

WST_ABI_MB_SK

LOWEST PRICE

on select flyer items or automatically receive the difference in Scene+ points!



SAFEGWAY



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 ✓
1²⁹
/lb



Ambrosia Apples product of Canada, Canada extra fancy grade 2.84/kg

VERIFIED ✓
3⁴⁹
/100 g



Fresh Steelhead Trout Fillets responsibly raised, product of Western Canada



200 PTS when you buy 2
VERIFIED ✓
3⁹⁹

TAYLOR FARMS Chopped or Leaf Salad Kits product of USA 207-383 g or COMPLIMENTS Rainbow Peppers 3 pk product of Western 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



PUREX 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



TILDA Rice Basmati 1.81 kg



VERIFIED ✓
10⁹⁹

*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 or Safeway stores for the weekly flyer period. Program subject to change without notice. Visit sobeys.com or safeway.ca for additional details.

GROcery GIVEAWAYS



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



More deals!
Scan here for our full flyer



WST_AB_MB_SK

Dollar DAYS!



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



\$4

NATURAL BAKERY Sliced Canadian Rye 900 g, DEMPSTER'S 10" Tortillas 366-610 g or SILVER HILLS Bread 430-680 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, ASIAN INSPIRATIONS Entrées or MULDOON'S Boneless Dry Pork Bites 240-680 g

Scene

**TURN
POINTS
INTO
GROCERIES**



300 PTS
when you buy 2

3⁹⁹

OLYMEL Breakfast or Dinner Pork Sausages 375-450 g, MAPLE LEAF, SCHNEIDERS or BURNS Wieners 375 g or Mina Chicken Wieners 675 g selected



300 PTS
when you buy 2

5⁹⁹

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



500 PTS
when you buy 3

4⁹⁹

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, DOWNY 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

FL02_SBY_WK50_PRN_WST_AB_MB_SK

Dollar DAYS!



\$4
/lb

COMPLIMENTS
Fresh **AIR-CHILLED**
Whole Chicken or
Chicken Legs back
attached 8.82/kg



\$5

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



\$5

SCHNEIDERS
Juicy Jumbos or
Smoked Sausages
375-450 g selected



\$10

ULTRA NATURAL Fair Trade
Hand-Peeled Shrimp deveined tail-off
cooked or raw 51-70 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, Greek or
Krema 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 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

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



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We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, April 9, 2026 to Wednesday, April 15, 2026. Advertised prices do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On deliveries, some restrictions may apply. On BUY ONE GET ONE FREE ("BOGO") items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental levies on the purchased and free items. Manufacturers' coupons apply to purchased items only – not free items. Limit one coupon per purchased item. The Scene+ Loyalty Program is available at all participating Sobeys or Safeway locations within Western Canada. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Western Canada regions, pre-paid cards, postal products and services, Western Union, McCafe@/Tim Hortons@/Starbucks@ products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. P06_SBY_WK50_PRN_WST_MB_SK

the way TO VALUE



2⁹⁹
/lb, ea

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



\$4

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



\$4

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



4⁹⁹

Blueberries product of Mexico no 1 grade 170 g



4⁷⁷
/lb

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



1⁹⁹
/lb

Navel Oranges product of USA 4.39/kg



5⁹⁹

COMPLIMENTS Potatoes product of Canada, Canada no 1 assorted 5 lb



100 PTS
when you buy 2

5⁴⁴

COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g



2⁹⁹

Green, Red or Multi Leaf Living Lettuce product of Canada or Celery product of USA no 1 grade



2⁹⁹
/lb

Hothouse Tomatoes product of Western Canada, Canada no 1 grade 6.59/kg



100 PTS
when you buy 4

4/\$4

Large Lemons product of USA



100 PTS
when you buy 2

5⁹⁹

Cara Cara Oranges product of USA 907 g 2 lb bag



100 PTS
when you buy 2

6⁹⁹

Gala, McIntosh, Ambrosia or Granny Smith Apples product of USA or Canada, Canada fancy grade 1.36 kg 3 lb bag



6⁹⁹

Mini Watermelon product of Guatemala



5⁹⁹

TAYLOR FARMS Chopped Kale or GREENWAY FARMS Spinach Bag product of USA 454 g



77 PTS
when you buy 2

2⁹⁹

GOOD LEAF Microgreens product of Canada 50 g



BUY 1 GET 2ND
25% OFF

Prepared Fresh Daily Yogurt Parfaits Cups assorted sizes



25% off

Prepared Fresh Daily Chicken Caesar Salads assorted sizes



1⁹⁹
/lb

Asian Pear product of China 4.39/kg



1⁷⁷
/lb

Bok Choy or Napa Cabbage product of USA or Mexico 3.90/kg



3⁴⁹

Bulk Organic Avocados product of Mexico



4⁹⁹

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



1⁷⁹

SUNRISE Tofu Dessert almond or peach mango 300 g



2/\$9

LOOP Cold-Pressed Juice selected 300 mL



100 PTS
when you buy 2

5⁹⁹

COMPLIMENTS Peanuts selected 425-500 g



200 PTS
when you buy 2

9⁹⁹

WONDERFUL Pistachios no shell selected 155-170 g

floral

Available at most stores



17⁹⁹

Farm Fresh Bouquet assorted colours



12⁹⁹

Wildflower Tin with Kalanchoe 4" assorted colours grown in British Columbia



100 PTS
when you buy 1

11⁹⁹

Pelargonium (Martha Washington) 6" assorted colours grown in British Columbia



15⁹⁹

Spring Bulb Bouquet assorted colours grown in British Columbia

*NO PURCHASE NECESSARY. Full Contest rules found at [sobeys.com/grocerygiveaways](https://www.sobeys.com/grocerygiveaways) or [safeway.ca/grocerygiveaways](https://www.safeway.ca/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: 8x 1,000,000 Scene+ points (\$10,000 CAD eq), 3x Cineplex Showtime Cards (\$3,650 CAD eq), 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.



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

COMPLIMENTS Fresh **AIR-CHILLED** Split Chicken Wings



500 PTS
when you spend
\$30 or more

COMPLIMENTS Fresh **AIR-CHILLED** Boneless Skinless Chicken Breast Value Size



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



READY FOR YOU

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

READY FOR YOU

Fast. Fresh. Delicious.



4⁹⁹
/lb

Fresh Homestyle Seasoned Whole Chicken 11.00/kg

250 PTS
when you spend
\$25 or more

20⁹⁹
/lb

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



Bring on the grill



10% off

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

quick & easy



10⁹⁹

GRIMM'S Pepperoni Sticks 600 g or Family Pack Sliced Meats 500 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 or Juicy Supreme Chicken Frankfurters 900 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



2⁹⁹ COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



200 PTS
when you spend \$15 or more
1⁹⁹/100 g

Fresh Wild Pacific Rockfish Fillets product of British Columbia subject to availability



11⁹⁹ COMPLIMENTS Wild Pacific Salmon Burgers 454 g

4⁹⁹
MEMBER PRICING

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g

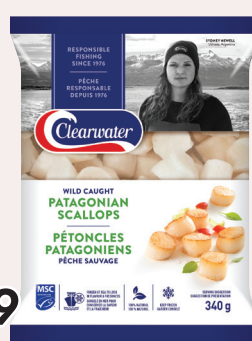
5⁹⁹
without Scene+ Card



9⁹⁹
JANES Breaded or Battered Fish selected 450-510 g



11⁹⁹ **400 PTS**
when you buy 2
BEST BUY Breaded Sole Fillets 860 g or Breaded Squid Rings 800 g selected



11⁹⁹
CLEARWATER Wild Patagonian Scallops natural 340 g



\$17 **200 PTS**
when you buy 1
OCEAN JEWEL Raw Pacific White Shrimp 50-70 ct per lb 908 g



\$20 **200 PTS**
when you buy 1
OCEAN JEWEL Cooked Pacific White Shrimp 50-70 ct per lb 908 g



\$35 **1,000 PTS**
when you buy 1
TRUE NORTH Fresh Atlantic Salmon Fillets skinless subject to availability product of Canada 908 g

deli & kitchen



4⁹⁹ **5⁹⁹**
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



9⁴⁹ **50 PTS**
when you buy 1
ENTREMONT Brie or Camembert 227 g



500 PTS
when you spend \$20 or more
Service Case Deli Meat



7⁹⁹
PILLER'S Pepperoni Toppings selected 175-250 g selection varies by store



8⁹⁹
SCHNEIDERS Sliced Deli Meats selected 150-175 g



3⁹⁹ **200 PTS**
when you buy 300 g or more
SCHNEIDERS Ham, Cajun Turkey, Jumbo Summer Sausage, Turinger Sausage or Salsa Salami



3²⁹ **3⁷⁹**
without Scene+ Card
NANA'S Samosas sold by individual piece from the service case



1⁹⁹
FONTAINE SANTÉ Snacks 129 g



4⁷⁹ **200 PTS**
when you buy 2
SUMMER FRESH Dips, Hummus or Queso 200-227 g



100 PTS
when you buy 300 g or more
Meatballs sauced or unsauced sold by 100 g



200 PTS
when you buy 2
STARTING AT 6⁹⁹
2 pk Mini Croissant Breakfast Sandwiches 227-311 g

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards or safeway.ca/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 (50). 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

Original WAGON WHEEL

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

2/\$7

DARE Ultimate Cookies 290-300 g

Skittles

4⁹⁹

SKITTLES or STARBURST Candy 235-320 g or KINDER Chocolate Bar 6 pk 126 g

Lindt

300 PTS
when you buy 2

LINDT Swiss Classic Chocolate Bars 300 g

KitKat

1,000 PTS
when you buy 4

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

Nerds

3⁴⁹

CADBURY Tablet Bars 80-100 g or NERDS Gummy Clusters 142 g

BRISK

1⁷⁵

PEPSI Soft Drinks, MONTELLIER or AQUAFINA Water 1 L or BRISK Iced Tea 710 mL-1 L 1.79-2.49 ea

MONSTER, **BANG**, **NOS** or **REIGN**

2/6⁵⁰

Energy Drinks 444-473 mL

BODYARMOR

2/4⁵⁰

POWERADE 710 mL or BODYARMOR Super Drink 473 mL

Mamba

2⁴⁹

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

Heineken

200 PTS
when you buy 2

HEINEKEN Alcohol Free Beer 6x330 mL

Hawkins

3⁴⁹

HAWKINS Cheezies 210 g

Miss Vickie's

200 PTS
when you buy 2

2/\$9

MISS VICKIE'S Kettle Chips 190-200 g

CLEARLY CANADIAN

2⁴⁹

100 PTS
when you buy 2

CLEARLY CANADIAN Flavoured Sparkling Water 325 mL

JACK LINK'S

7⁴⁹

JACK LINK'S or GOLDEN ISLAND 65-81 g

Takis

3⁹⁹

TAKIS 198-280 g

Kashi

3⁹⁹

100 PTS
when you buy 2

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

COMPLIMENTS

8⁹⁹

100 PTS
when you buy 1

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

COMPLIMENTS

250 PTS
when you buy 2

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

COMPLIMENTS

9⁹⁹

100 PTS
when you buy 1

COMPLIMENTS Snack Pub Mix 820 g

COMPLIMENTS

1⁵⁰

COMPLIMENTS Rice Crackers 100 g

COMPLIMENTS

\$3

COMPLIMENTS Drink Boxes 10x200 mL

WE'RE FULL OF COMPLIMENTS

COMPLIMENTS

9⁹⁹

200 PTS
when you buy 1

COMPLIMENTS De-Alcoholized Beer 12x355 mL

COMPLIMENTS

1⁹⁹

COMPLIMENTS Mini Rice Crisps 100 g

COMPLIMENTS

\$4

COMPLIMENTS Instant Coffee 150 g

GET 1,000 PTSFOR 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.

P05_SBY_WK50_PRN_WST_AB_MB_SK

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 cheese are already reduced by 20%.



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



7²⁹ GRIMM'S Mini Pepperoni selected 175-250 g



3⁷⁹ /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 420 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

\$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

NEW



5⁹⁹ COMPLIMENTS Garlic Parmesan Breadsticks 550 g



100 PTS when you buy 2

3⁹⁹ VILLAGGIO Bread 510-540 g or Buns 6-8 pk



100 PTS when you buy 2

3⁴⁹ COMPLIMENTS Bagels 6 pk

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

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



\$3 COMPLIMENTS Grain Breads 600 g or CITY BREAD Rye 480 g not available in all stores



100 PTS
when you buy 2

2.99 COMPLIMENTS English Muffins 6 pk



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



\$1 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 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



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dairy & frozen

**3⁴⁹** LUCERNE or DAIRYLAND Sour Cream 450-500 mL**8⁴⁹** **50 PTS** when you buy 1
HELUVA GOOD! Dip 680 g**4⁹⁹** **100 PTS** when you buy 2
COMPLIMENTS Cheese Slices 210-230 g**4⁹⁹** **150 PTS** when you buy 2
OASIS Health Break or Smoothie 1.6 L**11⁴⁹** **50 PTS** when you buy 1
iÖGO Yogurt 2 kg**6⁹⁹**
NATREL Protein Plus Milk 2 L**5⁹⁹**
AMOOZA! Twists or Stix 228 g or CRACKER BARREL Feta Crumbles 180 g**3⁹⁹** **100 PTS** when you buy 2
HERSHEY'S Refrigerated Pudding or JELL-O Refrigerated Pudding or Gels 4 pk**5⁴⁹**
REVELLO or FUDGSICLE Novelties 12 pk selected**5⁹⁹**
DEL MONTE Sorbet 946 mL selected**7⁹⁹**
SAVI GOURMET Gnocchi, Risotto or Penne Pasta Meals 500 g**21/\$4**
GREEN GIANT Simply Steam Vegetables 198-250 g**3⁹⁹** **50 PTS** when you buy 1
CAVENDISH FARMS Restaurant Style Fries 540-750 g**8⁹⁹**
MARIE CALLENDER'S Frozen Meals 680-879 g**7²⁹**
MCCAIN Pizza Pockets 6 pk**4⁴⁹**
KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g**7⁴⁹** **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**5⁹⁹**
COMPLIMENTS Flatbread Pizzas 300-310 g

natural health

**14⁴⁹**
KICKING HORSE K-Cups® 10 pk**7⁴⁹** **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**3⁹⁹**
SMARTSWEETS Candy 50 g**2⁹⁹**
CLUB HOUSE Organic Spice Bags 10-57 g**4⁴⁹**
ENJOY! Plant-Based Cheese 200 g**5⁹⁹**
RIVIERA Vegan Delights 500-650 g or 4 pk 120 g**7⁹⁹**
RISE Organic Kombucha 1 L**15% off** **500 PTS** when you buy 1
LEANFIT Whey or Plant Protein Powders 715-875 g or Creatine 300 g**12⁹⁹**
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

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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**
go 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
OLAPLEX 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
PHARMACY & WELLNESS

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**DIGITAL
EXCLUSIVE**



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Activate your offers in the Sobeys or Safeway app or at
Sobeys.com/offers or Safeway.ca/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 or Safeway locations in Western 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.

Global
MarketYour destination for
Orthodox Easter finds2⁹⁹
/lb, ea

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

4⁹⁹COMPLIMENTS Potatoes
product of Canada
Canada no 1 assorted 5 lb200 PTS
when you spend
\$20 or more9⁴⁹
/lb

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

6⁹⁹
TRE STELLE
Ricotta 400-475 g6⁹⁹
TRE STELLE
Feta 200 g25 PTS
when you buy 23⁹⁹

SEMKI XXL Roasted Sunflower Seeds 300 g

9⁹⁹

KRINOS Fillo Twisters 1 kg selected

3⁹⁹

R&S Roasted Buckwheat 908 g

1⁹⁹

S&F Cream Crackers 200 g

1⁹⁹

RSH Lovita Jelly Cookies 135 g

2⁴⁹

BORJOMI Carbonated Mineral Water 500 mL

3⁹⁹

LOVARÉ Tea 30 g selected

100 PTS
when you buy 34⁴⁹

S&F Canned Smoked Cod Liver 120 g

4⁹⁹

KÜHNE Gourmet Selection Gherkins or Pickled Onions 500 mL

150 PTS
when you buy 2

MEZZETTA Olives 283-398 mL

12⁹⁹

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

LARGE

**NEW
CROP**



4⁹⁹

Pomegranates product of Peru



2⁴⁹
/lb, ea

Methi product of Mexico or Ginger Root
product of China 5.49/kg



3⁴⁹

CHALO! Naan 500 g



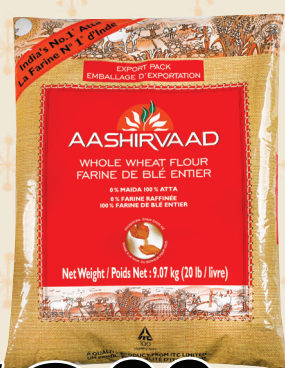
4⁹⁹

CHALO! Roti 750 g



8⁹⁹

GIA Basmati Rice 3.63 kg



19⁹⁹

AASHIRVAAD Whole Wheat Flour 9.07 kg



14⁹⁹

INDIA GATE Pure Basmati Rice 4.54 kg



28⁹⁹

NANAK Desi Ghee PET Jars 1.6 kg



4⁴⁹

PATAK'S Cooking Sauces 400 mL selected



3⁷⁹

PATAK'S Butter Chickpeas 285 g



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

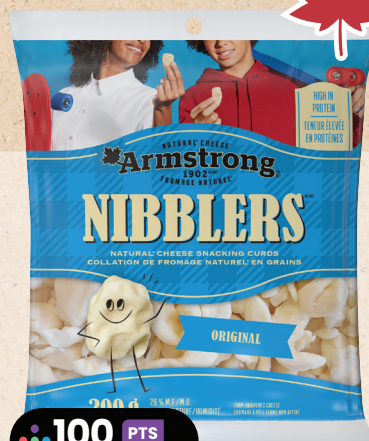
national POUTINE DAY

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!



\$5

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 or Safeway.

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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

**CERTIFIED
TENDER***
**TENDRETÉ
CERTIFIÉE***



22⁴⁹
/lb

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

Nagano
PORC • PORK

MAKE IT A NAGANO NIGHT.
RICH FLAVOUR. REMARKABLY TENDER. 100% CANADIAN PORK.



Remarkably
tender cuts!

STARTING AT
12⁹⁹
/lb

NAGANO Premium Fresh Pork Loin Hotel Cut Chop,
Tenderloin or Back Ribs 100% Canadian Starting at 28.64/kg

Exclusive cuts available at Sobeys or Safeway

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

BUNS

for all occasions



Small Crusty Buns 12 pk
480-725 g



Cheese Sticks
6 pk 300 g

Get **200** PTS

MIX & MATCH

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

Made with 100% Canadian flour



Kaiser Buns 6 pk
315-430 g



Sourdough Buns
4 pk 315-345 g

Made with 100% Canadian flour



Value Pack Hot Dog or
Burger Buns 12 pk



100 PTS
when you buy 2

2⁴⁹

COMPLIMENTS
Potato Chips
200 g



\$3

COMPLIMENTS
Tortilla Chips
250-280 g

2/\$5

COMPLIMENTS
Kettle Chips 200 g



100 PTS
when you buy 2

3⁹⁹

COMPLIMENTS
Flavoured Tortilla
Chips 255 g

100 PTS
when you buy 1

5⁹⁹

COMPLIMENTS
Value Size
Potato Chips
750 g



100 PTS
when you buy 1

8²⁹

COMPLIMENTS
Value Size Kettle
Chips 907 g



100 PTS
when you buy 2

2⁹⁹

COMPLIMENTS Potato
Chips Extraaaa! Flavour
200 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



SOBEYS



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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 or safeway.ca/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.

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the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply





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OWNED &
OPERATED**

**WATER
VENDING
TRUSTED BY
CANADIANS!**

**PROUDLY SERVING
CUSTOMERS
ACROSS CANADA.**

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