

**Sobey's**  
LIQUOR

**SAFEWAY**  
LIQUOR



**Proudly  
Western  
Canadian**

**SAVE \$8**

**300 PTS**  
when you buy 2

**Pabst**  
Blue Ribbon or  
Light, 15 x 355 mL  
**23<sup>99</sup>**



**SAVE \$7**

**Alberta Pure  
or Premium**  
Vodka or Canadian  
Rye Whisky, 750 mL  
**19<sup>99</sup>**

**SAVE \$10**

**Baileys**  
Irish Cream Liquor  
750 mL  
**25<sup>99</sup>**



**SAVE UP TO \$8**

**500 PTS**  
when you buy 2

**Vizzy**  
Hard Seltzer, Selected  
Varieties, 12 x 355 mL  
**24<sup>99</sup>**



**SAVE \$2**

**Naked**  
Selected Varietals  
750 mL  
**8<sup>99</sup>**



**91**  
POINTS

James Suckling  
(2023)

AROMATIC  
AND ROBUST

AROMATIC  
AND SUPPLE

Scene  
**MEMBER**  
PRICING

**12<sup>99</sup>**  
**SAVE \$7**

**14<sup>99</sup>** without  
Scene+  
Card  
**SAVE \$5**

**Don David**  
Malbec or Cabernet Sauvignon  
750 mL



Scene  
**DIGITAL  
EXCLUSIVE**

**ALL  
WEEK  
LONG!**  
APRIL 23-29

**GET 500 PTS FOR EVERY \$50 SPENT WHEN  
YOU LOAD THIS OFFER AT MyLiquorOffers.ca**

\*See terms and conditions on page 4



Scan QR code to open  
MyLiquorOffers.ca

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

THU	FRI	SAT	SUN	MON	TUE	WED
23	24	25	26	27	28	29



**A PROUD  
CANADIAN  
COMPANY**

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

**Scene**

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.

PO1\_SWCB\_WK52\_AB\_PRN

**FRUITY AND VIBRANT**

**AROMATIC AND ROBUST**

**Scene+ MEMBER PRICING**

**16<sup>99</sup>**

**SAVE \$9**

**18<sup>99</sup>** without Scene+ Card

**Wayne Gretzky**

Selected Varietals 750 mL

**SAVE \$9**

**Perfectly paired**

The vibrant, aromatic notes of red fruit, citrus and watermelon, make Le Bijou de Sophie Valrose Rosé a refreshing complement to Fresh Atlantic Salmon.

**SAVE \$9**

**Peller Estates**

Selected Varietals, 4 L

**38<sup>99</sup>**

**4 L**

**WORKS OUT TO \$7.32 PER 750 ML**

**SAVE \$4**

**50 PTS** when you buy 1

**Honest Lot**

Selected Varietals 750 mL

**9<sup>99</sup>**

0 gram of Sugar per 188 mL serving

**Naturally 0g SUGAR | SUCRE**

**SAVE \$3**

**Two Oceans**

Selected Varietals 750 mL

**11<sup>99</sup>**

**DELICATE AND LIGHT**

**AROMATIC AND SUPPLE**

**SAVE \$4**

**Bijou**

Sophie Valrose Rosé, 750 mL

**15<sup>99</sup>**

**FRUITY AND LIGHT**

**90 POINTS** Wine Enthusiast (2024)

**SAVE UP TO \$7**

**Wolf Blass**

Yellow Label Cabernet Sauvignon or Chardonnay 750 mL

**12<sup>99</sup>**

**AROMATIC AND ROBUST**

**AROMATIC AND MELLOW**

**SAVE \$4**

**50 PTS** when you buy 1

**Sogrape**

Silk & Spice Red Blend 750 mL

**12<sup>99</sup>**

**FRUITY AND VIBRANT**

**SAVE \$6**

**Bolla**

Pinot Grigio or Valpolicella 750 mL

**13<sup>99</sup>**

**DELICATE AND LIGHT**

**FRUITY AND LIGHT**

**SAVE \$4**

**100 PTS** when you buy 1

**Marrenon Les Grains**

Rosé de Merlot 750 mL

**13<sup>99</sup>**

**FRUITY AND MEDIUM-BODIED**

**SAVE \$5**

**Nugan Estate**

Stomper's Cabernet Sauvignon or Scuffy's Shiraz, 750 mL

**16<sup>99</sup>**

**AROMATIC AND ROBUST**

**FRUITY AND MEDIUM-BODIED**

**SAVE \$14**

**G.H. Mumm**

Champagne Brut Cordon Rouge 750 mL

**49<sup>99</sup>**

**AROMATIC AND MELLOW**

**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**

Scene+  
**MEMBER PRICING**



**29<sup>99</sup>** **SAVE \$15**

**35<sup>99</sup>** without Scene+ Card  
**SAVE \$9**

**Maker's Mark**  
Kentucky Straight Bourbon Whisky, 750 mL

**SAVE \$7**  
**200 PTS** when you buy 1

**Cabot Trail**  
Maple Cream Liquor  
750 mL

**27<sup>99</sup>**



**SAVE \$7**

**Jameson**  
Irish Whiskey  
750 mL

**32<sup>99</sup>**



**SAVE \$10**  
**300 PTS** when you buy 1

**Bacardi**  
8-Year-Old Reserva  
Rare Gold Rum  
750 mL

**34<sup>99</sup>**



**SAVE \$8**

**Tanqueray**  
London Dry Gin  
1.14 L

**37<sup>99</sup>**

**JUNIPER**



**Spirits for happy hour**

**SAVE \$10**

**Appleton Estate**  
Signature Jamaica Rum, 1.14 L

**39<sup>99</sup>**

**1.14 L**



**SAVE \$10**  
**250 PTS** when you buy 1

**Grey Goose**  
Vodka, Selected Varieties, 750 mL

**44<sup>99</sup>**

**NEW**



**SAVE \$12**  
**500 PTS** when you buy 1

**Suntory**  
Toki Japanese Whisky, 750 mL

**49<sup>99</sup>**



**SAVE \$20**

**The Glenlivet**  
14-Year-Old Single Malt Scotch Whisky  
750 mL

**55<sup>99</sup>**



**SAVE \$9**

**Mailroom**  
Premium Vodka  
750 mL

**26<sup>99</sup>**



**Lemon Drop**

- 1 oz vodka
  - 1 oz triple sec
  - ½ oz fresh lemon juice
  - ¾ oz simple syrup
  - ¼ oz lemon twist for garnish
- Fill a shaker with ice. Rim a martini glass with lemon and sugar. Add vodka to the shaker. Top with triple sec. Add a dash of fresh lemon juice and a squeeze of simple syrup. Shake well and strain into martini glass. Garnish with a lemon twist and 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!

Scene+

\*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.



**ONE WINNER EVERY MONTH**  
**SCAN HERE & SIGN UP TODAY**

**LIQUOR**

# Sign up for our eFlyer



discover savings  
at your local store



discover what's  
new in spirits,  
wine and beer

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USE PROMO CODE: **SOBEYS30**

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

**Sobeys**  
LIQUOR

**SAFeway**  
LIQUOR



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



**GET TICKETS TODAY!**

*Locally Crafted*  
**BEER OF THE WEEK**

Hippies & Cowboys is a juicy, hazy New England IPA brewed with traditional, high quality hops for a smooth, easy-drinking finish. Cheers to the West!



**SAVE \$4**  
Bragg Creek

**Cowboy Trail Brewery**  
Hippies & Cowboys  
Hazy NEIPA, 4 x 473 mL

**13<sup>99</sup>**



est. 2024



**Ready to enjoy**

**SAVE \$6**

**Wyatt Rose**  
Ranch Water  
Tequila Mixer Pack  
12 x 355 mL

**25<sup>99</sup>**



**SAVE \$7**

**200 PTS**  
when you buy 1

**Somersby**  
Flavoured Cider  
Mixer Pack, 8 x 473 mL

**24<sup>99</sup>**



**SAVE \$7**

**Big Rock Brewery**  
Summer Crush, Variety Pack, 12 x 355 mL

**24<sup>99</sup>**



**SAVE \$10**

**200 PTS**  
when you buy 1

**Coors**  
Original, 15 x 355 mL

**29<sup>99</sup>**



**SAVE \$9**

**Corona**  
Extra, 18 x 330 mL

**45<sup>99</sup>**



**SAVE \$6**

**Labatt Blue**  
24 x 355 mL

**33<sup>99</sup>**



**SAVE UP TO \$7**

**American Vintage**  
Hard Iced Tea  
Selected Varieties  
12 x 355 mL

**25<sup>99</sup>**



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**Scene 1,000 PTS = \$10 toward your purchase**



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. Registered Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. \*Card must be registered. Offer valid and available to be loaded from April 23 to April 29, 2026 at all Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of \$50 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/receive offers(s). SCENE+ registered digital or physical card must be presented. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Registered Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

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](https://www.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 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 \$5<sup>50</sup>**  
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](https://www.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. Registered Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.