

ATL_NB_BIL

Canadian Sobeys

Since 1907

Verified
2.99
/lb



Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 6.59/kg Côtelettes de longe de porc fraîches, combinaison de coupes de côte et de surlonge Format familial

Verified
7.88
/lb



Fresh Boneless Cross Rib Pot Roast, Family Size Simmering Steak or Stew Beef cut by your meat expert from Canada AA or USDA grade beef while supplies last 17.37/kg Rôti de côtes croisées désossé frais, bifteck à mijoter format familial ou bœuf à ragoût coupé par votre expert boucher, coupe de bœuf Canada AA ou USDA, jusqu'à épaisseur des stocks

Verified
5.99



JOHNSONVILLE Breakfast, Dinner or Smoked Pork Sausages 250-500 g Saucisses de porc à déjeuner JOHNSONVILLE, à repas ou saucisses fumées de porc

Verified
2.99
/lb



Extra Large Seedless Red or Black Grapes product of Chile 6.59/kg Très gros raisins rouges ou noirs sans pépins produit du Chili

300 PTS when you buy 1
16.99



Easter Lily 6" 5+ blooms grown in Canada Lys de Pâques 5 fleurs et plus dans un pot de 6 po, cultivé en Canada



Verified
11.99

JANES Ultimates Breaded or Battered Haddock or Cod 450-545 g or Lightly Dusting Haddock or Sole Fillets 500-540 g Aiglefin ou morue pané(e) ou en pâte ultimes JANES ou filets d'aiglefin ou de sole légèrement saupoudrés



Verified
1.99
/lb, ea

Broccoli Bunch or Brussels Sprouts product of Mexico or USA no 1 grade 4.39/kg Bottes de brocoli ou chou de Bruxelles produit du Mexique ou É.-U., catégorie no 1



5.99
ea when you buy 2 or more

COMPLIMENTS Pies northern spy apple, pumpkin or apple crumble 650-750 g 6.99 ea Tartes COMPLIMENTS pommes northern spy, à la citrouille ou croustade aux pommes



Verified
3.99

CHAPMAN'S Markdale Creamery Ice Cream 2 L, Collection 8 pk or Super Novelties 8-18 pk selected or COMPLIMENTS Ice Cream 1.5 L selected Crème glacée Markdale Creamery CHAPMAN'S, nouveautés Collection ou Super certaines variétés, crème glacée COMPLIMENTS certaines variétés



Verified
4/\$5

CAMPBELL'S Broth 900 mL or Concentrated Broth 250 mL Bouillon CAMPBELL'S ou bouillon concentré



Verified
15.97

MAXWELL HOUSE Ground Coffee 631-900 g or Single Serve Pods 30 pk Café moulu MAXWELL HOUSE ou dosettes de café à usage unique



Verified
4.77

ARMSTRONG Cheese 400 g, Shreds 300-320 g or SAPUTO Mozzarellissima 500 g Fromage ARMSTRONG, râpé ou Mozzarellissima SAPUTO



Verified
2/\$5

KRAFT Philadelphia Dips 227 g Trempettes Philadelphia KRAFT

SPEND \$100 OR MORE, GET 1,000 PTS OFFER IS WAITING

That's like \$10 toward your groceries

Scene+ DIGITAL EXCLUSIVE

Visit the Sobeys app or [Sobeys.com/offers](https://www.sobeys.com/offers)

Scan QR code to download or open the app

OFFER AVAILABLE APRIL 2-8, 2026

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

Global Market

Verified
3.49

KÜHNE Sauerkraut 720-796 mL or Pickled Onions 500 mL Choucroute KÜHNE ou oignons marinés

Verified Price Guarantee

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

*Conditions apply. See [sobeys.com](https://www.sobeys.com) for details.

*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.

Please check your local store or online for holiday hours.

THU 2 FRI 3 SAT 4 SUN 5 MON 6 TUE 7 WED 8

Prices and offers in effect April 2026 - New Brunswick
Prix et offres en vigueur ces jours avril 2026 - Nouveau-Brunswick

So many deals
Scan here for our full digital flyer

Scene™

TURN POINTS INTO GROCERIES



SLICED FRESH

2.49 /100 g

100 PTS when you buy 200 g or more

MAPLE LEAF Big Stick Wax Bologna
Gros tube de bologna ciré MAPLE LEAF



7.99

200 PTS when you buy 2

SIMPLY ORANGE Juice 2.25 L
Jus d'orange SIMPLY



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

500 PTS when you buy 2

11.99

ROYALE Bathroom Tissue 24=48 Rolls, Paper Towel 6=12 Rolls or Facial Tissue 12 pk
Papier hygiénique ROYALE rouleaux, essuie-tout rouleaux ou mouchoirs



200 PTS when you buy 2

4.99

CREST or BURT'S BEES Toothpaste, Pro-Health Rinse or ORAL-B Toothbrushes 63-500 mL or 1-4 pk selected
Dentifrice CREST ou BURT'S BEES, rince-bouche Pro-Santé ou brosses à dents ORAL-B certaines variétés

1,000 Points = \$10 of free groceries

Happy Easter

500 PTS when you spend \$50 or more

19⁹⁹ /lb

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

Sterling Silver Premium Beef

STERLING SILVER
Fresh Boneless Striploin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 44.07/kg Rôti de contre-filet de choix frais désossé à cuire au four **STERLING SILVER** ou biftecks à griller format familial coupés par votre expert boucher, coupe de bœuf Canada AAA

BUY 2 GET 3RD FREE of equal or lesser value

COMPLIMENTS BREADED PANÉES **SPICY | ÉPICÉES**

COMPLIMENTS **MOZZARELLA**

COMPLIMENTS or **PANACHE** Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls, Spring Rolls or Burgers 252 g-2.27 kg Ailes de poulet **COMPLIMENTS** ou **PANACHE**, hors-d'œuvre à la viande, boulettes de viande, pâtés impériaux ou burgers

12⁹⁹

COMPLIMENTS Smoked Sausages

SUNRISE BOLOGNA BOLOGNE

900 g **SCHNEIDERS** or **MAPLE LEAF** Hams 600-700 g **SWISS CHALET** or **MONTANA'S** Pork Back Ribs 600-650 g or **SUNRISE** Large Wax Bologna 2 kg Saucisses fumées **COMPLIMENTS**, jambons **SCHNEIDERS** ou **MAPLE LEAF** ou côtes levées de dos de porc **SWISS CHALET** ou **MONTANA'S** ou gros bologne ciré **SUNRISE**

8⁹⁹

COMPLIMENTS Cooked or Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops 80-120 ct per lb 340 g Crevettes cuites **COMPLIMENTS** ou crues ou pétoncles de baie

4⁹⁹

1 LB

Strawberries 1 lb 454 g product of USA or Mexico no 1 grade Fraises produit des É.-U. ou du Mexique, catégorie no 1

2⁴⁹ /lb

COMPLIMENTS Hickory Bone-In Ham Portions or **SCHNEIDERS** Applewood Smoked Bone-In Ham 5.49/kg Portions de jambon avec os fumé au noyer **COMPLIMENTS** ou jambon avec os fumé au bois de pommier **SCHNEIDERS**

200 PTS when you buy 2

5⁹⁹

Filled Donut Bites Birthday Cake, Chocolate or French Toast 12 pk 440 g Bouchées de beignets fourrés gâteau d'anniversaire, chocolat ou pain doré

5⁹⁹

BOURGIN 150 g, Cuisine 220 g or Kaukauna Cheese Balls 170 g **BOURGIN**, Cuisine ou boules de fromage **KAUKAUNA**

3²⁹ /100 g

COMPLIMENTS Smoked or Cooked Chicken Poulet fumé **COMPLIMENTS** ou cuit

4⁴⁹ MEMBER PRICING

4⁹⁹ without Scene+ Card

CHRISTIE Family Size Cookies 374-520 g, Oreo Cakesters 285 g or Premium Plus Crackers 402-481 g Biscuits **CHRISTIE**, format familial, Moelleux Oreo ou craquelins Premium Plus

3⁴⁹

DEMPSTER'S Whole Grain, Protein or Signature Bread 600 g or Bagels 5-6 pk (excludes Protein Bagels) Pain de grains entiers **DEMPSTER'S**, protéinés ou signature ou bagels (à l'exception des bagels protéinés)

6⁹⁹

GAY LEA Butter Sticks salted or unsalted 454 g or **LIBERTÉ** Greek Yogurt 650-750 g or Méditerranée 900 g Beurre en bâton **GAY LEA** salé ou non salé ou yogourt grec **LIBERTÉ** ou Méditerranée

2/\$5

DEL MONTE Canned Fruit 398 mL or **MOTT'S** Fruitsations Unsweetened Apple Sauce 620 mL or 6 pk Fruits en conserve **DEL MONTE** ou compote de pomme non sucrée Fruitsations **MOTT'S**

3⁴⁹

EARTH'S OWN Select Beverages 1.75-1.89 L Boissons **EARTH'S OWN** certaines variétés

2/\$3

GREEN GIANT Canned Vegetables 341-398 mL or **KRAFT** Stove Top Stuffing 120 g Légumes en conserve **GÉANT VERT** ou farce **STOVE TOP** **KRAFT**

9⁹⁹

KICKING HORSE Organic Ground Coffee 284 g Café moulu biologique **KICKING HORSE**

2⁹⁹

NATURE VALLEY Sweet & Salty Granola, Protein or **FIBRE 1** Bars 125-210 g selected Barres de granola sucrées et salées **VAL NATURE**, barres de protéines ou **FIBRE 1** barre certaines variétés

8⁹⁹

CADBURY Mini Eggs 400 g while supplies last price in effect until April 5th Mini œufs **CADBURY** jusqu'à épuisement des stocks, prix en vigueur jusqu'au 5 avril

5⁹⁹

KELLOGG'S Family Size Cereal 450-650 g, **GENERAL MILLS** Family Size Cereal 516-778 g or **POST** Family Size Cereal 368-650 g Céréales format familial **KELLOGG'S**, céréales format familial **GENERAL MILLS** ou céréales format familial **POST**

5⁹⁹

KRAFT Peanut Butter 750 g-1 kg or **BONNE MAMAN** Jam 250-290 mL or Spreads 250-360 g Beurre d'arachide **KRAFT** ou confiture **BONNE MAMAN** ou tartinades

14⁹⁹

FINISH Dish Tabs 30-55 pk or **Jet-Dry** 946 mL Capsules de détergent pour lave-vaisselle **FINISH** ou **Jet-Dry**

EVERYDAY VALUE

8 PACK

\$2

COMPLIMENTS Frozen Waffles 8 pk 280 g Gaufres surgelées **COMPLIMENTS**

150 G

\$4

COMPLIMENTS Instant Coffee 150 g Café instantané **COMPLIMENTS**

100 G

750

COMPLIMENTS Rice Crackers 100 g Craquelins de riz **COMPLIMENTS**

4 L

\$6

BEST BUY Ice Milk 4 L Lait glacé **VALEUR PLUS**

19⁹⁹

200 PTS when you buy 2

BUDWEISER or **COORS LIGHT** Lager 8x355 mL cans Bière **BUDWEISER** ou **COORS LIGHT** canettes

200 PTS when you buy 2

18⁹⁹

MIKE'S Hard Lemonade, Black Cherry or Blue Freeze 6x355 mL cans Limonade alcoolisée **MIKE'S**, cerise noire ou framboise bleue canettes

200 PTS when you buy 2

16⁹⁹

CASILLERO DEL DIABLO Cabernet Sauvignon, Malbec or Pinot Grigio 750 mL Cabernet sauvignon **CASILLERO DEL DIABLO**, malbec ou pinot grigio

23⁹⁹

MIONETTO Prosecco Brut 750 mL Prosecco brut **MIONETTO**

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* Look for the leaf to help support Canada.

2X Canadian-origin products

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So-Easter ready



8⁹⁹ /lb

Fresh Boneless Skinless Pork Belly or Seasoned Pork Tenderloin Porchetta Roast 19.82/kg
Poitrine de porc désossés et sans peau frais ou filet de porc assaisonné, rôti de porchetta



BUY MORE SAVE MORE

250 ea when you buy 2 or more

COMPLIMENTS Herbs product of Mexico or USA assorted varieties 20-28 g 2.75 ea
Fines herbes COMPLIMENTS produit du Mexique ou E.-U. variétés assorties

300 PTS when you spend \$15 or more

11⁹⁹ /lb

Fresh Boneless Sirloin Tip Roast Royale seasoned primed rib fat added cut by your meat expert from Canada AAA grade beef 26.43/kg
Rôti de pointe de surlonge frais et désossé Royal Assaisonné, côte de choix, gras ajouté, coupé par votre expert boucher, coupe de bœuf Canada AAA

\$25

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2 kg
Rôti de poitrine de dinde désossée assaisonnée BUTTERBALL surgelé



BUY 2 GET 3RD of equal or lesser value
FREE

PANACHE Seafood Appetizers assorted 250-340 g
Hors-d'œuvre de fruits de mer PANACHE assortis



18⁹⁹

TOFURKY Roast & Gravy Combo 1.13 kg
Combo rôti et sauce TOFURKY



7⁹⁹

COMPLIMENTS Cooked Shrimp in ring or bag with Cocktail Sauce 255-737 g
Crevettes cuites en couronne COMPLIMENTS ou en sac avec sauce cocktail



10⁹⁹



11⁹⁹



21⁹⁹



23⁹⁹

Easter essentials



100 PTS when you buy 2
3⁴⁹ COMPLIMENTS Cream Cheese or Spread 227-250 g
Fromage à la crème COMPLIMENTS ou tartinaide

BUY MORE SAVE MORE

3⁴⁹ ea when you buy 2 or more
PILLSBURY Biscuits, Rolls or Pizza Crust 318-391 g 3.99 ea (excludes seasonal)
Biscuits PILLSBURY, roulés ou croûte à pizza (à l'exception des produits saisonniers)



3⁹⁹

COMPLIMENTS Frozen Vegetables selected 500-750 g
Légumes surgelés COMPLIMENTS certaines variétés



27⁹⁹
STARBUCKS Ground Coffee 793 g
Café moulu STARBUCKS



\$3 DARE Breton, Vinta or Simple Goodness Crackers 160-225 g
Craquelins Breton DARE, Vinta ou Simplement bien fait

BUY MORE SAVE MORE

1⁷⁵ ea when you buy 2 or more
MONTELLIER Sparkling Water 1 L 1.79 ea
Eau pétillante MONTELLIER



9⁹⁹

ST. REGIS De-Alcoholized Wine 750 mL
Vin désalcoolisé ST. REGIS



100 PTS when you buy 2
3⁴⁹ COMPLIMENTS Dinner Rolls 12 pk
Petits pains COMPLIMENTS

Easter blooms

12⁹⁹

Easter Egg Fleurette in Basket grown in Canada
Fleurettes en panier avec œufs de Pâques cultivées au Canada



STARTING AT **14⁹⁹**

Assorted Orchids in Ceramic grown in Canada
Orchidées variées, en pot de céramique cultivées au Canada



*Card must be registered. Offer valid and available to be loaded from April 2-April 8, 2026 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase \$100 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Spending \$100 or more awards only one 1000 Scene+ points allotment. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other 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. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. 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.



READY FOR YOU

2/\$24 Prepared Fresh Daily Fruit or Vegetable Trays 1-1.3 kg Plateaux de fruits ou de légumes frais préparés chaque jour



BAKED IN STORE

LIMITED TIME ONLY

100 PTS when you buy 2
5.99 Chocolate Chip with Mini Eggs Cookies or Shortbread with Mini Eggs Cookies 8 pk 325 g Biscuits aux pépites de chocolat avec mini œufs ou biscuits sablé avec mini œufs



100 PTS when you buy 2

4.59 Dinner, Tray or Butter Topped Buns 12 pk 425-455 g Petits pains à repas, plateau ou garnis de beurre

BAKED IN STORE



BAKED IN STORE

LIMITED TIME ONLY

75 PTS when you buy 2
5.99 Hot Cross Buns 6 pk 515-545 g Brioches du Vendredi saint



HOT OR CHILLED

200 PTS when you buy 400 g or more

15.99 / 100 g Whole Maple Baked Ham sold by 100 g jambon entier au four à l'érable vendus par



2.99 / 100 g

Cheese Balls Prepared In-Store Pistachio Cranberry or Everything Bagel and Bacon Flavour sold by 100 g Boules de fromage Bagel à la pistache, aux canneberges ou tout garni et aux morceaux de bacon préparé en magasin, vendu par 100 g



400 PTS when you buy 2

11.99 PANACHE Antipasto Tray product of Italy 200 g Plateau d'antipasto PANACHE produit d'Italie



500 PTS when you spend \$25 or more
MCCORMICK Gourmet, CLUB HOUSE or LAGRILLE Spices 0.5-270 g Épices Gourmet MCCORMICK, CLUB HOUSE ou LAGRILLE



100 PTS when you buy 2

1.99 COMPLIMENTS Broth 900 mL Bouillon COMPLIMENTS



2.49 OCEAN SPRAY Cranberry Sauce 348 mL or DOLE Pineapple 398 mL Sauce aux canneberges OCEAN SPRAY ou ananas DOLE



4.49 STRUB'S Pickles 500 mL Cornichons STRUB'S



12.99 LIV 99 Extra Virgin Olive Oil 500 mL Huile d'olive extra vierge LIV 99



100 PTS when you buy 2

COMPLIMENTS Cream Soup or Broth 284 mL Soupe Crème COMPLIMENTS ou Bouillon



2.49 COMPLIMENTS Parchment Paper 35 ft or Foil Wrap 25 ft Papier parchemin COMPLIMENTS ou papier d'aluminium

10% off HANDI-FOIL Pans selected Plats HANDI-FOIL certaines variétés



\$16 Easter Spring Bouquet grown in Canada Bouquet printanier de Pâques cultivé au Canada



29.99 Assorted Hydrangea in Self-Watering Pot 6" grown in Canada Hortensia varié en pot auto-arrosant cultivé au Canada



37.99 Easter Pastel Blooms Bouquet Bouquet pastel de Pâques

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So much value



LARGE

We offer cored or whole pineapples for the same price

4.99

Whole or Cored Pineapple product of Costa Rica
Ananas entier ou évidé produit du Costa Rica

3.99 /lb

Extra Large Green Seedless Grapes product of Chile 8.80/kg
Très gros raisins verts sans pépins produit du Chili

200 PTS when you buy 2

5.99

ORRI Clementines or Mandarins product of Israel 907 g 2lb bag
Clémentines ORRI ou mandarines produit d'Israël sac

2.99 /lb

Tomatoes on the Vine product of Canada 6.59/kg
Tomates sur vigne produit du Canada

3 PACK

4.99

Romaine Hearts product of Mexico or USA 3 pk
Cœurs de romaine produit du Mexique ou des É.-U.

1.77 /lb

Sweet Potatoes product of Canada or USA 3.90/kg
Patates douces produit du Canada ou É.-U.

4.99

COMPLIMENTS Broccolini Tray product of USA 170 g
Plateau de broccolis COMPLIMENTS produit des É.-U.

2/\$4

Bulk Avocados product of Mexico
Avocats en vrac produit du Mexique

3.99

Carrots product of USA or Canada, Canada no 1 grade or COMPLIMENTS Onions product of Canada, Canada no 1 grade 3 lb
Carottes produit des É.-U. ou Canada, catégorie Canada no 1 ou oignons COMPLIMENTS produit du Canada, catégorie Canada no 1

4.79 /lb

Red, Orange or Yellow Peppers product of Canada 10.56/kg
Poivrons rouges, orange ou jaunes produit du Canada

3.49 /lb

Honeycrisp Apples product of Atlantic Canada, Canada extra fancy grade 7.69/kg
Pommes Honeycrisp produit du Canada atlantique, catégorie Canada extra de fantaisie

2/\$5

Red Mangoes product of Mexico
Mangues rouges produit du Mexique

3.99 /lb

Red or Black Plums product of Chile no 1 grade 8.80/kg
Prunes rouges ou noires produit du Chili, catégorie no 1

1.99 /lb

Bartlett or Bosc Pears product of South Africa or USA extra fancy grade 4.39/kg
Poires bartlett ou bosc produit d'Afrique du Sud ou É.-U., catégorie extra de fantaisie

5.99

200 PTS when you buy 2

COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g
Jeunes épinards COMPLIMENTS ou mélange printanier produit des É.-U.

7.99

200 PTS when you buy 2

FRESH ATTITUDE Caesar or Spring Mix Salad Kits Family Size 342-413 g prepared in Canada
Salade César ATTITUDE FRAÎCHE ou mélange printanier format familial, préparé au Canada

25% OFF

Prepared Fresh Daily Mango Salsa or Guacamole assorted sizes
Salsa à la mangue ou guacamole préparé chaque jour certains formats

BUY 2 GET 3RD FREE

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes
Aliments à rôtir ou griller sur le barbecue préparés chaque jour certains formats

1.99 /lb

Papaya product of Mexico or Guatemala 4.39/kg
Papaye produit du Mexique ou du Guatemala

1.99 /lb

Plantain product of Ecuador or Guatemala 4.39/kg
Plantain produit de l'Équateur ou Guatemala

100 PTS when you buy 2

4.99

COMPLIMENTS ORGANIC Baby Spinach, Baby Arugula or Baby Mixed Greens product of USA 142 g
Jeunes épinards biologiques COMPLIMENTS, jeunes roquettes ou mesclun produit des É.-U.

200 PTS when you buy 2

4.44

COMPLIMENTS ORGANIC Sliced White or Cremini Mushrooms product of Canada 227 g
Champignons blancs COMPLIMENTS ou bruns entiers biologiques tranchés produit du Canada

300 PTS when you buy 2

7.99

NUTS FOR CHEESE Dips 210 g assorted
Trempettes NUTS FOR CHEESE assortiment

4.99

POM Pomegranate Juice selected 473 mL
Jus de grenade POM certaines variétés

7.99

OCEAN SPRAY Craisins Sweet Cranberry 680 g
Cannaberges sèches sucrées Craisins OCEAN SPRAY

200 PTS when you buy 2

7.99

COMPLIMENTS Roasted Cashews or Almonds salted or unsalted 275 g
Noix de cajou COMPLIMENTS ou amandes grillées salées ou non salées

floral fleurs

Available at most stores
Disponibles dans la plupart des magasins

STARTING AT 24.99

Easter Arrangements or Centrepieces selection may vary by store
Arrangements ou centres de table de Pâques sélection variant selon le magasin

STARTING AT 10.99

Assorted Easter Blooming in Upgrade Pot grown in Canada selection may vary by store
Fleurs de Pâques assorties dans un pot de qualité supérieure cultivées au Canada, sélection variant selon le magasin

8.99

Campanula 4" grown in Canada
Campanule 4 po cultivée au Canada

21.99

Ecuadorian Roses 50 cm 1 dozen
Roses d'Équateur 50 cm une douzaine

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



So.tender
Sterling SILVER PREMIUM BEEF

HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection
Exclusive to Sobeys

CERTIFIED TENDER
TENDREJÉ CERTIFIÉE

10% off

STERLING SILVER Fresh Beef Tenderloin Premium Oven Roast or Grilling Steak cut by your meat expert from Canada AAA grade beef select stores only Rôti à cuire au four STERLING SILVER ou bifteck à griller de filet mignon de bœuf de choix frais coupé par votre expert boucher, coupe de bœuf Canada AAA, certains magasin seulement



11.99 /lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AA grade beef 26.43/kg Rôti de pointe de surlonge frais désossé à cuire au four ou bifteck mariné à griller format familial coupés par votre expert boucher, coupe de bœuf Canada AA



4.49 /lb

COMPLIMENTS Fresh AIR-CHILLED Chicken Drumsticks or Thighs 9.90/kg Poulet frais refroidi à l'air COMPLIMENTS, pilons ou hauts de cuisses

250 PTS when you buy 1

5.99 /lb

PANACHE Flattened Chicken lemon Greek, jerk or Portuguese 13.21/kg Poulet en crapaudine PANACHE grec au citron, jerk ou portugais





5.99 /lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg Flanc de porc frais, entier et sans peau emballage sous vide



3.99 /lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size 8.80/kg Rôtis ou bifteck de palette d'épaule de porc frais format familial



9.99 /lb

Fresh Extra Lean Ground Beef Family Size 22.02/kg Bœuf haché extra-maigre frais format familial



\$13

COMPLIMENTS Value Size Breakfast, Mild or Honey Garlic Pork Sausages 1-1.4 kg Saucisse de porc à déjeuner format valeur COMPLIMENTS, douce ou ail et miel saucisses de porc



10% off

NOBLE Premium Bison 226 g selected varieties Bison NOBLE PREMIUM certaines variétés



\$6 ea when you buy 2 or more

COMPLIMENTS Ground Pork 454 g starting at 6.99 ea Porc haché COMPLIMENTS

So.golden

Roasts to star in your feast

2 Day sale!

THUR SAT
2 4



25.99 /lb

HAYTER'S FARM Raised Without Antibiotics Fresh Grade A Turkeys all available sizes while supplies last 5.71/kg Dindons HAYTER'S FARM surgelés, catégorie A, élevés sans antibiotiques toutes les tailles disponibles, jusqu'à épuisement des stocks



3.77 /lb

BUTTERBALL Fresh Turkey all available sizes while supplies last 8.31/kg Dindon frais BUTTERBALL toutes les tailles disponibles, jusqu'à épuisement des stocks



2.77 /lb

BUTTERBALL Turkey regular or stuffed frozen all available sizes 6.11/kg Dindon BUTTERBALL ordinaire ou farci, surgelé, toutes les tailles disponibles

Ham It Up



4.99 /lb

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg Jambon glacé au miel en spirale fumé au noyer PANACHE



6.49 /lb

COMPLIMENTS Honey Hams or Bone-In Ham Steaks 14.31/kg Jambons au miel COMPLIMENTS ou tranches de jambon avec os



8.49 /lb

PANACHE Simple-Carve Ham 18.71/kg Jambon facile à trancher PANACHE

quick & easy rapide et facile



STARTING AT 3.49

COMPLIMENTS Sliced Meats 175 g selected Viandes tranchées COMPLIMENTS certaines variétés



3.49

COMPLIMENTS Regular or Jumbo Wieners 450 g Saucisses fumées ordinaires ou géantes COMPLIMENTS



6.99

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g Bacon COMPLIMENTS ou THE CANADIAN BUTCHER



200 PTS when you buy 2

6.99

COMPLIMENTS Pepperoni Sticks 300 g Bâtonnets de pepperoni COMPLIMENTS



7.99

MARCANGELO or SCHNEIDERS Sausages or COMPLIMENTS Breaded Chicken Strips, Nuggets, Burgers or Popcorn Chicken frozen 375-700 g Saucisses MARCANGELO ou SCHNEIDERS ou lanières de poulet panées COMPLIMENT, pépites, burgers ou poulet popcorn surgelés



100 PTS when you buy 1

10.99


COMPLIMENTS Beef, Chicken or Vegetable Lasagna or Macaroni & Cheese 1 kg Lasagne au bœuf COMPLIMENTS au poulet ou aux légumes ou macaroni au fromage



130 PTS when you buy 1

12.99

COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g Pâtés au poulet ou au bœuf individuels COMPLIMENTS



16.99

GOOD FORK Shepherd's Pie 907 g Pâté chinois GOOD FORK

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1,000 pts = \$10 in groceries

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

seafood

fruits de mer



9.99

PANACHE Hot Smoked Atlantic Salmon Strips maple pepper or all dressed previously frozen 150 g
Lanières de saumon de l'Atlantique fumé à chaud PANACHE érable et poivre ou toutes garnies, décongelées



13.99 /lb

Fresh Wild Haddock Fillets Family Size product of Canada subject to availability 30.84/kg
Filets d'aiglefin sauvages frais format familial, produit du Canada, selon les arrivages



22.99

COMPLIMENTS Newfoundland and Labrador Wild Snow Crab Clusters or New Brunswick Wild Lobster Claws 454 g
Grappes de crabe des neiges sauvages cuites de Terre-Neuve-et-Labrador COMPLIMENTS ou pinces de homard sauvage du Nouveau-Brunswick



6.99 MEMBER PRICING **7.99** without Scene+ Card

HIGH LINER Breaded or Battered Haddock or Pollock, Butterfly or Popcorn Shrimp, Fish & Chips or Fish Cakes 330-700 g
Aiglefin HIGH LINER, goberge pané ou en pâte, crevettes papillon ou pop-corn, frites et poisson à l'anglaise ou fricadelles de poisson



Fast, Fresh Seafood What a Catch!

12.99 125 PTS when you buy 1

Prepared In-Store Seacuterie Boards assorted 350-380 g
Planches de produits de la mer préparées en magasin assortiment

6.99

Prepared In-Store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g
Crevettes à l'ail à griller cuites ou crues préparées en magasin décongelées

12.99 /lb

Fresh Atlantic Salmon Roasts Stuffed with Imitation Crab & Coldwater Shrimp 28.64/kg
Rôti de saumon frais de l'Atlantique avec simili-crabe et crevettes nordiques

8.99 /lb

Stuffed Mushroom Caps with Imitation Crab & Seafood Stuffing 19.82/kg
Capuchons de champignons farcis avec simili-crabe et farce aux fruits de mer

bakery boulangerie



21.99

Dessert Cakes 1.2-1.49 kg
Gâteaux de dessert



5.99 75 PTS when you buy 2

Hot Cross Buns 6 pk 515-545 g
Brioches de carême



2.99 MEMBER PRICING **3.29** without Scene+ Card

Ciabatta or Artisan Style Baguettes 325-380 g
Baguettes ciabatta ou artisanales



2/\$25 200 PTS when you buy 2

Real Cream Layered Cakes 510-705 g
Gâteaux étagés à la crème véritable



12.99 ea when you buy 2 or more

Cheesecakes 6" 720-975 g 17.99 ea
Gâteaux au fromage



3.49 ea when you buy 2 or more

Bagels 4 pk 450 g 3.99 ea
Bagels



4.99 100 PTS when you buy 2

ACE BAKERY Rolls 5 pk 400-530 g
Petits pains BOULANGERIE ACE

deli charcuterie & kitchen cuisine



5.29 MEMBER PRICING **6.29** without Scene+ Card

MAIN STREET DELI Sliced Meats selected 200-300 g
Viandes tranchées MAIN STREET DELI certaines variétés



5.99 50 PTS when you buy 2

SNACK FACTORY Pretzel Crisps selected 155-200 g
Bretzel Crisps SNACK FACTORY certaines variétés



7.49

SARDO Olives selected 500 mL
Olives SARDO certaines variétés



3.99 /100 g SLICED FRESH

MASTRO Genoa Salami hot or mild
Salami de Gènes MASTRO doux ou piquant



BUY 2 GET 3RD FREE

BALDERSON Cheddar 250-280 g selected
cheddar BALDERSON certaines variétés



6.99

CASTELLO Aged Gouda, Havarti, Tickler 1 yr or Extra Mature Tickler 200 g or Blue Cheese selected 113-150 g
Gouda vieilli CASTELLO, havarti, Tickler 1 an ou Tickler extra affiné ou bleu certaines variétés



5.99

COMPLIMENTS Feta 200 g regular or light
Feta COMPLIMENTS ordinaire ou léger



3.99 /100 g 200 PTS when you buy 300 g or more

COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami
Viande fumée montréalaise COMPLIMENTS, rosbif, bœuf salé ou pastrami



10.99 MEMBER PRICING **12.99** without Scene+ Card

Meat Cabbage Rolls 4 pk available chilled
Cigares au chou à la viande disponibles réfrigérés



7.99

FONTAINE SANTÉ Snacks 129 g
Collations FONTAINE SANTÉ



7.99 /100 g

Thai Peanut Broccoli Salad or other select varieties from the service case
Salade thaïlandaise de brocoli aux arachides ou d'autres variétés, du comptoir de service



4.49 100 PTS when you buy 2

FONTAINE SANTÉ or LANTANA Topped Hummus, Regular Hummus or Dips 227-283 g
Hummus garni FONTAINE SANTÉ ou LANTANA ou hummus ordinaire ou trempettes



9.99 250 PTS when you spend \$15 or more

OLIVERI Pasta or Gnocchi 520-700 g or Sauce 600 mL 8.99 ea
Pâtes ou gnocchi OLIVERI ou sauce



8.99 300 PTS when you buy 2

PANACHE Soups 625 mL
Soupes PANACHE



7.99 LIMITED TIME ONLY

GOLD LABEL Heat-and-Serve Snack Dips 375 g
Tremettes pour collations chauffer et servir GOLD LABEL



300 PTS when you buy 3

NANA'S Samosas sold by individual piece available hot or chilled from the service case
Samosas NANA'S vendus à l'unité, disponibles chauds ou réfrigérés, au comptoir de service

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8.99
KELLOGG'S Jumbo Cereal 700 g-1.1 kg
Céréales grand format KELLOGG'S



10.99
JAKEMAN'S Pure Maple Syrup 500 mL
Sirop d'érable pur JAKEMAN'S



3.49
COMPLIMENTS Peanut Butter 500 g
Beurre d'arachide COMPLIMENTS



3.99
DEL MONTE Jam 280 mL
Confiture DEL MONTE



HERSHEY'S Chipits 200-270 g
6.49 **100 PTS**
when you buy 2



Measure
With Your
Heart



2.49 **100 PTS**
when you buy 2

BETTY CROCKER Super Moist Cake Mix selected 375-404 g, COMPLIMENTS Evaporated Milk 354 mL, KRAFT Marshmallows 250 g or FLEISCHMANN'S Traditional Yeast 3 pk
Mélange pour gâteaux Super Moist BETTY CROCKER certaines variétés, lait évaporé COMPLIMENTS, guimauves KRAFT ou levure traditionnelle FLEISCHMANN'S



3.19
FRENCH'S Flavoured Mustard 325 mL or Yellow Squeeze 550 mL
Moutarde aromatisées FRENCH'S ou jaune dans une bouteille compressible



6.99
COMPLIMENTS Ranch Dressing 1.06 L or FIREBARNS Hot Sauce 300 mL
Vinaigrette ranch COMPLIMENTS ou sauce piquante FIREBARNS



2.49 **100 PTS**
when you buy 3
CAMPBELL'S Condensed Soup selected varieties 284 mL
Soupe condensée CAMPBELL'S certaines variétés



4.99
CHOLULA Salsa 325 mL or Hot Sauce 150 mL
Salsa CHOLULA ou sauce piquante



6.49
MAILLE Dijon Mayonnaise 330 mL
Mayonnaise à la moutarde de Dijon MAILLE



4.99
DEMPSTER'S 10" Tortillas 366-610 g
Tortillas DEMPSTER'S



2.89 **100 PTS**
when you buy 2
COMPLIMENTS White or Whole Wheat Bread 570 g
Pain blanc COMPLIMENTS ou de blé entier



4.99
P.F. CHANG'S Sauces 350 mL selected varieties
Sauce P.F. CHANG'S certaines variétés

WE'RE FULL OF
C
compliments



75 PTS
when you buy 1
1.99
COMPLIMENTS Apple Cider Vinegar 1 L
Vinaigre de cidre de pomme COMPLIMENTS



100 PTS
when you buy 2
1.99
COMPLIMENTS Canned Potatoes 540 mL
Pommes de terre en conserves COMPLIMENTS



15% off
COMPLIMENTS Baking Nuts 350 g or selected Raisins, Currants, Dates or Prunes 375 g-1 kg
Noix grillées COMPLIMENTS ou certaines variétés, raisins secs, raisins de Corinthe, dattes ou pruneaux



5.99
COMPLIMENTS Bagged Cereal 400-794 g
Céréales en sac COMPLIMENTS

natural health santé naturelle



8.99
BARNEY Butter 284 g
Beurre BARNEY



4.99 **100 PTS**
when you buy 2
KIND Healthy Grains Bars 5 pk 175 g
Barres Grains santé KIND



26.99
KICKING HORSE Coffee Whole Bean 850 g or Ground 708 g
Café en grains KICKING HORSE ou café moulu



2.99
COMPLIMENTS Veggie Snax 142 g
Grignot-légumes COMPLIMENTS



4.49
AMY'S Organic Soups 398 mL
Soupes biologiques AMY'S



4.99 **200 PTS**
when you buy 2
DAIYA Cheese Style Shreds, Slices or Blocks 185-220 g or Gluten-Free Thin Crust Pizza or Flatbreads 346-550 g
Fromage DAIYA style râpé, en tranches ou en barres ou pizza à croûte mince sans gluten ou pains plats



4.99
SILK Plant-Based Yogurt 4 pk
Yogourt à base de plantes SILK



8.49 **100 PTS**
when you buy 1
COMPLIMENTS ORGANIC Frozen Fruit 450-600 g
Fruits surgelés biologiques COMPLIMENTS



11.49 **100 PTS**
when you buy 1
MUSCLE MILK Protein Shake 4 pk
Boisson frappée protéinée MUSCLE MILK



9.99
KIND 5 pk, Minis or Thins 10 pk or NUUN Electrolyte Tablets 10 pk
KIND, minis ou minces ou comprimés d'électrolytes NUUN



16.99 **100 PTS**
when you buy 1
ONE-A-DAY or FLINTSTONES Vitamin Gummies 80-130 pk selected Vitamines gélifiées ONE-A-DAY ou FLINTSTONES certaines variétés



19.99 **200 PTS**
when you buy 1
CENTRUM MultiGummies 90-130 pk selected MultiVitamines gélifiées CENTRUM certaines variétés

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drinks & snacks

boissons et grignotines



4.49
CADBURY Fingers 114 g, MARIA Biscuits 600 g or CHRISTIE Ritz Snackwiches 8 pk
Fingers CADBURY, biscuits MARIA ou Snackwiches Ritz CHRISTIE



2/\$9 **200 PTS** when you buy 2
RUFFLES Potato Chips 180-200 g or SMARTFOOD Popcorn 150-220 g
Croustilles RUFFLES ou maïs soufflé SMARTFOOD



3.49 **BUY MORE SAVE MORE**
ea when you buy 3 or more
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea
Crispy Minis QUAKER ou galettes de riz



3.99
LA COCINA Tortilla Chips 300-400 g or TWIGZ Pretzels 130 g
Croustilles de tortilla LA COCINA ou bretzels TWIGZ



3.99
ROUGEMONT Apple Juice 2 L
Jus de pomme ROUGEMONT



4.99
TWININGS Tea 20 pk
Thé TWININGS



2/\$3
SPARKLING ICE Sparkling Water 503 mL
Eau pétillante SPARKLING ICE



100 PTS when you buy 2
GATORADE 8x355 mL
GATORADE



4.49
MAYNARDS Sour Patch Kids 308-315 g
Sour Patch Kids MAYNARDS



4.99 **100 PTS** when you buy 2
OMG! Clusters 100 g
Bouchées OMG!



6.49 **200 PTS** when you buy 2
FERRERO Squares 105 g
Carrés FERRERO



2.99 **150 PTS** when you buy 3
COMPLIMENTS Fruit Bars 300 g, Granola Bars 131-175 g, Crispy Rice Squares 176 g or Protein Bars 160 g
Barres aux fruits COMPLIMENTS, barres granola, carrés croustillants au riz ou barres protéinées

frozen & dairy

produits surgelés et laitiers



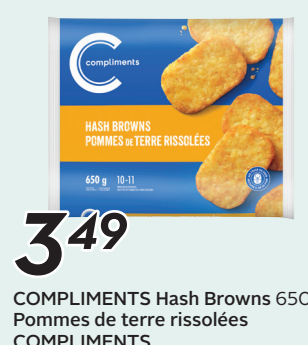
4.99
NATREL Coffee Creamer 1 L
Colorant à café NATREL



4.49 **100 PTS** when you buy 2
KRAFT Cool Whip Aerosol Topping 225 g
Garniture fouettée en aérosol Cool Whip KRAFT



\$2
SWIFT Pot Pies 190 g
Pâtés SWIFT



3.49
COMPLIMENTS Hash Browns 650 g
Pommes de terre rissolées COMPLIMENTS



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



5.99 **150 PTS** when you buy 2
INTERNATIONAL DELIGHT Creamers 946 mL, Cold Foam 369-396 g or SILK Cold Foam 369 g
Colorants à café INTERNATIONAL DELIGHT, mousse froide ou mousse froide SILK



5.99
IÖGO Frozen Yogurt 946 mL or Novelties 4-8 pk selected or KELLOGG'S Eggo Waffles 560 g or Protein Waffles 280 g
Yogourt surgelé IÖGO ou nouveautés certaines variétés ou gaufres Eggo KELLOGG'S ou gaufres protéinées



2/\$12
SCHNEIDERS Breakfast Sandwiches or Bites 224-288 g
Sandwichs déjeuner SCHNEIDERS ou bouchées déjeuner



3.99
MINUTE-MAID Lemonade or Fruit Punch no sugar added 1.54 L
Limonade MINUTE MAID ou punch aux fruits sans sucre ajouté



5.49 **200 PTS** when you buy 2
COMPLIMENTS Free Run Large White Eggs 12 pk
Gros œufs blancs de poules en liberté COMPLIMENTS



5.49
HUNGRY-MAN Frozen Dinners or XL Bowls 360-455 g
Repas surgelés ou bols XL HUNGRY-MAN



6.49
DR. OETKER Casa Di Mama or Ristorante Pizza 320-410 g
Pizza Casa Di Mama ou Ristorante DR. OETKER

Here for your budget and lifestyle



8.99 **400 PTS** when you buy 2
COMPLIMENTS Roast & Ground Coffee 300 g
Café torréfié et moulu COMPLIMENTS



3.29 **150 PTS** when you buy 2
COMPLIMENTS Cookies 300-350 g
Biscuits COMPLIMENTS



4/\$5 **100 PTS** when you buy 4
BIG 8 Spring Water 1 L
Eau de source BIG 8



100 PTS when you buy 2
COMPLIMENTS Potato Chips Extraa! Flavour or Kettle Chips 200 g
Croustilles Saveur Extraa! COMPLIMENTS ou croustilles cuites à la marmite



3.49 **50 PTS** when you buy 1
COMPLIMENTS Sour Cream 500 mL
Crème sure COMPLIMENTS



4.99 **50 PTS** when you buy 1
COMPLIMENTS Cheese 250-270 g
Fromage COMPLIMENTS



\$4
COMPLIMENTS Fries 650 g
Frites COMPLIMENTS



4.99
PANACHE Premium Ice Cream 1 L or Novelties 4-6 pk selected
Crème glacée de choix PANACHE ou nouveautés, certaines variétés

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11⁹⁹ **100 PTS** when you buy 2

GLAD Waste Bags 20-40 pk or Compost Bags 44 pk
Sacs à ordures GLAD ou sacs à compost

13⁴⁹ **100 PTS** when you buy 1

ZIPLOC Mega Packs 60-270 pk
Emballages format méga ZIPLOC

26⁹⁹

CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6-8 rolls or 8=16 rolls
Papier hygiénique CHARMIN rouleaux ou essuie-tout BOUNTY rouleaux

10⁹⁹

SCOTTIES Ultra Soft Facial Tissue 4 pk
Mouchoirs ultra doux SCOTTIES

6⁴⁹

LYSOL Wipes 75-84 pk, Disinfectant Spray 350 g or Multipurpose Cleaners 950 mL selected
Lingettes LYSOL, vaporisateur désinfectant ou nettoyeurs tout usage certaines variétés

34⁹⁹

TIDE Pods 85-112 pk or Power Pods 63 pk
Pods TIDE ou Power Pods

4⁷⁹ **100 PTS** when you buy 2

CLOROX Bleach 1.27 L ou javellisant CLOROX

11⁹⁹ **100 PTS** when you buy 1

PALMOLIVE Dish Detergent 4.27 L or FLEECE 3.5 L or Sheets 200 pk
Détergent à vaisselle PALMOLIVE ou FLEECE ou feuilles

18⁹⁹

ARM & HAMMER Hard Clumps Cat Litter 12.7 kg
Litière pour chats agglomérante ARM & HAMMER

13⁴⁹ **200 PTS** when you buy 2

IAMS Proactive Health Dry Cat Food 1.36-1.59 kg
Nourriture sèche pour chats ProActive Health IAMS

8⁹⁹

CALEDON FARMS Dog Treats 90-554 g
Gâteries pour chiens CALEDON FARMS

32⁹⁹ **100 PTS** when you buy 1

IAMS Dry Dog Food 6.1-6.8 kg
Nourriture sèche pour chiens IAMS

health, beauty & baby santé, beauté et bébé

5⁴⁹ **200 PTS** when you buy 3

SENSODYNE Whitening or Pronamel Toothpaste 75-100 mL selected
Dentifrice blanchissant SENSODYNE ou Pro-émail certaines variétés

4⁹⁹ **STARTING AT**

DOVE, OLD SPICE or GILLETTE Deodorant 76-108 g or DOVE Soap Bar 2 pk selected
Déodorant DEGREE, OLD SPICE ou GILLETTE ou pain de savon DOVE, certaines variétés

17⁹⁹

OLD SPICE or SECRET Deodorant 68-99 g selected
Déodorant OLD SPICE ou SECRET certaines variétés

3⁹⁹ **100 PTS** when you buy 2

CREST Pro Health Toothpaste or ORAL-B Floss or Picks 100-130 mL or 1-75 pk selected
Dentifrice Pro-Santé CREST ou soie dentaire ORAL-B ou fil dentaire ou certaines variétés

5⁴⁹ **STARTING AT**

U BY KOTEX Pads, Liners or Tampons 14-64 pk selected
Serviettes U BY KOTEX, protège-dessous ou tampons certaines variétés

600 PTS when you spend \$20 or more

DOVE Body Wash 400-710 mL, Soap Bar 6 pk or Deodorant 107-113 g selected
Nettoyant pour le corps DOVE, pain de savon ou déodorant certaines variétés

21⁹⁹ **300 PTS** when you buy 2

ORAL-B Pro Health Battery Powered Toothbrushes 1 pk selected
Brosses à dents à piles Pro-Santé ORAL-B certaines variétés

10⁹⁹ **300 PTS** when you buy 2

AVEENO Lotion 354 mL or Night Cream 208 mL
Lotion AVEENO ou crème de nuit

9⁹⁹

PEDIASURE Complete 4 pk
Substitut Complete PEDIASURE

26⁹⁹

SIMILAC Go & Grow Step 3 Powders 850 g
Préparation Go & Grow Étape 3 SIMILAC Poudres

78⁹⁹ **400 PTS** when you buy 1

ENFAMIL A+ NeuroPro Ready to Feed 18x237 mL
Préparation pour nourrissons prête à l'emploi NeuroPro ENFAMIL A+

3⁴⁹ **50 PTS** when you buy 2

COMPLIMENTS Baby Wipes 64-72 pk 3.99 ea
Lingettes pour bébés COMPLIMENTS

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10% off **500 PTS** when you buy 2

NICORETTE Gum or Lozenges 80-105 pk, QuickMist or NICODERM 7 pk selected
Gomme ou pastilles NICORETTE, Vapo-Éclair ou NICODERM certaines variétés

22⁹⁹ **300 PTS** when you buy 1

COLD-FX 45-60 pk
COLD-FX

19⁹⁹ **400 PTS** when you buy 2

DEPEND Underwear or POISE Pads selected
Sous-vêtements DEPEND ou serviettes POISE certaines variétés

15% off **200 PTS** when you buy 1

ALEVE Pain Relief 110 or 170 pk or ASPIRIN 81mg Tablets 180 pk
Soulagement de la douleur ALEVE ou comprimés ASPIRIN +

10% off **250 PTS** when you buy 2

TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle & Body 40 pk selected*
Soulagement de la douleur TYLENOL ou Muscles et corps MOTRIN certaines variétés*

10% off **200 PTS** when you buy 2

BAND-AID Characters 20 pk or Flex Fabric 30 pk
Personnages BAND-AID ou tissu flexible

WARNING: This product contains nicotine. Nicotine is highly addictive. Only to be used by adults who are trying to quit smoking.

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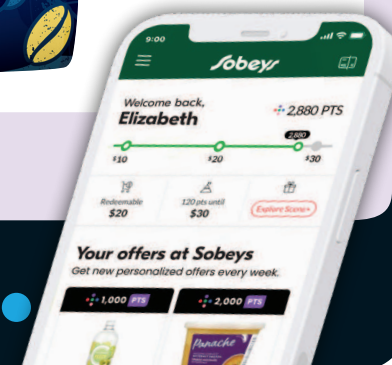
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25%**

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AND SAVE 25% ON
COMPLIMENTS Whole
Bean Coffee 907 g



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Happy Vaisakhi



\$4 Red Mangoes product of Mexico 3 pk



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



1.29 Garlic product of China 5 pk



3.99 COMPLIMENTS Mini Naan 200 g



2.99 DEEP Paratha or Naan 333-384.75 g selected varieties



19.99 AASHIRVAAD Whole Wheat Flour 9.07 kg



7.49 DAINTY Basmati Rice 900 g selected



3.50 ea when you buy 2 or more
 THE SPICE TAILOR Kerala Coconut Curry 215 mL, Classic Lentil Tarka Daal 375 mL, Punjabi Chickpea Masala 375 mL or Classic Butter Chicken 285 mL 3.99 ea



4.79 KFI Cooking Sauces 375-395 mL selected



1.49 HALDIRAM'S Indian Snacks 150 g selected



1.99 MAGGI Masala Noodles Family Pack 280 g



2.79 RUBICON Juice Drink 1 L or Juice Boxes 4x200 mL selected



3.79 BESTROPICS Coconut Water 1 L



1.29 PARLE-G Biscuits 300 g

Explore our new authentic British assortment from Sainsbury's Exclusively at Sobeys



4.49 SAINSBURY'S Red Label Tea Bags 80 pk



1.79 SAINSBURY'S Baked Beans In Tomato Sauce Original 400 g or Reduced Salt & Sugar 200 g



1.99 SAINSBURY'S Biscuits selected varieties 200 g



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Let's start with apps!



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



Shop our selection of
60+
Made-to-order trays!

Take the Wrap!

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

Ask in store for full selection.

Small serves 5
Large serves 10



Nature's Bounty!

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

Small serves 20



Family faves everyone will enjoy!

Dessert Bars!

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

Small serves 15
Large serves 20

Get **1,000** PTS
When you spend \$75

or

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

That's like **\$25** toward your groceries

Order in-store or online today!

Visit www.sobeys.com/entertaining for tray selections and ordering tips

Fresh from the Deli

Our boards are gourmet, featuring premium cheeses, meats, nuts, and fruits, tied together with honey for a delightful mix of sweet, savoury, creamy, and crunchy textures and flavours.

Ready to serve –
no slicing, styling,
or stress!



Sweet Stinger
Charcuterie Board

Perfect for entertaining,
corporate meetings,
celebrations,
or cozy nights in.



Classic Charcuterie Board

So Local

From Atlantic Canada

From Nova Scotia

4⁹⁹

ATLANTIC BAKERS
All Purpose Flour
2.5 kg



From Newfoundland

2/450

THE OAT COMPANY
Bars 55 g



From New Brunswick

14⁴⁹

PUMP HOUSE Non-Alcoholic
Crafty Radler or Blueberry
Ale 4x473 mL cans

We have 2X as many Canadian-origin products as competing stores* Look for the leaf to help support Canada.

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 NielsenIQ's CA-SOBEYS-CROSS CATEGORY database by NielsenIQ'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.

So sweetly Easter



16⁹⁹

HERSHEY'S Eggies 670-900 g



13⁹⁹

CADBURY Chocolate Mini Eggs 362-381 g



5⁴⁹

HERSHEY'S Bunnies or Eggs 120-170 g



5⁴⁹

NESTLÉ Hide Me Eggs 100-153 g or Novelty Chocolate 85-132 g



200 PTS when you buy 2

12⁴⁹

KINDER Maxi, Plush or Egg Hunt 116-186 g



5⁹⁹

LINDT Chocolate Eggs 100 g or Bunny 50 g



17⁹⁹

NESTLÉ Hide Me Eggs 500 g



150 PTS when you buy 3

5²⁹

FERRERO Chocolate Eggs 90-100 g



100 PTS when you buy 4

2/2²²

CADBURY Singles 33-60 g or Mini Eggs 33-34 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

So golden

Roasts to star in your feast



200 PTS when you buy 1

14⁹⁹

BEST BUY Smoked Boneless Hams 1.2 kg



BUY MORE SAVE MORE

12⁹⁹

ea when you buy 2 or more PILLER'S Naturally Smoked Boneless Hams 800 g 14.99 ea



\$25

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2 kg



10⁹⁹

GOLD LABEL Hams 800 g



BUY 2 GET 3RD of equal or lesser value FREE

HAYTER'S FARM Turkey Products selected varieties

2 Day sale!

THUR 2 SAT 4



2⁷⁷ /lb

BUTTERBALL Turkey regular or stuffed frozen all available sizes 6.11/kg



3⁷⁷ /lb

Fresh BUTTERBALL Turkey all available sizes while supplies last 8.31/kg

2⁵⁹ /lb

HAYTER'S FARM Fresh Raised Without Antibiotics Grade A Turkeys all available sizes while supplies last 5.71/kg



1⁹⁹ /lb

4.39/kg MEMBER PRICING

2⁴⁹ /lb

5.49/kg without Scene+ Card

HAYTER'S FARM Raised Without Antibiotics Frozen Grade A Turkeys all available sizes

Make every day CATurday

Treat your cat with love



NEW

1⁹⁹

PURINA Fancy Feast Gems 114 g



150 PTS
when you buy 1

8⁴⁹

COMPLIMENTS Dry Cat Food 1.8-2 kg



5⁹⁹

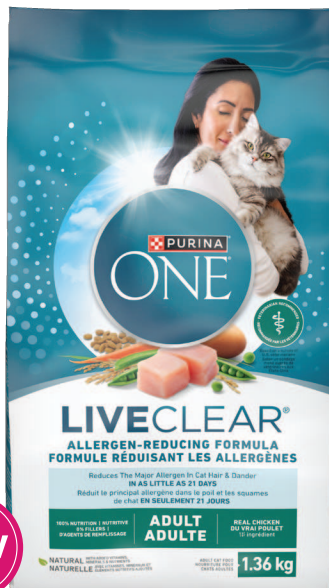
WHISKAS TEMPTATIONS Cat Treats 454 g



50 PTS
when you buy 1

3⁹⁹

COMPLIMENTS Scoopable Cat Litter unscented 4 kg



NEW

19⁹⁹

PURINA ONE Live Clear Dry Cat Food 1.36 kg



2⁹⁹

200 PTS
when you buy 2

COMPLIMENTS Meaty Cat Treats 35 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
8" Pies
or Butter Tarts
510-750 g



COMPLIMENTS
Fizzy Sparkling
Water
Beverage 1 L



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 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.

OKA

200 PTS
when you buy 2

CELEBRATE EASTER
THE CANADIAN WAY



LIMITED EDITION

9.99

OKA Classique, Original, Mushrooms & Truffle or Maple 190 g

200 PTS
when you spend \$15 or more



3.49
/100 g

OKA Original Swiss-Style or L'EXTRA Brie Double Crème 190 g

Have a
Gouda Easter!

100 PTS
when you buy 2

SANS LACTOSE FREE



MONSIEUR
GUSTAV



6.99

MONSIEUR GUSTAV
Gouda, Swiss
selected varieties 170 g

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply

