

ATL_NB

Verified Price Guarantee

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

Sobeys

Verified
3⁹⁹ /lb

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

Verified
5⁸⁸ /lb

Fresh Regular Ground Beef Family Size 12.96/kg

Verified
MEMBERS SAVE \$3
9⁹⁹ MEMBER PRICING
12⁹⁹ without Scene+ Card

MAPLE LEAF Prime Raised Without Antibiotics or SCHNEIDERS Breaded Chicken or Wings 450-700 g

Verified
99¢ /lb

Gala or Ambrosia Apples product of Atlantic Canada, Canada extra fancy grade 2.18/kg

Verified
9⁹⁹ /lb

Fresh Steelhead Trout Fillets product of Newfoundland or Bay Scallops 80-120 ct per lb frozen 22.02/kg

200 PTS when you buy 2

Verified
3⁹⁹

TAYLOR FARMS Chopped or Leaf Salad Kits packed in Canada 207-383 g or COMPLIMENTS Rainbow Peppers 3 pk product of Canada, Mexico or USA

Verified
6⁴⁴

NESCAFÉ Instant Coffee 100-170 g, Sweet & Creamy 16-18 pk Cappuccino or Lattes 8 pk or COMPLIMENTS Coffee Pods 12 pk

Verified
4⁹⁴

HÄAGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk

Verified
6⁴⁹

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

Verified
3⁴⁷

COCA-COLA or PEPSI Soft Drinks 6x222 mL

Verified
3⁹⁷

KRAFT Singles 410 g

Verified
2⁹⁷

CLASSICO Pasta Sauce 218-600 mL

Global Market

Verified
10⁹⁹

TILDA Rice Basmati 1.81 kg

*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.

GROCCERY GIVEAWAYS Play on the Sobeys app now

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

Scene+ Travel Powered by Expedia
Scene+ CINEPLEX Scotiabank

THU 9 | FRI 10 | SAT 11 | SUN 12 | MON 13 | TUE 14 | WED 15

Prices and offers in effect April 2026 New Brunswick

So many deals Scan here for our full digital flyer

ATL_NS_NB_PEI_NFLD

Dollar DAYS!



\$2

COMPLIMENTS English Muffins
6 pk or Hot Dog or Hamburger Buns
8 pk



BAKED IN STORE

\$3

Strudel Fingers, Turnovers or Mini Strudels 4-6 pk 228-272 g



\$3

HEALTHY CHOICE Gourmet Steamers 269-306 g or SWANSON Frozen Dinners 280-345 g



LARGE

4/\$5

Ataulfo Mangoes product of Mexico



\$5

WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings, CHEF BOMBAY Indian Inspired Appetizers or ASIAN INSPIRATIONS Entrées 240-680 g

FLO1_SBY_WK50_PRN_ATL_NS_NB_PEI_NFLD

Scene™

TURN POINTS INTO GROCERIES



300 PTS when you buy 2

3.99

OLYMEL Breakfast or Dinner Pork Sausages 375-450 g or SUNRISE Sliced Bologna 375 g, LARSEN, MAPLE LEAF or SCHNEIDERS Wiensers 375 g or MINA Chicken Wiensers 675 g selected



BAKED IN STORE

300 PTS when you buy 2

5.99

Chocolate Chip or Monster Cookies 10 pk 310 g or 24 pk Mini 312 g



500 PTS when you buy 3

4.99

KRAFT Peanut Butter 500 g or Cheez Whiz 450 g



200 PTS when you buy 2

2/\$5

QUAKER Dipps or Chewy Granola Bars 120-156 g



400 PTS when you buy 2

\$10

GAIN Liquid Detergent 2.6 L or Flings! 31 pk, DOWNEY or GAIN Fabric Enhancers or Softener 303-379 g, 1.66-2.63 L or GAIN or BOUNCE Sheets 120-200 pk

1,000 Points = \$10 of free groceries

Dollar Days!

\$4 /lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken or Chicken Legs Family Size 8.82/kg

\$6

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp Bacon 65-85 g or SCHNEIDERS Cooked Bacon 100 g

\$6

LARSEN Wieners 900 g, SCHNEIDERS Juicy Jumbos, Regular Beef Wieners or Smoked Sausages 375-450 g selected

\$6

BEST BUY Raw Shrimp 55-65 ct per lb 300 g

\$12 /lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Family Size Marinating Steaks cut by your meat expert from Canada AAA grade beef 26.45/kg

\$8

Small Bar Cakes 325-575 g

\$5

BABYBEL 6 pk 120 g, THE LAUGHING COW 8 pk 133 g or Dippers 4 pk 140 g

\$6

COMPLIMENTS Sliced Deli Meats selected 175 g

\$3

KRAFT Salad Dressing 425 mL or BEN'S ORIGINAL Bistro Express Rice 240-250 g

\$7

CRACKER BARREL Cheese 340-400 g, Shreds 250-320 g or BLACK DIAMOND Cheestrings 12-16 pk

\$2

KELLOGG'S Cheez-It Crackers 191-200 g, SOUR PATCH KIDS 135-154 g or DARE Veggie Crisps 100 g

\$4

OLYMPIC Organic or Crema Yogurt 650 g or KRAFT Philadelphia Dips 340 g

\$2

COMPLIMENTS Canned Fruit 398 mL, Apple Sauce 620 mL or Apple Snacks 4-6 pk or SNACK PACK Puddings 4 pk

\$5

TROPICANA Orange Juice or Juice Blends selected 1.36 L

\$3

OLD DUTCH Potato Chips 235 g or Ridgies 200 g or COMPLIMENTS Tortilla Chips 250-280 g or Snacks 265-300 g

\$4

STRUB'S Pickles 1 L (excludes Premium) or FRENCH'S Ketchup 750 mL

\$6

DR. OETKER Giuseppe Rising Crust or Thin Crust Pizza 439-785 g, LACTANTIA Margarine 850 g or PARKAY 1.28-1.36 kg

\$3 400 PTS when you buy 4

COMPLIMENTS Cranberry or Ruby Red Cocktail 1.89 L or MINUTE MAID 100% Juice or Punch 8-10x200 mL tetra

\$1

JELL-O Instant Pudding assorted 30-113 g or Jelly Powder 9.1-85 g

\$4

GENERAL MILLS Premium or Core Cereal 297-437 g, KELLOGG'S Cereal 210-525 g selected (excludes Family Size) or POST Cereal selected 283-525 g

\$1

CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL

\$1

OLD EL PASO Seasonings 24 g or TACO BELL Seasonings 28 g

\$2

AYLMER Tomatoes 796 mL or Accents 398-540 mL

\$5

DOVE Hair Care 195-355 mL or 142-198 g, Deodorant 45-74 g, Body Wash 325 mL or Bar Soap 3 pk selected

\$20 200 PTS when you buy 2

ALPINE or BUD LIGHT Lager 8x355 mL cans

\$20

BLUE LOBSTER Vodka Soda 6x355 mL cans

\$18

RUFFINO Chianti 750 mL

\$12 200 PTS when you buy 2

PELEE ISLAND Pinot Grigio or Shiraz 750 mL

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



*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin UPC based non-fresh products as compared to leading conventional brick-and-mortar, drug, online, and discount grocery retailers in Canada according to the latest 12 weeks ending November 15, 2025, using data reported through Nielsen's CA-SOBEYS-CROSS CATEGORY database by Nielsen's MarketTrack Product Insights. Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIQ through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh. Canadian Origin Stated items for the 12 weeks ending November 15, 2025. Copyright © 2025 Nielsen Consumer LLC.



So much value



2.99
/lb, ea

Brussels Sprouts product of Mexico or USA
no 1 grade 6.59/kg or Spinach Bunch product of Mexico



\$4

COMPLIMENTS Grape Tomatoes
product of Canada, USA or Mexico 283 g



\$4

Mini Seedless Cucumbers product of Canada, Canada no 1 grade 6 pk



4.99

Blueberries product of Mexico no 1 grade 170 g



4.77
/lb

Extra Large Red or Black Grapes
product of Chile 10.52/kg



1.99
/lb

Navel Oranges
product of Morocco 4.39/kg



300 PTS
when you buy 2

4.99 MARVELOUS MEDLEYS
Potatoes product of Atlantic Canada 5 lb



100 PTS
when you buy 2

5.99 COMPLIMENTS ORGANIC
Portabella Mushroom Caps
product of Canada 170 g



2.99

Boston Lettuce in Soil
product of Canada



6.99

HIROS Cherry Tomatoes
on the Vine 340 g
product of Canada



100 PTS
when you buy 4

4/\$4 Large Lemons
product of USA



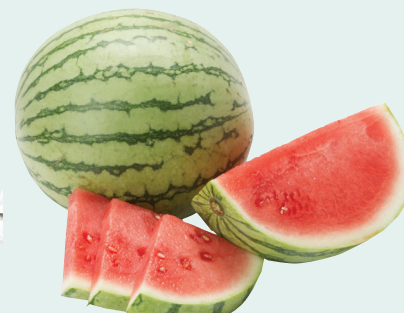
100 PTS
when you buy 2

6.99 Cara Cara Oranges
product of USA 907 g 2 lb bag



100 PTS
when you buy 2

5.99 COMPLIMENTS Gala, McIntosh, Ambrosia or
Red Delicious Apples product of Atlantic
Canada, Canada fancy grade 1.36 kg 3 lb bag



6.99

Mini Watermelon product of
Guatemala or Mexico



50 PTS
when you buy 1

6.49 TAYLOR FARMS Chopped Kale
product of USA 454 g



77 PTS
when you buy 2

2.99 GOOD LEAF Microgreens
product of Canada 50 g



BUY 1 GET 2ND
25% OFF
of equal or lesser value

Prepared Fresh Daily Yogurt
Parfaits Cups assorted sizes



25% off

Prepared Fresh Daily Chicken
Caesar Salads assorted sizes



1.99
/lb

Asian Pear
product of China 4.39/kg



1.48
/lb

Bok Choy or Napa Cabbage
product of USA or Mexico 3.26/kg



2.99

Bulk Organic Avocados
product of Mexico



4.99

THE LITTLE POTATO COMPANY
Organic Potatoes product of
Canada, Canada no 1, 680 g



1.79

SUNRISE Tofu Dessert almond or
peach mango 300 g



2/\$9

LOOP Cold-Pressed Juice
selected 300 mL



100 PTS
when you buy 2

5.99 COMPLIMENTS Peanuts
selected 425-500 g



200 PTS
when you buy 2

9.99 WONDERFUL Pistachios
no shell selected 155-170 g

floral

Available at most stores



\$17

Bromeliad in Ceramic 4" pot
grown in Canada



100 PTS
when you buy 1

7.49 Gerbera Daisies 4" pot
grown in Canada



200 PTS
when you buy 1

11.99 Just Because Bouquet



\$32

Maple Magic Bouquet
grown in Canada

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 \$100,000 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 administered by Scotiabank, Cineplex Inc., Home Hardware Stores Limited, Apple Inc. or Google LLC. Apple Inc.* and Google LLC are completely released of all liability by each entrant in this Contest.



250 PTS
when you spend \$25 or more

19⁹⁹ /lb

Fresh Boneless Bottom Sirloin Tri Tip Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef 44.07/kg



200 PTS
when you spend \$20 or more

14⁹⁹ /lb

Fresh Beef Chuck Simmering Short Ribs Thick English Style or Thin Sliced Family Size cut by your local meat expert from Canada AA grade beef 33.05/kg



200 PTS
when you spend \$20 or more

7⁴⁹ /lb

COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 16.51/kg



500 PTS
when you spend \$30 or more

Fresh AIR-CHILLED Boneless Skinless Chicken Breasts



Try with our in-store Breaded Seasoning

5⁹⁹ /lb

Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg



6⁹⁹ /lb

Fresh Pork Loin Back Ribs cryovac Family Size 15.41/kg



8⁹⁹ /lb

200 PTS
when you spend \$20 or more

Fresh Lean Ground Beef Burgers Family Size 100% pure no additives or fillers 4 pk 19.82/kg



4⁹⁹ /lb

Frozen Cornish Hens or Frozen Grade A Ducks 11.00/kg



BUY MORE SAVE MORE
\$6 ea when you buy 2 or more
JOHNSONVILLE Sausage Meat 375 g starting at 6.99 ea



10% off

SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg Steak and Stew Cubes



Fast. fresh. Delicious.



4⁹⁹ /lb

Fresh Maple Chipotle or BBQ Whiskey Marinated Boneless Pork Loin Centre Chops 11.00/kg



4⁴⁹ /lb

Fresh Homestyle Seasoned Whole Chicken 9.90/kg



15⁹⁹ /lb

200 PTS
when you spend \$20 or more

Fresh Maple Chipotle, Korean BBQ or BBQ Whiskey Marinated Beef Chuck Short Rib thin cut, cut by your meat expert from Canada AA grade beef 35.25/kg



20⁹⁹ /lb

250 PTS
when you spend \$25 or more

Fresh Boneless Korean BBQ or Maple Chipotle Marinated Bottom Sirloin Tri Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 46.27/kg



7⁹⁹ /lb

Fresh Maple Chipotle or Honey Garlic Pork Loin Back Ribs 17.61/kg

quick & easy



5⁹⁹

CHRIS BROTHERS Smoked Boneless Ham Slices 300 g



200 PTS
when you buy 2

10⁹⁹

PILLER'S Turkey Bites, Mini Pepperoni or Salami Sticks 300-500 g



STARTING AT 4⁹⁹

MAPLE LODGE FARMS Chicken Bacon 375 g or Ultimate Chicken Frankfurters 900 g or ZABIHA HALAL Breakfast Chicken Strips or Italian Sausages 375 g



4⁹⁹

COMPLIMENTS Marinated Boneless Pork Chops 300 g or Pork Sirloin Kabobs 250 g



7⁹⁹

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



8⁹⁹

200 PTS
when you buy 2

WATSON RIDGE Breaded Chicken Strips, Burgers or Popcorn 800 g



10⁹⁹

SWISS CHALET Chicken or Beef Pot Pies 650-655 g



13⁹⁹

BELMONT Homestyle Beef Burgers Angus, prime rib or sirloin 852 g

GET TO FREE GROCERIES FASTER

when you scan your Scene+ membership card and pay with your Scotiabank Scene+ Visa Card.



*1,000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1,000. *Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at Scotiabank.com/participatingstores. *Visa Int. / Licensed user.

seafood



compliments
LOBSTER-FLAVOURED
ALASKAN POLLOCK
FILET D'ALASKA
FILET DE HOMAR

2.99 MEMBER PRICING
3.49 without Scene+ Card

COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



READY FOR YOU

1.25 In-Store Marinated Raw Shrimp Skewers 45 g previously frozen



OCEAN WISE RECOMMENDED

2.49 /lb
Fresh Mussels product of Atlantic Canada 5.49/kg

CHOOSE CANADIAN SEAFOOD



NATURALLY SIMPLE
NATUURELLEMENT SIMPLE

4.99 MEMBER PRICING
5.99 without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g



TRUE NORTH Atlantic Salmon Burgers 568 g

CHOOSE CANADIAN SEAFOOD




OCEAN WISE RECOMMENDED

11.99 /lb
Haddock Fillets frozen 26.43/kg



100 PTS when you buy 1

12.99 COMPLIMENTS Breaded or Battered Haddock or Pan Seared Haddock, Cod, Sole or Salmon Fillets 460-580 g



BEST BUY VALEUR PLUS

\$12 **120 PTS** when you buy 1

BEST BUY Breaded Popcorn Shrimp or Squid Rings 800 g or Breaded Sole Fillets 860 g



EVERYDAY VALUE

908g

\$19

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



908g

\$23

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



908g

\$35 **1,000 PTS** when you buy 1

TRUE NORTH Fresh Atlantic Salmon Fillets skinless subject to availability product of Canada 908 g

CHOOSE CANADIAN SEAFOOD

deli & kitchen



4.99 MEMBER PRICING
5.99 without Scene+ Card

BOTHWELL Red Hot Chili Pepper, Habanero, Jalapeño, Spicy Dill Monterey Jack, Muenster, Smoked Gouda, Marble or Aged Cheddar 170 g selection varies by store



50 PTS when you buy 1

9.49 ENTREMONT Brie or Camembert 227 g



SLICED FRESH

2.19 /100 g
COMPLIMENTS Cooked Ham or Bologna



7.99 PILLER'S Pepperoni Toppings selected 175-250 g selection varies by store



8.99 SCHNEIDERS Sliced Deli Meats selected 150-175 g



200 PTS when you buy 300 g or more

3.79 /100 g
PANACHE Black Forest, Sugarbush Maple Ham or Oven Roasted Chicken



AVAILABLE HOT OR CHILLED

3.29 MEMBER PRICING
3.79 without Scene+ Card

NANA'S Samosas sold by individual piece from the service case



1.99 FONTAINE SANTÉ Snacks 129 g



200 PTS when you buy 2

4.29 SUMMER FRESH Dips, Hummus, Salsa or Queso 200-227 g



AVAILABLE HOT OR CHILLED

100 PTS when you buy 300 g or more

Meatballs sauced or unsauced sold by 100 g



READY FOR YOU


200 PTS when you buy 2

STARTING AT 6.99

2 pk Mini Croissant Breakfast Sandwiches 227-311 g

TRY ME!

NEW

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

drinks & snacks

McCafé

THE HOME CUP

YOU COULD **SCORE** A GRAND PRIZE OF **\$10,000!** + DAILY PRIZES OF \$250

— HOW TO ENTER —
KEEP your receipt and **SCAN** to enter with your McCafé® purchase

100 PTS when you buy 1
200 PTS when you buy 1

11⁹⁹ MCCAFÉ Roast & Ground Coffee 300-340 g or Whole Bean Espresso 300 g

26⁹⁹ MCCAFÉ Keurig® Compatible Single Serve Pods 30 pk

100 PTS when you buy 1
350 PTS when you buy 1

11⁹⁹ MCCAFÉ K-Cup® Pods 10-12 pk

37⁹⁹ MCCAFÉ K-Cup® Pods 48 pk

*NO PURCHASE NECESSARY. Open to age-of-majority residents of Canada. Rules: www.TheHomeCupContest.com. Prizes: \$10,000 CAD cheque (1) and \$250 CAD Digital Rewards (\$3). Limit 20 entries/person. 1 prize/person. Odds depend on entries. Skill-testing question required. Ends 5/24/2026, 11:59:59 p.m. ET. Sponsor: Keurig Canada Inc. ©2026 McCafé trademarks used under licence. Keurig and K-Cup are registered trademarks of Keurig Green Mountain, Inc.

Goldfish

CRISPS CROUSTILLANTS

2⁹⁹

PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g

Dare

Ruffles Classic • Classique

WAGON WHEEL

Bear Paws Active Double Chocolate

3⁹⁹

DARE Bear Paws, Wagon Wheels or Ruffles Cookies selected 168-360 g

CHRISTIE Premium Plus Crackers 900 g, Party Pack Cookies 637-685 g or Gluten Free OREO 342-353 g

7⁹⁹

Dare

Ultimate Maple crème

Boston Cream donut-shaped

2/\$7

DARE Ultimate Cookies 290-300 g

Skittles or **Starburst** Candy 235-320 g or **KINDER** Chocolate Bar 6 pk 126 g

4⁹⁹

LINDT Swiss Classic Chocolate Bars 300 g

300 PTS when you buy 2

KitKat

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

1,000 PTS when you buy 4

NESTLÉ Tablet Bars 95-105 g, King Size Bars 50-85 g or Juniors 8 pk

Nerds Gummy Clusters 142 g

Cadbury Dairy Milk Milk Chocolate Chocolat au Lait

3⁴⁹

BRISK Iced Tea 710 mL-1 L 1.79-2.49 ea

MONTELLIER or **AQUAFINA** Water 1 L or **BRISK** Iced Tea 710 mL-1 L 1.79-2.49 ea

750 ea when you buy 2 or more

MONSTER, **BANG**, **NOS** or **REIGN** Energy Drinks 444-473 mL

2/6⁵⁰

POWERADE 710 mL or **BODYARMOR** Super Drink 473 mL

2/4⁵⁰

Mamba Chews or Sticks 150 g or **MARS** King Size Bars 85-93 g

2⁴⁹

HEINEKEN Alcohol Free Beer 6x330 mL

200 PTS when you buy 2

HAWKINS Cheezies 210 g

3⁴⁹

MISS VICKIE'S Kettle Chips 190-200 g

200 PTS when you buy 2

2/\$9

CLEARLY CANADIAN Flavoured Sparkling Water 325 mL

2⁴⁹ **100 PTS** when you buy 2

JACK LINK'S or **GOLDEN ISLAND** 65-81 g

7⁴⁹

TAKIS 198-280 g

3⁹⁹

KELLOGG'S Special K or Kashi Bars selected 144-200 g

3⁹⁹ **100 PTS** when you buy 2

COMPLIMENTS Family Size Granola Bars 560-630 g or Crispy Rice Squares 528 g

8⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Milk or Dark Chocolate Covered Almonds or Milk Chocolate Covered Cashews or Peanuts 350-400 g

250 PTS when you buy 2

COMPLIMENTS Snack Pub Mix 820 g

9⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Rice Crackers 100 g

750 **EVERYDAY VALUE**

COMPLIMENTS Drink Boxes 10x200 mL

\$3 **EVERYDAY VALUE**

WE'RE FULL OF COMPLIMENTS

200 PTS when you buy 1

9⁹⁹ **COMPLIMENTS** De-Alcoholized Beer 12x355 mL

COMPLIMENTS Mini Rice Crisps 100 g

7⁹⁹

COMPLIMENTS Instant Coffee 150 g

\$4 **EVERYDAY VALUE**

GET 1,000 PTS FOR EVERY \$100 SPENT ON HAPPY TEEN, HAPPY KID OR THANK YOU GIFT CARDS!

THANK YOU HAPPY TEEN HAPPY KID

Offer valid during April 9 - 15, 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.

Big cheese, big savings

Parmigiano Reggiano, COMPLIMENTS Double Cream Brie, ILCHESTER Applewood Smoked Cheddar, CASTELLO Blue Cheese, LE GRUYÈRE, FRICO Mild, Medium, Spiced or Smoked Gouda, CHEVALIER Triple Cream Brie, COMPLIMENTS Provolone, CASTELLO Havarti Herb & Spice or French Emmental.

Selection varies by store.

20% off

when you buy 400 g or more of select in-store cut cheeses. Prices on these are already reduced by 20%.



7⁹⁹ FANTINO & MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g



8⁴⁹ DAWN Cooked Ham Loaf 300 g



SLICED FRESH

3⁴⁹ /100 g COMPLIMENTS Hungarian, Peppercorn or German Salami



200 PTS when you buy 2

COMPLIMENTS Salads regular potato, creamy coleslaw, macaroni or other selected varieties 426-454 g



200 PTS when you buy 2

5⁹⁹ OLIVIERI Pasta or Gnocchi 280-360 g or Sauce 160-300 mL



250 PTS when you buy 2

6⁴⁹ YUCATAN Avocado Salsa 340 g



Fresh from our kitchen

2²⁹ /100 g

Chicken Wings breaded or naked, sauced or unsauces, available hot or chilled sold by 100 g



\$6

1/4 Assorted Dagwood 285 g

bakery

BUY 2 GET 3RD of equal or lesser value FREE

Almond or Butter Tarts 6 pk 270-400 g or All Butter Danish 4 pk 375 g



BAKED IN STORE



21⁹⁹ Dessert Cakes 1.2-1.49 kg



MEMBERS SAVE \$5

9⁹⁹ MEMBER PRICING

14⁹⁹ without Scene+ Card

Single Layer Shortcakes 905-950 g

Made with 100% Real Cream



LIMITED TIME ONLY

BUY MORE SAVE MORE

\$5 ea when you buy 2 or more

TWO-BITE Mini Spring Cupcakes chocolate or vanilla 12 pk 284 g 6.99 ea



BAKED IN STORE

100 PTS when you buy 2

4⁴⁹ Gourmet Cinnamon Buns 2 pk 345-375 g



1⁹⁹ TABLE TALK Pies 4" 114 g



5⁴⁹ ACE BAKERY Bistro Breads 595 g



5⁹⁹ COMPLIMENTS Garlic Parmesan Breadsticks 550 g



100 PTS when you buy 2

3⁷⁹ VILLAGGIO Bread 570-675 g or Buns 6-8 pk (excludes ciabatta)



100 PTS when you buy 2

3⁴⁹ COMPLIMENTS Bagels 6 pk

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

meal makers



100 PTS
when you buy 2

5.99 KELLOGG'S Family Size Cereal 450-650 g



6.99 JIF Peanut Butter 1 kg



100 PTS
when you buy 2

5.49 NUTELLA Hazelnut Spread 375 g or B-ready Bars 6 pk



3.99 CREAM OF WHEAT 336-800 g



6.99 BEEMAID Liquid Honey Bear 375 g



4.99 COMPLIMENTS Flour 2.5 kg or CROSBY'S Molasses selected 675 g



3.99 ROBIN HOOD Oats 1 kg or CRISCO Shortening selected 454 g



4.49 COMPLIMENTS Sweetened Condensed Milk 300 mL or GRAHAM CRUMBS 400 g or BETTY CROCKER Cake, Cookie or Bisquick Mix 263 g-1.13 kg



150 PTS
when you buy 2

5.49 OLD EL PASO Dinner Kits 250-510 g



300 PTS
when you buy 2

2/\$5 LIPTON Soup Mix 2 pk 94-166 g or CUP-A-SOUP 4 pk 58-63 g or KNORR Soup Mix 40-83 g or Recipe Onion Soup Mix 56 g



7.99 YELLOWSTONE Seasoning Blends 135-160 g or MAISON ORPHEE Baking Mixes 425-500 g



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



2/\$5 CHEF BOYARDEE 418-425 g



3.49 PURITAN Stew 410 g



3.99 MUTTI Pizza Sauce 398 mL



4.99 THE KEG Salad Dressing 475 mL



3.99 CATELLI Gluten Free or Supergreens Pasta 300-340 g



3.99 NO YOLKS Egg Noodles 340 g



14.99 FILIPPO BERIO Olive Oil 750 mL



2.99 MRS. CUBBISON'S Croutons or Texas Toast 142 g or Salad Strips 99 g



150 PTS
when you buy 2

3.49 COMPLIMENTS Grain Breads 600 g



3.99 DEMPSTER'S 7" Tortillas 240-340 g or TIA ROSA Tortillas 220-328 g



2.99 HOSTESS Snacks 121-225 g



1.89 COMPLIMENTS Coconut Milk 400 mL selected



100 PTS
when you buy 3

3.33 COMPLIMENTS Quick Oats 1 kg



100 PTS
when you buy 1

9.99 COMPLIMENTS Strawberry or Raspberry Jam 1 L



BUY MORE SAVE MORE
4.99 ea when you buy 2 or more

COMPLIMENTS Chocolate Chips 225-270 g 5.49 ea



100 PTS
when you buy 2

3.49 COMPLIMENTS Coconut selected 200 g



\$7 COMPLIMENTS Mac & Cheese 225 g or Deluxe Mac & Cheese 200 g



100 PTS
when you buy 1

COMPLIMENTS Bacon Bits 75-85 g



100 PTS
when you buy 2

2.99 COMPLIMENTS Albacore Tuna 170 g



100 PTS
when you buy 2

COMPLIMENTS Coating Mix 142 g

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

dairy & frozen



4.49
BAXTER, SCOTSBURN,
NORTHUMBERLAND or
FARMERS Sour Cream 500 mL
assortment varies by province



8.49 **50 PTS**
when you buy 1
HELUVA GOOD! Dip 680 g



100 PTS
when you buy 2
4.99 COMPLIMENTS
Cheese Slices
210-230 g



150 PTS
when you buy 2
4.99 OASIS Health Break
or Smoothie 1.6 L



11.49 **50 PTS**
when you buy 1
iÖGO Yogurt 2 kg



6.99
NATREL
Protein Plus Milk 2 L



5.99
AMOENZA! Twists or Stix 228 g or
CRACKER BARREL Feta Crumbles
180 g



3.99 **100 PTS**
when you buy 2
HERSHEY'S Refrigerated Pudding
or JELL-O Refrigerated Pudding
or Gels 4 pk



5.49
REVELLO or FUDGSICLE
Novelties 12 pk selected



5.99
DEL MONTE Sorbet
946 mL selected



7.99
SAVI GOURMET Gnocchi, Risotto
or Penne Pasta Meals 500 g



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



50 PTS
when you buy 1
3.99 CAVENDISH FARMS
Restaurant Style
Fries 540-750 g



8.99
MARIE CALLENDER'S Frozen
Meals 680-879 g



7.29 MCCAIN Pizza
Pockets 6 pk



4.49
KELLOGG'S Eggo Waffles, French
Toast Sticks or Pancakes 270-330 g

WE'RE FULL OF compliments

7.49 **100 PTS**
when you buy 2
COMPLIMENTS ORGANIC Large Eggs 12 pk

100 PTS
when you buy 1
COMPLIMENTS Pure Orange Juice 2.5 L

100 PTS
when you buy 1
COMPLIMENTS Frozen Fruit 1.5 kg

5.99 COMPLIMENTS
Flatbread Pizzas
300-310 g

natural health



14.49 KICKING HORSE
K-Cups® 10 pk



7.49 **150 PTS**
when you buy 2
KASHI GoActive Cereal 349-501 g
or Organic Cereal 360-510 g



2/\$9 QUE PASA
Tortilla Chips
300-350 g



3.99 SMARTSWEETS
Candy 50 g



2.99 CLUB HOUSE
Organic Spice Bags
10-57 g



4.49 ENJOY! Plant-Based
Cheese 200 g



5.99
RIVIERA Vegan Delights
500-650 g or 4 pk 120 g



7.99 RISE Organic
Kombucha 1 L



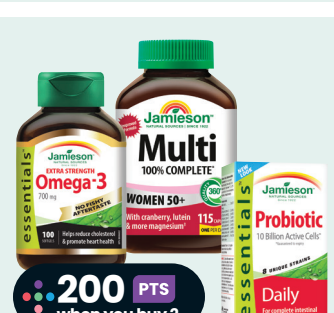
15% off **500 PTS**
when you buy 1
LEANFIT Whey or Plant Protein
Powders 300 g



12.99 PREMIER
PROTEIN Shake
4 pk



20% off
ROAR or CWENCH Electrolyte
Powders 7-10 pk or 315 g



200 PTS
when you buy 2
20% off
JAMIESON Probiotic, Omega or
Multivitamin Supplements selected

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

home & pet care



8.99

WHISKAS Dry Cat Food 1.5-2 kg or IAMS Proactive Health Dry Dog Food 1.5 kg



1.64 ea when you buy 3 or more

CESAR Gourmet Wet Dog Food 100 g 1.79 ea



12.99

PURINA Tidy Cats Multi-Cat Clumping Litter 2.72 kg



9.99

PURINA Beneful Dry Dog Food 1.6-1.8 kg



5.99 STARTING AT

BOUNTY Paper Towels 1-2 pk or Napkins 200 pk



2.99 100 PTS when you buy 2

COMPLIMENTS Multi-Surface Cleaner 1.41 L



7.99 100 PTS when you buy 2

COMPLIMENTS Waste Bags 90 L 24-30 pk or 74 L 40 pk selected



2.50

COMPLIMENTS Sandwich Bags 100 pk or Freezer Bags 15-20 pk



26.99

FINISH Dish Tabs 68-82 pk



4.99 STARTING AT

DAWN Dish Soap 532-982 mL or Powerwash Refill 473 mL



6.99 STARTING AT

ARM & HAMMER Laundry Detergent 1.42-1.63 L or OXICLEAN Stain Fighters 680 g, 1.47 L, Sprays 354-636 mL or Gel Stick 183 mL



3.29

GLAD Cling Wrap 30m

health, beauty & baby



6.99 200 PTS when you buy 2

CREST 3D White Toothpaste, Pro-Health Rinse or ORAL-B Toothbrushes 85 mL-14 L or 1-2 pk selected



7.49

TRESEMME Shampoo, Conditioner or Stylers 180-828 mL or 298-311 g selected



7.99 STARTING AT

L'ORÉAL Expertise or LIVE CLEAN Hair Care 150-350 mL selected



7.99

OLD SPICE or SECRET Deodorant 68-144 g or OLD SPICE or IVORY Body Wash 473 mL-1.35 L or OLAY Soap Bar 4 pk selected



3.49 100 PTS when you buy 2

COLGATE Optic White, Max Fresh or Total Advanced Toothpaste 90-150 mL or Toothbrushes 3 pk selected



20% off UP TO

EDGE or CREMO Shave Cream, GILLETTE Beard Stylers or BLISTEX Lip Care 4.25-198 g or 30-177 mL or INTUITION, VENUS or BIC Razors 1-8 pk selected



12.99 500 PTS when you buy 2

ALWAYS Pads, Liners or TAMPAX Tampons 27-162 pk selected



15% off

CUREL or JERGENS Body Lotion 200-620 mL



78.99

SIMILAC 360 Total Care Ready-to-Feed 16x235 mL



49.99 250 PTS when you buy 1

ENFAMIL A+ NeuroPro Formula 553-587 g



3.99

HUGGIES Simply Clean Wipes 64 pk



36.99

PAMPERS Super Econo Pack 66-174 pk

pharmacy

Only available at Pharmacy Locations
*Select products are only available when a pharmacist is on duty.



10% off 200 PTS when you buy 2

IMODIUM 20-24 pk selected



15% off 300 PTS when you buy 2

ADVIL Pain Relief 80-115 pk selected*



10% off

TUMS 32-160 pk selected



15% off 200 PTS when you buy 2

NEUTROGENA Acne Products selected



10% off 150 PTS when you buy 2

TYLENOL Pain Relief 50-120 pk or Easy Dissolve 12 pk or MOTRIN 200-400mg 45-72 pk selected*



20% off

ALLEGRA Allergy Relief 30-40 pk* or NASACORT Nasal Spray 60 dose*



Your daily medications made easier.

360Health | Sobeys
PHARMACY & WELLNESS

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)



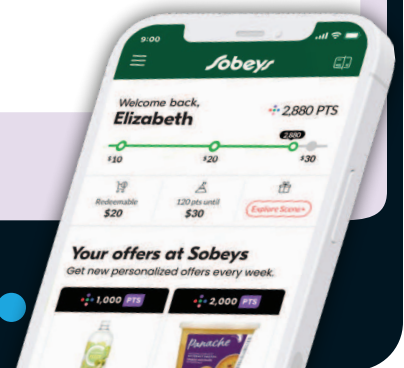
Get
200 PTS
when you buy 2

COMPLIMENTS Dry Cured Salami selected 125 g



SAVE \$3

LOAD THIS OFFER AND SAVE \$3 WHEN YOU BUY 2 PANACHE Italian Soda 750 mL



Offer valid April 9th to April 15th, 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 Orthodox Easter finds

2.99

/lb, ea
Brussels Sprouts product of Mexico or USA no 1 grade 6.59/kg or Spinach Bunch product of Mexico



300 PTS
when you buy 2

4.99

MARVELOUS MEDLEYS Potatoes product of Atlantic Canada 5 lb



200 PTS
when you spend \$20 or more

9.49

/lb
Fresh Lean Ground Beef Meatballs or Meatloaf bacon & cheddar, cheesy, mushroom & mozza or Italian-style 20.92/kg

6.99

TRE STELLE Ricotta 400-475 g



6.99

TRE STELLE Feta 200 g



25 PTS
when you buy 2

3.99

SEMKI XXL Roasted Sunflower Seeds 300 g



9.99

KRINOS Fillo Twisters 1 kg selected



3.99

R&S Roasted Buckwheat 908 g



1.99

S&F Cream Crackers 200 g



1.99

RSH Lovita Jelly Cookies 135 g



2.49

BORJOMI Carbonated Mineral Water 500 mL



3.99

LOVARÉ Tea 30 g selected



100 PTS
when you buy 3

4.49

S&F Canned Smoked Cod Liver 120 g



4.99

KÜHNE Gourmet Selection Gherkins or Pickled Onions 500 mL



150 PTS
when you buy 2

MEZZETTA Olives 283-398 mL



12.99

LIV99 Extra Virgin Olive Oil 500 mL

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Happy Vaisakhi

Fragrant aroma and sweet juicy flavour



7⁹⁹
/lb

Sugar Mango product of Colombia 17.61/kg

NEW CROP



3⁹⁹

Pomegranates product of Peru



2⁴⁹
/lb

Ginger Root product of China 5.49/kg



3⁴⁹

CHALO! Naan 500 g



2⁴⁹

Methi product of Mexico



8⁹⁹

GIA Basmati Rice 3.63 kg



19⁹⁹

AASHIRVAAD Whole Wheat Flour 9.07 kg



14⁹⁹

INDIA GATE Pure Basmati Rice 4.54 kg



15²⁹

BRAR'S Desi Ghee 800 g



4⁴⁹

PATAK'S Cooking Sauces 400 mL selected



3⁷⁹

PATAK'S Side Dishes 285 g selected



3⁵⁰ ea when you buy 2 or more

THE SPICE TAILOR 3-Step Kits 210-285 mL 3.99 ea



4⁷⁹

KFI Cooking Sauces 375-395 mL selected



2⁷⁹

RUBICON Juice Drink 1 L or Juice boxed 4x200 mL



4⁴⁹

RUBICON EXOTIC Organic Coconut Water or Non-Dairy Beverage 1 L



1²⁹

PARLE-G Biscuits 300 g



1⁴⁹

HALDIRAM'S Indian Snacks 150 g selected



49¢

MAGGI Masala Noodles 70 g



Find more variety and value in store



\$3

Traditional Poutine 350 g
also available Popcorn Chicken Poutine 430 g \$4 ea
available hot

NATIONAL POUTINE DAY

April 11



6⁹⁹

MCCAIN Regular
Fries 1.5 kg



100 PTS
when you buy 2

5⁹⁹

ARMSTRONG
Nibblers 200 g



6⁴⁹

BOTHWELL Squeak'rs
240 g



Perfectly
squeaky!



\$6

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready
Crisp Bacon 65-85 g or SCHNEIDERS Cooked Bacon 100 g



Great for a
loaded
poutine!



1⁴⁹

Green Onions
product of Mexico



1⁹⁹

ST-HUBERT Sauce Mix 52-57 g or 398 mL



Scene

That's like
\$20
toward your groceries



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.

**EARN POINTS ON
STERLING SILVER
TOP SILVER MEDALLION
OR NAGANO PRODUCTS**

GET UP TO 2,000 PTS

SPEND \$20, GET

500 PTS

SPEND \$35, GET

800 PTS

SPEND \$50 OR MORE, GET

2,000 PTS

**HAND-SELECTED
CANADA AAA BEEF**

Well-marbled • Aged to perfection



22⁴⁹
/lb

STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef 49.58/kg

PORC • PORK
Nagano

MAKE IT A NAGANO NIGHT.

RICH FLAVOUR. REMARKABLY TENDER. 100% CANADIAN PORK.



Remarkably tender cuts!

**STARTING AT
10⁹⁹**
/lb

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs 100% Canadian Starting at 24.23/kg

Exclusive cuts available at Sobeys

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

Perfect buns for all occasions



Made with 100% Canadian flour

BAKED IN STORE

Small Crusty Buns 12 pk
725 g



Made with 100% Canadian flour

BAKED IN STORE

Cheese Sticks
6 pk 300 g

MIX & MATCH

Get **200** PTS

When you buy 2 or more of any of these participating Bakery products*. *before taxes



Made with 100% Canadian flour

BAKED IN STORE

Kaiser Buns
6 pk 430 g



Made with 100% Canadian flour

BAKED IN STORE

Sourdough Buns
4 pk 315-345 g



Made with 100% Canadian flour

BAKED IN STORE

Hot Dog or Burger Buns 8 pk



\$3

COMPLIMENTS Tortilla Chips 250-280 g



2/\$5

COMPLIMENTS Kettle Chips 200 g



100 PTS when you buy 2

2⁴⁹

COMPLIMENTS Potato Chips 200 g



value size

value size · format valeur



value size

value size · format valeur



100 PTS when you buy 1

5⁹⁹

COMPLIMENTS Value Size Potato Chips 750 g



100 PTS when you buy 2

3⁴⁹

COMPLIMENTS Flavoured Tortilla Chips 255 g



100 PTS when you buy 2

2⁹⁹

COMPLIMENTS Potato Chips Extraaaa! Flavour 200 g

100 PTS when you buy 1

8²⁹

COMPLIMENTS Value Size Kettle Chips 907 g

WE'RE FULL OF compliments

Just like the snack aisle

You always make us smile

Celebrate National Pet Day! April 11th



4⁹⁹ MILK-BONE Biscuits, Treats or Chews selected 201-900 g



200 PTS
when you buy 1

MEOW MIX Dry Cat Food 1.36-1.42 kg



100 PTS
when you buy 3

2⁹⁹

WHISKAS TEMPTATIONS Cat Treats 180 g



7⁹⁹ ZUKE'S Dog Treats 170 g



4/\$5

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



100 PTS
when you buy 10

88¢

WHISKAS Favourites Pouches 85 g or PEDIGREE Pouches 100 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
Blooming Onion
Pearls 500 g



COMPLIMENTS
Popcorn
190-250 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.

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply

