

URBAN_FRESH

sobeys urbanFRESH



HOT PRICE
3.29 /lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size or Fresh Pork Shoulder Picnic Roast hock removed 7.25/kg



HOT PRICE
12.88 /lb

Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Australian graded beef 28.40/kg



HOT PRICE
5.99

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp 65-85 g, SCHNEIDERS Cooked Bacon 100 g or Juicy Jumbos or Smoked Sausages 375-450 g selected

HOT PRICE
99¢

Long English Cucumbers product of Ontario Canada no 1 grade



MEMBERS SAVE \$2
11.99 MEMBER PRICING

13.99 without Scene+ Card

JANES Ultimates Breaded or Battered Haddock or Cod 450-545 g or Lightly Dusted Haddock or Sole Fillets 500-540 g



HOT PRICE
\$1

Ataulfo Mangoes product of Mexico



HOT PRICE
2.99

3LB

COMPLIMENTS Oranges 1.36 kg 3 lb bag product of Egypt



HOT PRICE
16.97

KICKING HORSE Whole Bean Coffee 454 g



HOT PRICE
5.47

GENERAL MILLS Family Size Cereal 516-778 g, KELLOGG'S Family Size Cereal 450-650 g or COMPLIMENTS Bagged Cereal 400-794 g



HOT PRICE
4.94

NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or selected Premium Novelties 4-10 pk



HOT PRICE
6.49

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



HOT PRICE
2.99

COMPLIMENTS Frozen Vegetables selected 500-750 g



HOT PRICE
3.49

KFI Cooking Sauces selected varieties 375-395 mL

GROcery GIVEAWAYS

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

Scene+ Travel



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Scene+ CINEPLEX Scotiabank

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Prices and offers in effect April 2026



So many deals
Scan here for our full digital flyer

Scene[®] PLUS UP POINTS

ALL WEEK LONG!

82,000+ PTS
available in store Apr 23-29

That's like over **\$820** toward your groceries



That's like \$10 toward your groceries

1,000 PTS when you buy 1

\$35

TRUE NORTH Fresh Atlantic Salmon Fillets Skinless 908 g subject to availability

TRUE NORTH SEAFOOD COMPANY
CHOOSE CANADIAN SEAFOOD



100 PTS when you buy 2

\$3

COMPLIMENTS Regular or Jumbo Wieners 450 g or BOB'S Bacon 375 g



300 PTS when you buy 2

2/\$8

MISS VICKIE'S Kettle Chips 190-200 g



400 PTS when you buy 4

2.99

QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g



800 PTS when you buy 2

13.99

TIDE Liquid Detergent 2.15-2.48 L, Pods 25-42 pk or GAIN Liquid Detergent 4.25 L

Scene⁺ MEMBER PRICING

Swipe your
Scene+ Card
and Save



MEMBERS SAVE \$1

2.99
MEMBER
PRICING

3.99

without
Scene+ Card

COMPLIMENTS Sliced Meats 175 g selected



EXCLUSIVE
4 PATTIES
PER PAC
GALLETTES
PÂTES
BOUFFÉES

MEMBERS SAVE \$2

9.99
MEMBER
PRICING

11.99

without
Scene+ Card

WENDY'S Fresh, Never Frozen 100% Canadian
Ground Beef Patties no fillers or additives 4 pk 454 g



BAKED
IN STORE

MEMBERS SAVE \$1

2.99
MEMBER
PRICING

3.99

without
Scene+ Card

Croissants 6 pk 342 g



MEMBERS SAVE 50¢

2.49
MEMBER
PRICING

2.99

without
Scene+ Card

CHRISTIE Cookies selected 224-303 g, Crispers
or Bits & Bites 145 g, Premium Plus 225 g or
PEPPERIDGE FARM Goldfish Crackers or Crisps
156-227 g



MEMBERS SAVE \$1

2.99
MEMBER
PRICING

3.99

without
Scene+ Card

VILLAGGIO Bread 570-675 g or Buns 6-8 pk or
DEMPSTER'S Whole Grains or Signature Bread 600 g
or Bagels 5-6 pk (excludes Gluten or Bagels)

Look for more Member Pricing
throughout the flyer and in-store.



Guaranteed fresh or your money back

9⁹⁹ /lb
Fresh Extra Lean Ground Beef Family Size 22.02/kg

5⁹⁹ /lb
COMPLIMENTS Fresh AIR-CHILLED Chicken Breast Halves or Fresh Split Chicken Wings 13.21/kg

BUY 2 GET 3RD of equal or lesser value FREE

COMPLIMENTS Mini Cupcakes 12 pk 284-300 g, Muffins 4-6 pk 400-600 g or Pies 650-750 g

\$10 READY FOR YOU

Crispy Chicken 6 pieces available hot or chilled

2⁹⁹ Blackberries product of USA or Mexico 170 g

Scene+ MEMBERS

MEMBERS SAVE MORE

7⁹⁹ MEMBER PRICING

8⁹⁹ without Scene+ Card
COMPLIMENTS Cooked Shrimp in Ring with Sauce 255 g or MARINA DEL REY Wild Argentinian Raw Shrimp selected 300 g

5⁹⁹ MEMBER PRICING

6⁹⁹ without Scene+ Card
COMPLIMENTS Sliced Cheese 150-170 g

2⁹⁹ MEMBER PRICING

3⁹⁹ without Scene+ Card
DEL MONTE Fruit Cups 4 pk

3⁹⁹ MEMBER PRICING

4⁹⁹ without Scene+ Card
SILK Select Beverages 1.75-1.89 L

2⁹⁹ MEMBER PRICING

3⁹⁹ without Scene+ Card
COMPLIMENTS Syrup 750 mL or Pancake Mix 905 g, Peanut Butter 500 g or Quick Oats 1 kg

9⁹⁹ MEMBER PRICING

12⁹⁹ without Scene+ Card
TIM HORTONS Ground Coffee 300 g, MCCAFÉ or VAN HOUTTE K-Cup® Pods 10-12 pk or TWININGS Tea 100 pk

10⁹⁹ MEMBER PRICING

13⁹⁹ without Scene+ Card
PINTY'S Chicken Wings frozen 700-780 g

4⁹⁹
COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected

5⁴⁹
COMPLIMENTS Salted Butter 454 g

2⁷⁹
ROUGEMONT or ALLEN'S Apple Juice 1.89-2 L or SUNRYPE Slim 1.36 L

2 / \$4
COCA-COLA or PEPSI Soft Drinks 2 L

3⁹⁹
BECEL Margarine soft 427 g or Bricks or Sticks 454 g or DANONE Oikos Greek Yogurt 4 pk

2⁹⁹
BULL'S-EYE BBQ Sauce 425 mL or DIANA Sauces 500 mL or Marinades 375 mL

14⁹⁹
LIV99 Extra Virgin Olive Oil 1 L

400 PTS when you buy 2
7⁹⁹ KRAFT Cheez Whiz 900 g or Hazelnut Spread 725 g

12⁹⁹
NATURE VALLEY Granola Bars, BETTY CROCKER Fruit or MOTT'S Fruitaitions 637 g-1.28 kg selected or QUAKER Dippos or Chewy Bars Club Pack 935-960 g

99¢
AYLMER Condensed Soup 284 mL

3⁹⁹
STRUB'S Pickles 1 L (excludes Premium), HIDDEN VALLEY Salad Dressing 473 mL or FRANK'S RedHot or Thick Hot Sauce 354 mL

400 PTS when you buy 2
40% off
JAMIESON Vitamins or Supplements selected varieties and sizes

We have 2X as many Canadian-origin products as competing stores*

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 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 Nielsen 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.

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