

URBAN_FRESH

sobeys urbanFRESH



HOT PRICE
3⁹⁹
/lb

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



HOT PRICE
5⁸⁸
/lb

Fresh Regular Ground Beef Family Size 12.96/kg



MEMBERS SAVE *3
9⁹⁹
MEMBER PRICING

12⁹⁹
without Scene+ Card

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



HOT PRICE
99¢
/lb

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



HOT PRICE
9⁹⁹
/lb

Fresh Steelhead Trout Fillets product of Newfoundland 22.02/kg



200 PTS when you buy 2
HOT PRICE
3⁹⁹

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



HOT PRICE
6⁴⁴

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



HOT PRICE
4⁹⁴

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



HOT PRICE
6⁴⁹

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



HOT PRICE
3⁴⁷

COCA-COLA or PEPSI Soft Drinks 6x222 mL



HOT PRICE
3⁹⁷

KRAFT Singles 410 g



HOT PRICE
2⁹⁷

CLASSICO Pasta Sauce 218-600 mL



Global Market
HOT PRICE
10⁹⁹

TILDA Rice Basmati 1.81 kg

GROcery GIVEAWAYS
See page 2 for terms & conditions.

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PLAY WEEKLY FOR MORE CHANCES TO WIN!

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Scene CINEPLEX

Scotiabank

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

Prices and offers in effect April 2026



So many deals
Scan here for our full digital flyer

Dollar DAYS!

\$2

COMPLIMENTS English Muffins 6 pk or Hot Dog or Hamburger Buns 8 pk or DEMPSTER'S Half Loaf White or Whole Wheat Bread 380 g

\$3

BAKED IN STORE

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/\$5

LARGE

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

Scene™

TURN POINTS INTO GROCERIES



300 PTS
when you buy 2

3.99

MAPLE LEAF, SCHNEIDERS or SHOPSY'S Wieners 375 g, MINA Chicken Wieners 675 g or OLYMEL Breakfast or Dinner Pork Sausages 375-450 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, 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

Dollar DAYS!

\$4 /lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken or Chicken Legs back attached 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

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 Kremia 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 or GAY LEA Salted Butter 454 g (excludes Sticks)

\$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

400 PTS when you buy 4
\$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

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

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 NIO 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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the Scotiabank Scene+ Visa Card.*

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*Conditions Apply

