS IMPACT

7.99 **400 PTS** when you buy 2

BONTERRA Bathroom Tissue 9=27 rolls, Paper Towel 3=6 pk or Facial Tissue 3=6 pk

**with domestic and imported material.

LIBERTÉ Greek Yogurt 2-4 pk, Méditerranée 4 pk or 500 g or YOPLAIT Source Protein 650 g

4.49

GAY LEA Aerosol Whipped Cream 225 g

4.99

TWINKLE Original Food Colour Colourant Alimentaire

3.99 TWINKLE Food Colour Pack Neon 4 pk 40 mL

RED BULL Energy Drinks 250 mL

2/5.50

DR. OETKER Giuseppe Stuffed Crust or Suprema Pizza 475-771 g

7.99

CHEEMO Perogies 745-907 g

2.99 **100 PTS** when you buy 2

CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected

3.99

MLK2GO or NESTLÉ Milkshakes 310-473 mL assortment may vary by province

2/\$3 **100 PTS** when you buy 4

SAVE \$3
when you buy any
1 Dempster's Bagels or Bread*
+
1 any Philadelphia Cream Cheese Product (227 - 340 g) or Kraft Peanut Butter Spread (750 g - 1 Kg)*
EXPIRES: June 30, 2026
*See in-store for coupon. Subject to availability. While supplies last.
*Includes Philadelphia Cream Cheese (227 - 340 g) and Kraft Peanut Butter (1KG/750g), Dempster's White and Whole Wheat Bread only. Excludes Dempster's Signature and Whole Grain bread.

— MAKE —
HOSTING Delicious

5.99 CHRISTIE Ritz Mini Bits or Drizzled Crackers 226-280 g selected
2/\$7 CHRISTIE RITZ Snacking or Mini Crackers 162-200 g selected

5.99 KRAFT Peanut Butter 750 g-1 kg selected
2.99 DEMPSTER'S Holsum White or Whole Wheat Bread 570 g
6.99 PHILADELPHIA Cream Cheese Product 340 g selected
4.49 DEMPSTER'S Bagels 5-6 pk selected (excludes Protein Bagels)
*Based on the 2026 BrandSpark® Canadian Trust Study.

3.49 IÖGO Nanö Yogurt with Flavoured Pearls 4x100 g selected
3.49 IÖGO Nanö Duo ASTRO Balkan Yogurt or IÖGO Duo 650-750 g
4.50 IÖGO Nanö Drinkable Yogurt 6x93 mL selected

WIN WITH SCENE+™
SHOP, SCAN, EARN 150 POINTS
+ CHANCE TO **WIN*** 500,000 POINTS
*Contest Ends June 3, 2026
See participating packages for details

150 PTS when you buy 2
4.49 GENERAL MILLS Retail Size Cereals 296-437 g

SPRING Savings
with General Mills

1.99 ea when you buy 2 or more
PILLSBURY Crescents Rolls or Wiener Wrap 200-227 g 2.49 ea
4.49 BETTY CROCKER Cake, Cookie or Bisquick Mix 263-1.13 kg selected
2.99 NATURE VALLEY Sweet & Salty Granola, Protein or FIBRE 1 Bars 125-210 g selected

HELLMANN'S OFFICIAL CONDIMENT OF CANADA

Scene+™ **WIN*** 1,000,000 PTS
or 1 of 110 Canada Soccer Gift Cards!

SPEND \$10 on participating Hellmann's products (before taxes)
SCAN your Scene+™ card at check-out to enter for a chance to win*

4.99 HELLMANN'S 340-445 mL any variety
6.49 HELLMANN'S 710-890 mL any variety

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.sobeys.com/hellmanns-canada-soccer-spring-contest>. Contest runs from 2026/03/12 - 2026/05/06. Open to legal residents across all provinces of CA including QC with a valid Scene+™ account, and who have reached the age of majority on the date they entered the Contest. Trademarks of Scene Plus IP corporation used under license by Sobeys Capital Incorporated. All Canada Soccer logos and marks are the property of Canada Soccer and may not be reproduced without prior written consent. © 2026 Canada Soccer. All Rights Reserved.

Refresh your fandom

Coca-Cola FIFA

*Coca-Cola Ltd., used under license.

Folgers OWN THE DAY

500 PTS when you buy 2
19.99 FOLGERS Coffee 544-865 g or Coffee Pods 30 pk assorted varieties

2/4.50 POWERADE Beverages 710 mL
2/4.50 BODYARMOR Beverages 473 mL
2/\$6 GLACÉAU Vitaminwater 591 mL or Smartwater 1 L
50 PTS when you buy 1

Offer valid from April 16 - April 22, 2026.
*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price.
The trademarks that appear are the property of their respective trademark owners.

SPREAD DELICIOUS MORNINGS

4.49 JIF or ADAMS Peanut Butter 500 g or SMUCKER'S Fruit Spreads 250 mL selected varieties

YOU COULD **WIN A TRIP FOR 4 TO TENERIFE, SPAIN** "THIS IS THE WAY TO SNACK"

ENTER FOR A CHANCE TO WIN AT WWW.ORVILLECONTEST.CA

6.49 ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-492 g or Gourmet Popping Corn 850 g

STAR WARS THE MANDALORIAN AND GROGU
Only in theatres! MAY 22

Snacks the whole family loves!

2.49 SNACK PACK Pudding assorted flavours 396 g
4.79 ANGIE'S Boomchickapop Sea Salt Popcorn 136 g or Sweet & Salty Popcorn 198 g

NOURISH EVERY DAY WITH QUAKER.

2.77 QUAKER Dippys or Chewy Granola Bars 120-156 g
3.49 go when you buy 3 or more
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea

8.49 NONNA PIA'S Balsamic Reductions 250 mL

GLUTEN FREE

6.99 LITTLE NORTHERN BAKEHOUSE Breads, Buns, Bagels or Pizza Crust 260-567 g

4.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

2.99 CATELLI Pasta 375-500 g (excludes lasagna) or Limited Edition O Canada 375 g

CELEBRATE EARTH MONTH

ENTER FOR A CHANCE TO

WIN A LAUNDRY ROOM MAKEOVER



A smarter way to clean laundry, period.



SCAN FOR CONTEST DETAILS

13.99
TRU EARTH Spring Cleaning Laundry Detergent 32 pk



5.99
CLOROX Liquid Bleach 2.4 L or PINE-SOL Cleaners 1.41 L

Pine-Sol
THE ONLY ONE YOU NEED
FOR MULTI-SURFACES
Use as directed.



Spring Cleaning Savings!

UP TO 100% OF GREASE & FOOD RESIDUE REMOVAL



19.99
CASCADE 40-50 pk

24.99
CASCADE 51-80 pk



100 PTS when you buy 2

4.49

COMPLIMENTS Disinfecting Wipes 75 pk



100 PTS when you buy 2

2.99

COMPLIMENTS Multi-Surface Cleaner 1.41 L



WE'RE FULL OF compliments

200 PTS when you buy 2

7.99

COMPLIMENTS Paper Towels 3=6 rolls



MEMBERS SAVE 50%
3.49 MEMBER PRICING

3.99 without Scene+ Card
COMPLIMENTS All Purpose Reusable Cloths 15 pk



GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply

