

Sobeys
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

NEW

Scene+
MEMBER PRICING

22⁹⁹ **SAVE UP TO \$9**

Regular Retail **31⁹⁹** without Scene+ Card

Coors Seltzer
Selected Varieties
12 x 355 mL

4 DAYS ONLY!
APRIL 2 - 5
*While quantities last. No rainchecks.

FRUITY AND SWEET

Scene+
MEMBER PRICING

14⁹⁹ **SAVE UP TO \$8**

Regular Retail **22⁹⁹** without Scene+ Card

La Marca
Prosecco or Prosecco Rosé, 750 mL

Scene+
MEMBER PRICING

25⁹⁹ **SAVE UP TO \$16**

Regular Retail **UP TO 41⁹⁹** without Scene+ Card

Wayne Gretzky
Canadian Whisky
Selected Varieties, 750 mL

SAVE UP TO \$7

50 PTS when you buy 1

14⁹⁹

Oyster Bay
Selected Varietals
750 mL

FRUITY AND VIBRANT

90 POINTS
James Suckling (2025)

**Happy
Easter**

SAVE \$14

Bud Light or Budweiser
24 x 355 mL

39⁹⁹

SAVE \$9

Smirnoff
Vodka, 750 mL

20⁹⁹

JOIN SCENE+ TODAY. SIGNING UP IS EASY AND FREE.

Scene+ SPEND & GET **ALL WEEK LONG! APRIL 2-8**

SPEND \$125, GET 1,000 PTS or **SPEND \$200, GET 2,000 PTS**

That's like up to \$20 toward your next purchase
See terms and conditions on page 4.

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

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

A PROUD CANADIAN COMPANY

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

OUTLETS Proud Partner

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

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

Perfectly paired

La Crema Pinot Noir is a perfect choice for baked ham. The wine's red fruit notes complement sweet glazes, while its acidity cuts through the fat and balances savoury/salty, smoky ham profiles.



90 POINTS
James Suckling (2023)

Luigi Bosca
MALBEC
MENDOZA - ARGENTINA

Scene+
MEMBER PRICING
15⁹⁹

17⁹⁹ without Scene+ Card
SAVE \$7
Luigi Bosca
Malbec, 750 mL

SAVE \$9

Jackson-Triggs
Selected Varietals, 4 L

38⁹⁹ **4 L**



WORKS OUT TO \$7.32 PER 750 ML

SAVE \$3

Bodacious
Selected Varietals
750 mL

8⁹⁹



SAVE \$3

50 PTS
when you buy 1

La Vieille Ferme
Selected Varietals
750 mL

11⁹⁹



SAVE UP TO \$13

La Crema
Monterey Pinot Noir
or Chardonnay
750 mL

19⁹⁹



SAVE \$5

50 PTS
when you buy 1

Trapiche
Reserve Malbec or
Pinot Grigio, 750 mL

12⁹⁹



SAVE \$5

Bijou
Sophie Valrose
Rosé, 750 mL

14⁹⁹



SAVE \$7

Tom Gore
Selected Varietals
750 mL

15⁹⁹



SAVE \$6

100 PTS
when you buy 1

Bread & Butter
Selected Varietals
750 mL

17⁹⁹



SAVE \$3

J. Lohr
Cabernet Sauvignon
750 mL

21⁹⁹



SAVE \$7

Quails' Gate
Field & Flight Cabernet
Sauvignon, 750 mL

21⁹⁹

Field & Flight
Pinot Gris, 750 mL

15⁹⁹



2 | MIX & MATCH  **BUY ANY 6 BOTTLES OF WINE AND GET 250 PTS** **OR** **BUY ANY 12 BOTTLES OF WINE AND GET 1,000 PTS**

Celebrate Easter in Style

Happy Easter

SAVE \$8
100 PTS when you buy 1
92 POINTS
 James Suckling (2021)
Frescobaldi
 Nipozzano Chianti Rufina, 750 mL
17⁹⁹
 AROMATIC AND ROBUST
 ITALY

SAVE \$8
91 POINTS
 Wine Enthusiast (2023)
Antinori
 Pèppoli Chianti Classico, 750 mL
20⁹⁹
 AROMATIC AND ROBUST
 ITALY

SAVE \$10
100 PTS when you buy 1
90 POINTS
 Wine Spectator (2022)
Fontanafredda
 Barolo, 750 mL
24⁹⁹
 AROMATIC AND ROBUST
 ITALY

SAVE \$13
92 POINTS
 James Suckling (2022)
Beringer
 Knights Valley Cabernet Sauvignon, 750 mL
29⁹⁹
 AROMATIC AND ROBUST
 USA

SAVE \$10
200 PTS when you buy 1
92 POINTS
 James Suckling (2021)
1884 Limited Production
 Malbec, 750 mL
29⁹⁹
 AROMATIC AND ROBUST
 ARGENTINA

SAVE \$14
95 POINTS
 Wine Enthusiast (2021)
Tommasi
 Amarone della Valpolicella Classico, 750 mL
44⁹⁹
 AROMATIC AND ROBUST
 ITALY

SAVE \$15
91 POINTS
 Robert Parker (2020)
Masi
 Costasera Amarone, 750 mL
44⁹⁹
 AROMATIC AND ROBUST
 ITALY

SAVE \$14
93 POINTS
 Gismond (2020)
Osoyoos Larose
 Le Grand Vin Bordeaux-Style Blend, 750 mL
49⁹⁹
 AROMATIC AND ROBUST
 CANADA

Scene⁺ MEMBER PRICING
16⁹⁹ with Scene+ Card
 SAVE \$10
19⁹⁹ without Scene+ Card
 SAVE \$7
92 POINTS
 Natalie Maclean (2023)
Gérard Bertrand
 Côté des Roses Rosé, 750 mL
16⁹⁹
 FRUITY AND LIGHT
 FRANCE

*No rainchecks. While quantities last.

LIQUOR

Sign up for our eFlyer



discover savings
at your local store



discover what's
new in spirits,
wine and beer

subscribe now

Scene+ MEMBER PRICING

37⁹⁹

SAVE \$15

1.14 L

42⁹⁹ without Scene+ Card

SAVE \$10

The Kraken
Black Spiced Rum
1.14 L



SAVE \$5

Lamb's
Rum, Selected Varieties
750 mL

22⁹⁹

LAMB'S
Palm Breeze
Dark Navy Rum



SAVE \$7

200 PTS
when you buy 1

Aperol
Aperitivo
750 mL

25⁹⁹



FIFA CASAMIGOS
OFFICIAL SUPPORTER OF THE FIFA WORLD CUP 2026™

SAVE UP TO \$22

300 PTS
when you buy 1

Casamigos
Tequila Blanco, 750 mL

54⁹⁹

Tequila Reposado, 750 mL

63⁹⁹

THIS CALLS FOR MARGS

PLEASE ENJOY RESPONSIBLY. | DRINKIQ.com



Spirits for happy hour

SAVE UP TO \$6

Stoli
Vodka, Selected Flavours
750 mL

25⁹⁹

STOLI
Blueberry
Vodka



SAVE \$10

200 PTS
when you buy 1

Wayne Gretzky
Canadian Cream Liquor
Selected Varieties, 750 mL

27⁹⁹

WAYNE GRETZKY
No. 99
Original Canadian Cream Liquor



SAVE \$10

Baileys
Irish Cream
1.75 L

51⁹⁹

BAILEYS
The Original L'Originale



SAVE \$6

Appleton Estate
Signature Jamaica Rum, 1.75 L

57⁹⁹

APPLETON ESTATE
Signature Jamaica Rum



SAVE \$9

Bombay Sapphire
London Dry Gin
1.14 L

39⁹⁹

BOMBAY
Sapphire
London Dry Gin



Bunny Hop Martini

- 1 1/2 oz gin
- 1 oz elderflower liquor
- 1/2 oz of lavender syrup
- 1 oz of lime juice
- 2 1/2 oz of rose grape cocktail juice
- Garnish with a bunny shaped marshmallow

Combine all ingredients in a glass with ice. Stir and strain into a martini glass. Serve.



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

50,000 PTS That's like **\$500** in points!

ONE WINNER EVERY MONTH
SCAN HERE & SIGN UP TODAY





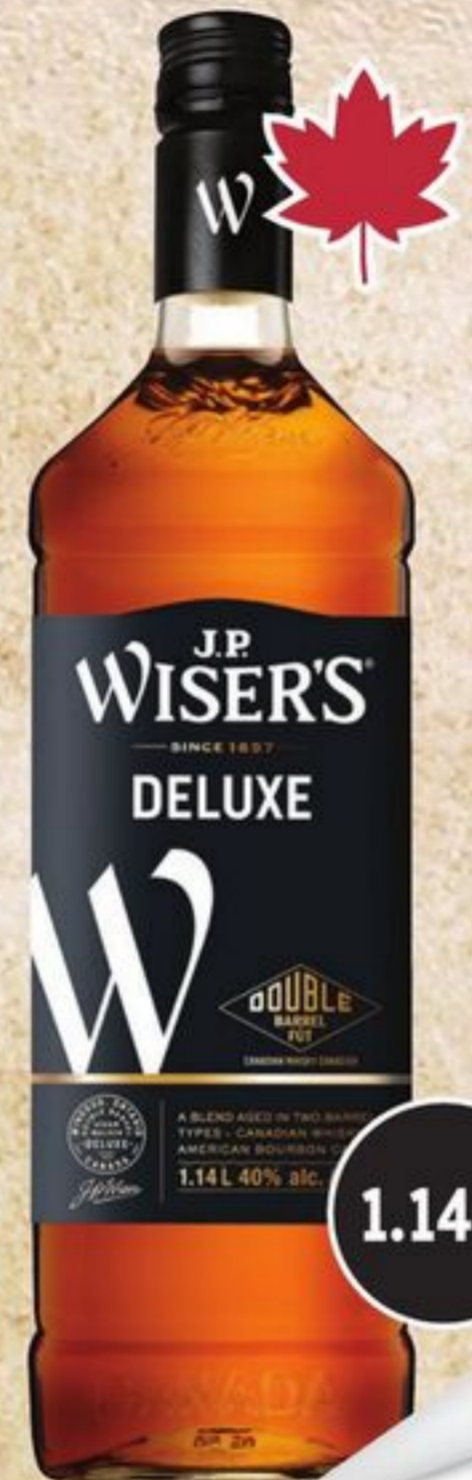
Every Glass Holds a Story

Canadian whisky

SAVE \$5

Royal Reserve
Canadian Rye Whisky
750 mL

21⁹⁹



1.14 L

SAVE \$9

J.P. Wiser's
Deluxe Canadian Whisky, 1.14 L

39⁹⁹

Flavoured whisky

SAVE \$5

200 PTS
when you buy 1

Sheep Dog
Peanut Butter Whiskey
750 mL

24⁹⁹



SAVE \$6

Sortilège
Canadian Whisky and
Maple Syrup Liqueur
750 mL

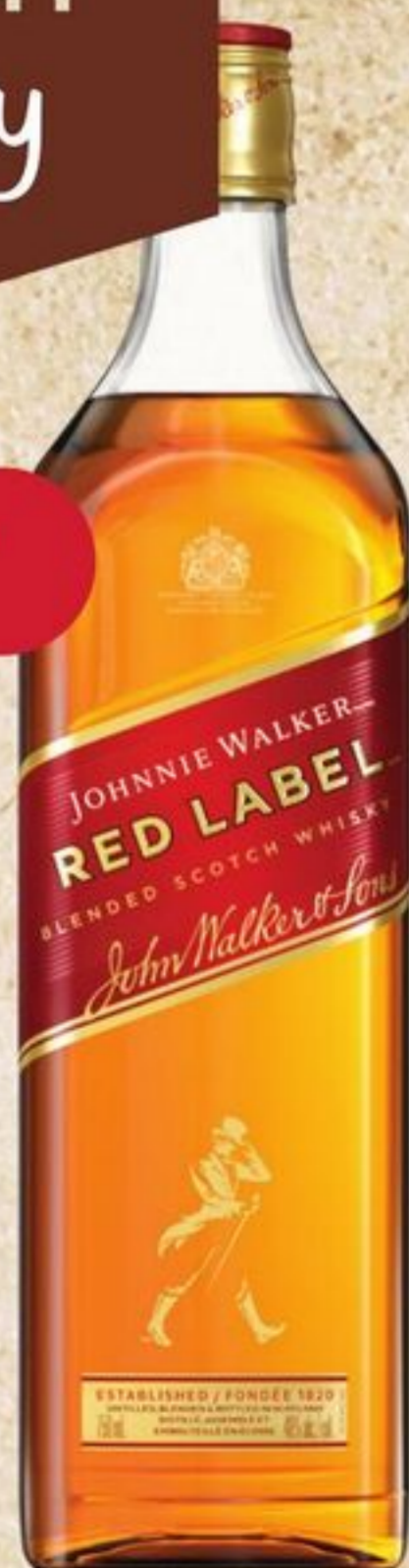
25⁹⁹

Scotch whisky

SAVE \$7

Johnnie Walker
Red Label Blended
Scotch Whisky
750 mL

27⁹⁹



SAVE UP TO \$20

500 PTS
when you buy 1

Lagavulin
8-Year-Old Islay Single
Malt Scotch Whisky
Talisker
10-Year-Old Single Malt
Scotch Whisky, 750 mL

79⁹⁹

American whiskey

SAVE \$12

Woodford Reserve
Kentucky Straight
Bourbon Whiskey
750 mL

46⁹⁹



SAVE \$15

Basil Hayden
Kentucky Straight
Bourbon Whiskey
750 mL

49⁹⁹

New & Refreshing

NEW



SAVE \$5
200 PTS
 when you buy 1

Dock Day
 Hard Iced Tea + Vodka
 12 x 355 mL
26⁹⁹



SAVE UP TO \$7

Nude
 Selected Varieties
 12 x 355 mL
23⁹⁹



SAVE \$6
100 PTS
 when you buy 1

-196
 Suntory, Vodka Soda
 Variety Pack, 12 x 355 mL
26⁹⁹



SAVE \$5

White Peaks
 Hard Steeped Tea
 Selected Varieties, 12 x 355 mL
25⁹⁹



SAVE \$7
200 PTS
 when you buy 1

High Noon
 Selected Varieties
 8 x 355 mL
23⁹⁹



SAVE \$6

Twisted Tea
 Hard Iced Tea
 Selected Varieties, 12 x 355 mL
25⁹⁹



SAVE \$5
100 PTS
 when you buy 1

Simply Spiked
 Bold, Vodka Beverage
 Variety Pack, 8 x 355 mL
18⁹⁹



SAVE \$5

Captain Morgan
 Spiced Rum Punch
 12 x 355 mL
26⁹⁹



SAVE UP TO \$5

SVNS
 Hard 7UP
 Selected Varieties, 12 x 355 mL
27⁹⁹

CHOOSE LOCAL.

SAVE \$3

EDMONTON

Analog Brewing
Another Castle
4 x 473 mL

15⁹⁹



SAVE \$2

RED DEER

Sawback Brewing Co.
Hazy Blonde Ale
4 x 473 mL

13⁹⁹



SAVE \$4

CALGARY

Railyard Brewing
IPA, 4 x 473 mL

13⁹⁹



SAVE \$2⁵⁰

DIAMOND VALLEY

Fahr Brewery
Hefe, Hazy Refreshing
Wheat, 6 x 355 mL

14⁹⁹



SAVE \$3⁵⁰

CALGARY

Ol' Beautiful Brewing Co.
Japanese Rice Ale
6 x 355 mL

13⁹⁹



SAVE \$2⁵⁰

SYLVAN LAKE

Snake Lake Brewing Co.
Kinabik Pilsner
4 x 473 mL

13⁹⁹



SAVE \$3

CALGARY

New Level Brewing
Green Demon Sour
4 x 473 mL

18⁹⁹



SAVE \$1⁵⁰

CALGARY

Establishment Brewing Co.
My Best Friend's Girl
Kölsch-Style Ale
4 x 473 mL

14⁹⁹



SAVE \$3⁵⁰

CALGARY

Eighty-Eight Brewing Co.
Wave Pool Tropical IPA
4 x 473 mL

15⁴⁹



SAVE \$5

EDMONTON

Alley Kat Brewing Co.
Variety Pack
8 x 473 mL

27⁹⁹



SAVE \$2⁵⁰

CALGARY

Vaycay Brew Co.
Pocket Rocket
Double IPA, 4 x 473 mL

14⁹⁹



SAVE \$4

EDMONTON

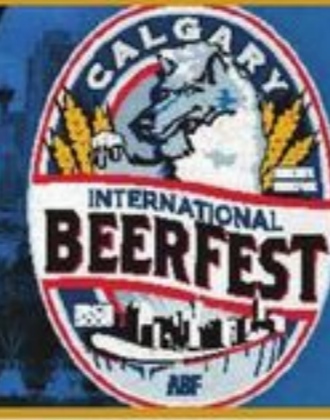
The Bell in Scona Brewery
Ruby Red Ale, 4 x 473 mL

11⁹⁹



USE PROMO CODE: **SOBEYS30**

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



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



GET TICKETS TODAY!



est. 2015

Locally Crafted
BEER OF THE WEEK

Blindman has been getting the good beer to the good people for over a decade now. The most awarded brewery in Canada, it's located in the heart of Alberta, sunny Lacombe. Cheers!



SAVE \$5

150 PTS
when you buy 1

Lacombe

Blindman Brewing
Shadows Mix Pack, 8 x 473 mL

28⁹⁹



SAVE \$6

Rickard's
Red, 12 x 341 mL

29⁹⁹



SAVE \$13

Miller
Lite, 24 x 355 mL

46⁹⁹



SAVE \$14

Sleeman
Clear 2.0
24 x 355 mL

39⁹⁹



SAVE \$13

Coors
Original, 24 x 355 mL

46⁹⁹



SAVE \$4

Rainier
15 x 355 mL

20⁹⁹

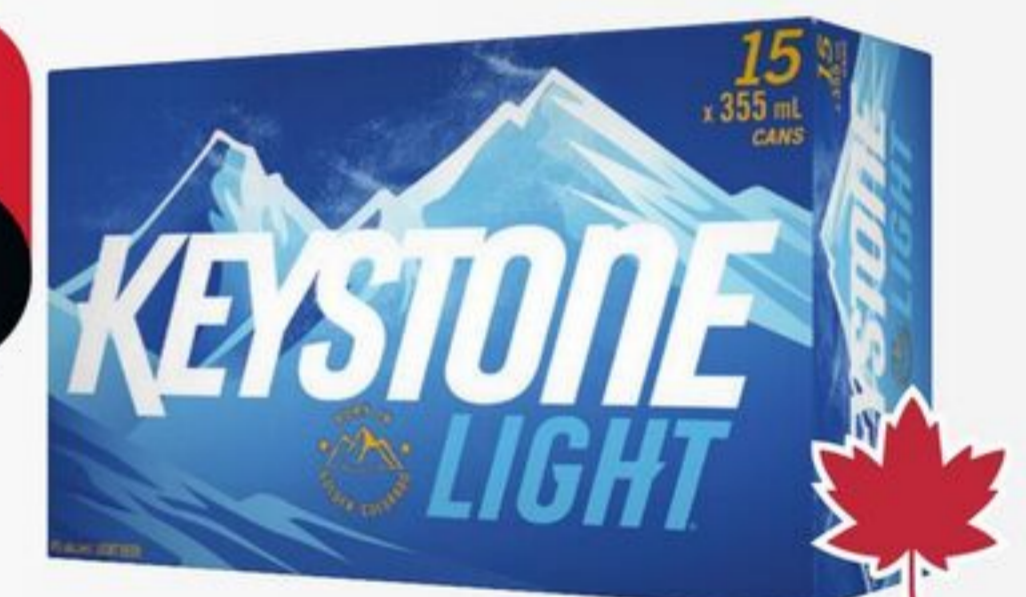


SAVE \$5

200 PTS
when you buy 1

Keystone
Light, 15 x 355 mL

23⁹⁹



Scene+
MEMBER
PRICING

27⁹⁹
SAVE \$15

32⁹⁹ without
Scene+ Card
SAVE \$10



Kokanee
18 x 355 mL

SAVE \$7

Brewhouse
Selected Varieties
24 x 355 mL

32⁹⁹



SAVE \$6

Old Style
Pilsner, 24 x 355 mL

37⁹⁹



OILERS GAME DAYS



15 CAN PACKS \$27.99



THE EDMONTON OILERS NAME AND ASSOCIATED LOGOS ARE THE TRADEMARKS OF THE EDMONTON OILERS HOCKEY CORP. AND ARE USED UNDER LICENSE.

The Scene+ Loyalty Program is available at all participating Sobeys Liquor and Safeway Liquor locations within Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (equivalent to \$500) per day. 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.

Offer valid April 2 - 8, 2026, at Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Scene+ digital or physical membership card must be presented at time of transaction. Minimum spend does not include taxes, deposits and environmental charges. Offer excludes event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Coupons have no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice.

Scene+
DIGITAL
EXCLUSIVE

LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at MyLiquorOffers.ca before you shop

MARCH 26 TO APRIL 29, 2026



SAVE \$12
when you buy 1

Skrewball Peanut Butter Whiskey
750 mL (Reg. \$45.99)



SAVE \$11
when you buy 1

Mailroom Premium Vodka
750 mL (Reg. \$35.99)



SAVE \$20
when you buy 1

Glenfiddich
14-Year-Old Scotch Whisky
750 mL (Reg. \$73.99)



SAVE \$14
when you buy 1

Traveller Blend
No. 40 Bourbon Whiskey
750 mL (Reg. \$53.99)



SAVE \$6
when you buy 1

Banrock Unwooded Chardonnay
750 mL (Reg. \$16.99)



SAVE \$7
when you buy 1

Montecillo Crianza
750 mL (Reg. \$19.99)



SAVE \$5
when you buy 1

Jacob's Creek Moscato Lighter
or Moscato Rosé Lighter
750 mL (Reg. \$16.99)



SAVE \$7
when you buy 1

Barossa Valley Estate Rosé
750 mL (Reg. \$20.99)



SAVE \$4
when you buy 1

Smirnoff Crush Mango & Peach
or Lemon & Lime
6 x 355 mL (Reg. \$17.99)



SAVE \$3
when you buy 1

Banded Peak Brewing
Tea Bar Hard Iced Tea
6 x 355 mL (Reg. \$15.99)



SAVE \$5
when you buy 1

Cabin Brewing Co. Classics
Core Mix Pack
8 x 473 mL (Reg. \$33.99)



SAVE \$5⁵⁰
when you buy 3

Pabst Strong Half Iced
Tea & Half Lemonade
710 mL (Reg. \$5.49 ea)

Activate Your Offers

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

*Offer valid March 26 to April 29, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. While supplies last. No rainchecks. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.