

Sobeys
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE \$8

300 PTS
when you buy 2

Pabst
Blue Ribbon or
Light, 15 x 355 mL
23⁹⁹



SAVE \$7

**Alberta Pure
or Premium**
Vodka or Canadian
Rye Whisky, 750 mL
19⁹⁹



SAVE \$10

Baileys
Irish Cream Liquor
750 mL
25⁹⁹



SAVE UP TO \$8

500 PTS
when you buy 2

Vizzy
Hard Seltzer, Selected
Varieties, 12 x 355 mL
24⁹⁹



SAVE \$2

Naked
Selected Varietals
750 mL
8⁹⁹



91
POINTS

James Suckling
(2023)



**Scene⁺
MEMBER
PRICING**

12⁹⁹
SAVE \$7

14⁹⁹ without
Scene+
Card
SAVE \$5

Don David
Malbec or Cabernet Sauvignon
750 mL



**Scene⁺
DIGITAL
EXCLUSIVE**

**ALL
WEEK
LONG!**
APRIL 23-29

**GET 500 PTS FOR EVERY \$50 SPENT WHEN
YOU LOAD THIS OFFER AT MyLiquorOffers.ca**

*See terms and conditions on page 4



Scan QR code to open
MyLiquorOffers.ca

Flyer prices and offers effective April, 2026
in select stores in Alberta

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



**A PROUD
CANADIAN
COMPANY**

PLEASE DRINK RESPONSIBLY.
Prices do not include taxes and deposits.



**Proud
Partner**

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

POI_SWCB_WK52_AB_North_PRN

FRUITY AND VIBRANT

AROMATIC AND ROBUST

Scene+ MEMBER PRICING

16⁹⁹

SAVE \$9

18⁹⁹ without Scene+ Card

Wayne Gretzky
Selected Varietals 750 mL

SAVE \$7

Perfectly paired The vibrant, aromatic notes of red fruit, citrus and watermelon, make Le Bijou de Sophie Valrose Rosé a refreshing complement to Fresh Atlantic Salmon.

SAVE \$9

Peller Estates
Selected Varietals, 4 L

38⁹⁹

4 L

WORKS OUT TO \$7.32 PER 750 ML

SAVE \$4

50 PTS when you buy 1

Honest Lot
Selected Varietals 750 mL

9⁹⁹

0 gram of Sugar per 188 mL serving

Naturally 0g SUGAR | SUCCRE

SAVE \$3

Two Oceans
Selected Varietals 750 mL

11⁹⁹

DELICATE AND LIGHT

AROMATIC AND SUPPLE

SAVE \$4

Bijou
Sophie Valrose Rosé, 750 mL

15⁹⁹

FRUITY AND LIGHT

90 POINTS Wine Enthusiast (2024)

SAVE UP TO \$7

Wolf Blass
Yellow Label Cabernet Sauvignon or Chardonnay 750 mL

12⁹⁹

AROMATIC AND ROBUST

AROMATIC AND MELLOW

SAVE \$4

50 PTS when you buy 1

Sogrape
Silk & Spice Red Blend 750 mL

12⁹⁹

FRUITY AND VIBRANT

SAVE \$6

Bolla
Pinot Grigio or Valpolicella 750 mL

13⁹⁹

DELICATE AND LIGHT

FRUITY AND LIGHT

SAVE \$4

100 PTS when you buy 1

Marrenon Les Grains
Rosé de Merlot 750 mL

13⁹⁹

FRUITY AND MEDIUM-BODIED

SAVE \$5

Nugan Estate
Stomper's Cabernet Sauvignon or Scuffy's Shiraz, 750 mL

16⁹⁹

AROMATIC AND ROBUST

FRUITY AND MEDIUM-BODIED

SAVE \$14

G.H. Mumm
Champagne Brut Cordon Rouge 750 mL

49⁹⁹

AROMATIC AND MELLOW

2 | MIX & MATCH

BUY ANY 6 BOTTLES OF WINE AND GET 250 PTS **OR** **BUY ANY 12 BOTTLES OF WINE AND GET 1,000 PTS**



Scene+ MEMBER PRICING

29⁹⁹

SAVE \$15

35⁹⁹ without Scene+ Card
SAVE \$9

Maker's Mark
Kentucky Straight Bourbon Whisky, 750 mL

SAVE \$7

200 PTS when you buy 1

Cabot Trail
Maple Cream Liquor
750 mL

27⁹⁹



SAVE \$7

Jameson
Irish Whiskey
750 mL

32⁹⁹



SAVE \$10

300 PTS when you buy 1

Bacardi
8-Year-Old Reserva
Rare Gold Rum
750 mL

34⁹⁹



SAVE \$8

Tanqueray
London Dry Gin
1.14 L

37⁹⁹



JUNIPER

1.14 L

Spirits for happy hour

SAVE \$10

Appleton Estate
Signature Jamaica Rum, 1.14 L

39⁹⁹

1.14 L



SAVE \$10

250 PTS when you buy 1

Grey Goose
Vodka, Selected Varieties, 750 mL

44⁹⁹

NEW



SAVE \$12

500 PTS when you buy 1

Suntory
Toki Japanese Whisky, 750 mL

49⁹⁹



SAVE \$20

The Glenlivet
14-Year-Old Single Malt Scotch Whisky, 750 mL

55⁹⁹



SAVE \$9

Mailroom
Premium Vodka, 750 mL

26⁹⁹



Lemon Drop

- 1 oz vodka
- 1 oz triple sec
- ½ oz fresh lemon juice
- ¾ oz simple syrup
- ¼ oz lemon twist for garnish

Fill a shaker with ice. Rim a martini glass with lemon and sugar. Add vodka to the shaker. Top with triple sec. Add a dash of fresh lemon juice and a squeeze of simple syrup. Shake well and strain into martini glass. Garnish with a lemon twist and serve.



My Liquor Offers

Scene+

Sign up & opt-in to receive emails at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) for your chance to win*

50,000 PTS

That's like **\$500** in points!



ONE WINNER EVERY MONTH

SCAN HERE & SIGN UP TODAY

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.

USE PROMO CODE: **SOBEYS30**

FOR **30% OFF** ANY GENERAL ADMISSION OR VIP TICKET

Sobey's
LIQUOR

Locally Crafted
BEER OF THE WEEK

Hippies & Cowboys is a juicy, hazy New England IPA brewed with traditional, high quality hops for a smooth, easy-drinking finish. Cheers to the West!



SAVE \$7

200 PTS
when you buy 1

Somersby

Flavoured Cider
Mixer Pack, 8 x 473 mL



24⁹⁹

SAVE \$10

200 PTS
when you buy 1

Coors

Original, 15 x 355 mL



29⁹⁹

Scene+
MEMBER PRICING

25⁹⁹
SAVE \$11

29⁹⁹
without Scene+ Card
SAVE \$7

Moosehead
Selected Varieties
15 x 355 mL



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Scene+ 1,000 PTS

The Scene+ Loyalty Program is available at all participating Sobey's Liquor and Safeway Liquor locations within the following provinces: Alberta, British Columbia, Ontario, Quebec, and Saskatchewan. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (equivalent to \$500) per day. *Card must be registered. Offer valid and available to be loaded from April 23 to April 29, 2026 at all Sobey's Liquor and Safeway Liquor locations. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other offers. Offer is subject to change without notice. © 2026 Sobey's Capital Incorporated. SCENE+ registered digital or physical card must be presented. Visit <https://www.sceneplus.ca/terms> for more information.

SAFeway LIQUOR



CALGARY INTERNATIONAL
BEERFEST
MAY 1 & 2, 2026
BMO CENTRE, STAMPEDE PARK



GET TICKETS TODAY!

SAVE \$4

Cowboy Trail Brewery
Bragg Creek
Hippies & Cowboys
Hazy NEIPA, 4 x 473 mL

13⁹⁹

est. 2024

YouTube Spotify Podcasts

SAVE \$7

Big Rock Brewery
Summer Crush, Variety Pack, 12 x 355 mL

24⁹⁹

SAVE \$9

Corona Extra, 18 x 330 mL

45⁹⁹

SAVE \$6

Labatt Blue, 12 x 355 mL

33⁹⁹

Ready to enjoy

SAVE \$6

Wyatt Rose
Ranch Water
Tequila Mixer Pack
12 x 355 mL

25⁹⁹

SAVE \$6

200 PTS
when you buy 1

Mike's
Hard, Selected Varieties, 12 x 355 mL

25⁹⁹

SAVE UP TO \$7

American Vintage
Hard Iced Tea
Selected Varieties
12 x 355 mL

25⁹⁹

= \$10 toward your purchase

1 Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 toward your purchase. All offers are subject to change and may be withdrawn without notice. Registered Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Offer valid at participating Safeway Liquor locations in Alberta. Minimum qualifying purchase of \$50 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum qualifying purchase offers. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Registered Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

Scene+
DIGITAL EXCLUSIVE

LOAD IT TO

- 1 Load your offers
- 2 Shop and scan y

Activate your offers at MyLiquorOffers.ca

MARCH 26 TO APRIL 29



SAVE \$12
when you buy 1
Screwball Peanut Butter Whiskey
750 mL (Reg. \$45.99)



SAVE \$11
when you buy 1
Mailroom Premium Vodka
750 mL (Reg. \$35.99)



SAVE \$10
when you buy 1
Glenfiddich 14-Year-Old Scotch Whisky
750 mL (Reg. \$73.99)



SAVE \$6
when you buy 1
Banrock Unwooded Chardonnay
750 mL (Reg. \$16.99)



SAVE \$7
when you buy 1
Montecillo Crianza
750 mL (Reg. \$19.99)



SAVE \$10
when you buy 1
Jacob Creek Moscato or Moscato Rose
750 mL (Reg. \$16.99)



SAVE \$4
when you buy 1
Smirnoff Crush Mango & Peach or Lemon & Lime
6 x 355 mL (Reg. \$17.99)



SAVE \$3
when you buy 1
Banded Peak Brewing Tea Bar Hard Iced Tea
6 x 355 mL (Reg. \$15.99)



SAVE \$10
when you buy 1
Cabin Brewing Co Core Mix Pack
8 x 473 mL (Reg. \$10.99)

Activate Your Offers

All participating products featured on this page are available to be loaded from March 26 to April 29, 2026.

*Offer valid March 26 to April 29, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made. While supplies last. No rainchecks. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province or territory and (b) be in possession of a valid form of identification. Product availability may vary by store. Visit <https://www.sceneplus.ca/terms-and-conditions> for full terms and conditions. © 2026 Scene Plus IP Corporation. All rights reserved. Registered Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

