

ATL\_NS

# Verified Price Guarantee

# Sobeys

**LOWEST PRICE** on select flyer items or automatically receive the difference in Scene+ points\*  
\*Conditions apply. See sobeys.com for details.

**Verified**  
**3.99** /lb

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

**Verified**  
**5.88** /lb

Fresh Regular Ground Beef Family Size 12.96/kg

**Verified**  
**MEMBERS SAVE \$3**  
**9.99** MEMBER PRICING  
**12.99** without Scene+ Card

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

**Verified**  
**99¢** /lb

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

**Verified**  
**9.99** /lb

Fresh Steelhead Trout Fillets product of Newfoundland or Bay Scallops 80-120 ct per lb frozen 22.02/kg

**200 PTS** when you buy 2  
**Verified**  
**3.99**

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

**Verified**  
**6.44**

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

**Verified**  
**4.94**

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

**Verified**  
**6.49**

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

**Verified**  
**3.47**

COCA-COLA or PEPSI Soft Drinks 6x222 mL

**Verified**  
**3.97**

KRAFT Singles 410 g

**Verified**  
**2.97**

CLASSICO Pasta Sauce 218-600 mL

**Verified**  
**10.99**

TILDA Rice Basmati 1.81 kg

\*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 stores for the weekly flyer period. Program subject to change without notice. Visit [www.sobeys.com/verified-prices](http://www.sobeys.com/verified-prices) for additional details.

**GROCCERY GIVEAWAYS** Play on the Sobeys app now

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

Scene+ Travel Powered by Expedia  
Scene+ CINEPLEX Scotiabank

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Prices and offers in effect April 2026 Nova Scotia

So many deals Scan here for our full digital flyer

ATL\_NS\_NB\_PEI\_NFLD

# Dollar DAYS!



**\$2**

COMPLIMENTS English Muffins  
6 pk or Hot Dog or Hamburger Buns  
8 pk



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



LARGE

**4/\$5**

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**

OLYMEL Breakfast or Dinner Pork Sausages 375-450 g or SUNRISE Sliced Bologna 375 g, LARSEN, MAPLE LEAF or SCHNEIDERS Wiensers 375 g or MINA Chicken Wiensers 675 g selected



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, DOWNEY 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 Family Size 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**

LARSEN Wieners 900 g, SCHNEIDERS Juicy Jumbos, Regular Beef Wieners or Smoked Sausages 375-450 g selected

**\$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 Kremya 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 RIDGINS 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, LACTANTIA Margarine 850 g or PARKAY 1.28-1.36 kg

**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.



\*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin LDC 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 NielsenIQ's CA S&B'S CROSS CATEGORY database by NielsenIQ's MarketTrack Product Insights. Copyright © 2025 Nielsen Consumer LLC, commissioned by Sobeys Company Limited. Sobeys calculation based in part on data reported by NIO through its CA-S&B'S 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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# So much value



**2.99**  
/lb, ea

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



**\$4**

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



**\$4**

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



**4.99**

Blueberries product of  
Mexico no 1 grade 170 g



**4.77**  
/lb

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



**1.99**  
/lb

Navel Oranges  
product of Morocco 4.39/kg



**300 PTS**  
when you buy 2

**4.99** MARVELOUS MEDLEYS  
Potatoes product of Atlantic  
Canada 5 lb



**100 PTS**  
when you buy 2

**5.99** COMPLIMENTS ORGANIC  
Portabella Mushroom Caps  
product of Canada 170 g



**2.99**

Boston Lettuce in Soil  
product of Canada



**6.99**

HIROS Cherry Tomatoes  
on the Vine 340 g  
product of Canada



**100 PTS**  
when you buy 4

**4/\$4** Large Lemons  
product of USA



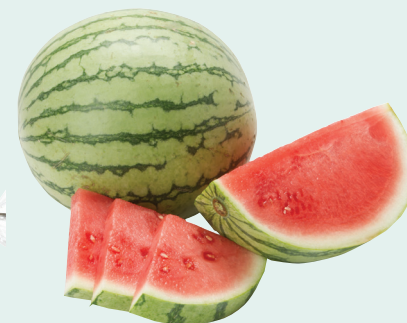
**100 PTS**  
when you buy 2

**6.99** Cara Cara Oranges product of  
USA 907 g 2 lb bag



**100 PTS**  
when you buy 2

**5.99** COMPLIMENTS Gala, McIntosh, Ambrosia or  
Red Delicious Apples product of Atlantic  
Canada, Canada fancy grade 1.36 kg 3 lb bag



**6.99**

Mini Watermelon product of  
Guatemala or Mexico



**50 PTS**  
when you buy 1

**6.49** TAYLOR FARMS Chopped Kale  
product of USA 454 g



**77 PTS**  
when you buy 2

**2.99** GOOD LEAF Microgreens  
product of Canada 50 g



**25% OFF**

Prepared Fresh Daily Yogurt  
Parfaits Cups assorted sizes



**25% off**

Prepared Fresh Daily Chicken  
Caesar Salads assorted sizes



**1.99**  
/lb

Asian Pear  
product of China 4.39/kg



**1.48**  
/lb

Bok Choy or Napa Cabbage  
product of USA or Mexico 3.26/kg



**2.99**

Bulk Organic Avocados  
product of Mexico



**4.99**

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



**1.79**

SUNRISE Tofu Dessert almond or  
peach mango 300 g



**2/\$9**

LOOP Cold-Pressed Juice  
selected 300 mL



**100 PTS**  
when you buy 2

**5.99** COMPLIMENTS Peanuts  
selected 425-500 g



**200 PTS**  
when you buy 2

**9.99** WONDERFUL Pistachios  
no shell selected 155-170 g

## floral

Available at  
most stores



**\$17**

Bromeliad in Ceramic 4"  
grown in Canada



**100 PTS**  
when you buy 1

**7.49** Gerbera Daisies 4" pot  
grown in Canada



**200 PTS**  
when you buy 1

**11.99** Just Because Bouquet



**\$32**

Maple Magic Bouquet  
grown in Canada

\*NO PURCHASE NECESSARY. Full Contest rules found at [sobeys.com/grocerygiveaways](http://sobeys.com/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 no way sponsored, endorsed or administered 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

19<sup>99</sup> /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

14<sup>99</sup> /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

7<sup>49</sup> /lb

COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings Family Size 16.51/kg



500 PTS  
when you spend \$30 or more

Fresh AIR-CHILLED Boneless Skinless Chicken Breasts



Try with our in-store Breaed Seasoning

5<sup>99</sup> /lb

Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg



6<sup>99</sup> /lb

Fresh Pork Loin Back Ribs cryovac Family Size 15.41/kg



8<sup>99</sup> /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



4<sup>99</sup> /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



10% off

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



Fast. fresh. Delicious.



4<sup>99</sup> /lb

Fresh Maple Chipotle or BBQ Whiskey Marinated Boneless Pork Loin Centre Chops 11.00/kg



4<sup>49</sup> /lb

Fresh Homestyle Seasoned Whole Chicken 9.90/kg



15<sup>99</sup> /lb

200 PTS  
when you spend \$20 or more

Fresh Maple Chipotle, Korean BBQ or BBQ Whiskey Marinated Beef Chuck Short Rib thin cut, cut by your meat expert from Canada AA grade beef 35.25/kg



20<sup>99</sup> /lb

250 PTS  
when you spend \$25 or more

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



7<sup>99</sup> /lb

Fresh Maple Chipotle or Honey Garlic Pork Loin Back Ribs 17.61/kg

quick & easy



5<sup>99</sup>

CHRIS BROTHERS Smoked Boneless Ham Slices 300 g



200 PTS  
when you buy 2

10<sup>99</sup>

PILLER'S Turkey Bites, Mini Pepperoni or Salami Sticks 300-500 g



STARTING AT 4<sup>99</sup>

MAPLE LODGE FARMS Chicken Bacon 375 g or Ultimate Chicken Frankfurters 900 g or ZABIHA HALAL Breakfast Chicken Strips or Italian Sausages 375 g



4<sup>99</sup>

COMPLIMENTS Marinated Boneless Pork Chops 300 g or Pork Sirloin Kabobs 250 g



7<sup>99</sup>

BEYOND MEAT Plant-Based, Chicken Tenders, Breakfast or Dinner Sausage, 2 pk Burger, Ground Beef or Steak Tips 226-400 g



8<sup>99</sup>

200 PTS  
when you buy 2

WATSON RIDGE Breaded Chicken Strips, Burgers or Popcorn 800 g



10<sup>99</sup>

SWISS CHALET Chicken or Beef Pot Pies 650-655 g



13<sup>99</sup>

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



**compliments**  
LOBSTER-FLAVOURED  
ALASKAN POLLOCK  
FILET D'ALASKA  
FILET DE HOMARD

**2.99** MEMBER PRICING  
**3.49** without Scene+ Card

COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



**READY FOR YOU**

**1.25** In-Store Marinated Raw Shrimp Skewers 45 g previously frozen



**OCEAN WISE RECOMMENDED**

**2.49** /lb  
Fresh Mussels product of Atlantic Canada 5.49/kg

CHOOSE CANADIAN SEAFOOD



**NATURALLY SIMPLE**  
NATUURELLEMENT SIMPLE

**4.99** MEMBER PRICING  
**5.99** without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g



**TRUE NORTH** Atlantic Salmon Burgers 568 g

CHOOSE CANADIAN SEAFOOD




**OCEAN WISE RECOMMENDED**

**11.99** /lb  
Haddock Fillets frozen 26.43/kg



**100 PTS** when you buy 1

**12.99** COMPLIMENTS Breaded or Battered Haddock or Pan Seared Haddock, Cod, Sole or Salmon Fillets 460-580 g



**BEST BUY VALEUR PLUS**

**\$12** **120 PTS** when you buy 1

BEST BUY Breaded Popcorn Shrimp or Squid Rings 800 g or Breaded Sole Fillets 860 g



**EVERYDAY VALUE**

**908g**

**\$19**

OCEAN JEWEL Raw Pacific White Shrimp 50-70 ct per lb 908 g



**908g**

**\$23**

OCEAN JEWEL Cooked Pacific White Shrimp 50-70 ct per lb 908 g



**908g**

**\$35** **1,000 PTS** when you buy 1

TRUE NORTH Fresh Atlantic Salmon Fillets skinless subject to availability product of Canada 908 g

CHOOSE CANADIAN SEAFOOD

# deli & kitchen



**4.99** MEMBER PRICING  
**5.99** 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



**50 PTS** when you buy 1

**9.49** ENTREMONT Brie or Camembert 227 g



**SLICED FRESH**

**2.19** /100 g  
COMPLIMENTS Cooked Ham or Bologna



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



**8.99** SCHNEIDERS Sliced Deli Meats selected 150-175 g



**200 PTS** when you buy 300 g or more

**3.79** /100 g  
PANACHE Black Forest, Sugarbush Maple Ham or Oven Roasted Chicken



**AVAILABLE HOT OR CHILLED**

**3.29** MEMBER PRICING  
**3.79** without Scene+ Card

NANA'S Samosas sold by individual piece from the service case



**1.99** FONTAINE SANTÉ Snacks 129 g



**200 PTS** when you buy 2

**4.29** SUMMER FRESH Dips, Hummus, Salsa or Queso 200-227 g



**AVAILABLE HOT OR CHILLED**

**100 PTS** when you buy 300 g or more

Meatballs sauced or unsauced sold by 100 g



**READY FOR YOU**

**200 PTS** when you buy 2

**STARTING AT 6.99**

2 pk Mini Croissant Breakfast Sandwiches 227-311 g

TRY ME!

**NEW**

Give them more with the Grocery Essentials Card

Visit [sobeys.com/giftcards](https://sobeys.com/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  
**11.99**

**200 PTS** when you buy 1  
**26.99**

**100 PTS** when you buy 1  
**11.99**

**350 PTS** when you buy 1  
**37.99**

MCCAFÉ Roast & Ground Coffee 300-340 g or Whole Bean Espresso 300 g

MCCAFÉ Keurig® Compatible Single Serve Pods 30 pk

MCCAFÉ K-Cup® Pods 10-12 pk

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 (\$3). 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**

**2.99**

PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g

**Dare**

**Ruffles** Classic • Classique

**WAGON WHEEL**

**Bear Paws Active** Double Chocolate

**3.99**

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

**7.99**

**Dare**

**Ultimate Maple** crème

**Boston Cream** donut-shaped

**2/\$7**

DARE Ultimate Cookies 290-300 g

**Skittles** or **Starburst** Candy 235-320 g or **KINDER** Chocolate Bar 6 pk 126 g

**4.99**

**LINDT Swiss Classic** Chocolate Bars 300 g

**300 PTS** when you buy 2

**KitKat**

That's like **\$10** toward your groceries

**1,000 PTS** when you buy 4

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

**Nerds Gummy Clusters** 142 g

**3.49**

**Cadbury Dairy Milk** Milk Chocolate Chocolat au Lait

**BRISK** Iced Tea 710 mL-1 L 1.79-2.49 ea

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

**750** ea when you buy 2 or more

**MONSTER**, **BANG**, **NOS** or **REIGN** Energy Drinks 444-473 mL

**2/6.50**

**POWERADE** 710 mL or **BODYARMOR** Super Drink 473 mL

**2/4.50**

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

**2.49**

**HEINEKEN** Alcohol Free Beer 6x330 mL

**200 PTS** when you buy 2

**HAWKINS Cheezies** 210 g

**3.49**

**MISS VICKIE'S Kettle Chips** 190-200 g

**2/\$9** **200 PTS** when you buy 2

**CLEARLY CANADIAN** Flavoured Sparkling Water 325 mL

**2.49** **100 PTS** when you buy 2

**JACK LINK'S** or **GOLDEN ISLAND** 65-81 g

**7.49**

**TAKIS** 198-280 g

**3.99**

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

**3.99** **100 PTS** when you buy 2

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

**8.99** **100 PTS** when you buy 1

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

**250 PTS** when you buy 2

**COMPLIMENTS** Snack Pub Mix 820 g

**9.99** **100 PTS** when you buy 1

**COMPLIMENTS** Rice Crackers 100 g

**1.75** **EVERYDAY VALUE**

**COMPLIMENTS** Drink Boxes 10x200 mL

**\$3** **EVERYDAY VALUE**

**WE'RE FULL OF compliments**

**COMPLIMENTS** Lager **Blonde** 12x355 mL

**9.99** **200 PTS** when you buy 1

**COMPLIMENTS** De-Alcoholized Beer 12x355 mL

**9.99**

**COMPLIMENTS** Mini Rice Crisps 100 g

**1.79**

**COMPLIMENTS** Instant Coffee 150 g

**\$4** **EVERYDAY VALUE**

**GET 1,000 PTS** FOR 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.

# 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 these are already reduced by 20%.



**7<sup>99</sup>** FANTINO & MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g

**8<sup>49</sup>** DAWN Cooked Ham Loaf 300 g

**3<sup>49</sup>** /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

**5<sup>99</sup>** OLIVIERI Pasta or Gnocchi 280-360 g or Sauce 160-300 mL

**250 PTS** when you buy 2

**6<sup>49</sup>** YUCATAN Avocado Salsa 340 g

**READY FOR YOU**

## Fresh from our kitchen

**2<sup>29</sup>** /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 FREE** of equal or lesser value

**BAKED IN STORE**

Almond or Butter Tarts 6 pk 270-400 g or All Butter Danish 4 pk 375 g

**21<sup>99</sup>** Dessert Cakes 1.2-1.49 kg

**MEMBERS SAVE \$5**

**9<sup>99</sup>** MEMBER PRICING

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

Made with 100% Real Cream

Single Layer Shortcakes 905-950 g

**LIMITED TIME ONLY**

**BUY MORE SAVE MORE**

**\$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

**4<sup>49</sup>** Gourmet Cinnamon Buns 2 pk 345-375 g

**1<sup>99</sup>** TABLE TALK Pies 4" 114 g

**5<sup>49</sup>** ACE BAKERY Bistro Breads 595 g

**NEW**

**5<sup>99</sup>** COMPLIMENTS Garlic Parmesan Breadsticks 550 g

**100 PTS** when you buy 2

**3<sup>79</sup>** VILLAGGIO Bread 570-675 g or Buns 6-8 pk (excludes ciabatta)

**100 PTS** when you buy 2

**3<sup>49</sup>** COMPLIMENTS Bagels 6 pk

**RECIPES, STORIES, TIPS & TRICKS** and more, all at [Sobeys.com](http://Sobeys.com)

# 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



**150 PTS**  
when you buy 2

**3.49** COMPLIMENTS Grain Breads 600 g



**3.99** DEMPSTER'S 7" Tortillas 240-340 g or TIA ROSA Tortillas 220-328 g



**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



**\$7** 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 2

**2.99** COMPLIMENTS Albacore Tuna 170 g



**100 PTS**  
when you buy 2

COMPLIMENTS Coating Mix 142 g

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# dairy & frozen



**4.49**  
BAXTER, SCOTSBURN,  
NORTHUMBERLAND or  
FARMERS Sour Cream 500 mL  
assortment varies by province



**8.49** **50 PTS**  
when you buy 1  
HELUVA GOOD! Dip 680 g



**100 PTS**  
when you buy 2  
**4.99** COMPLIMENTS  
Cheese Slices  
210-230 g



**150 PTS**  
when you buy 2  
**4.99** OASIS Health Break  
or Smoothie 1.6 L



**11.49** **50 PTS**  
when you buy 1  
iÖGO Yogurt 2 kg



**6.99**  
NATREL  
Protein Plus Milk 2 L



**5.99**  
AMOZZA! Twists or Stix 228 g or  
CRACKER BARREL Feta Crumbles  
180 g



**3.99** **100 PTS**  
when you buy 2  
HERSHEY'S Refrigerated Pudding  
or JELL-O Refrigerated Pudding  
or Gels 4 pk



**5.49**  
REVELLO or FUDGSICLE  
Novelties 12 pk selected



**5.99**  
DEL MONTE Sorbet  
946 mL selected



**7.99**  
SAVI GOURMET Gnocchi, Risotto  
or Penne Pasta Meals 500 g



**2/\$4**  
GREEN GIANT Simply Steam  
Vegetables 198-250 g



**50 PTS**  
when you buy 1  
**3.99** CAVENDISH FARMS  
Restaurant Style  
Fries 540-750 g



**8.99**  
MARIE CALLENDER'S Frozen  
Meals 680-879 g



**7.29** MCCAIN Pizza  
Pockets 6 pk



**4.49**  
KELLOGG'S Eggo Waffles, French  
Toast Sticks or Pancakes 270-330 g

**WE'RE FULL OF compliments**

**7.49** **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

**5.99** COMPLIMENTS  
Flatbread Pizzas  
300-310 g

# natural health



**14.49** KICKING HORSE  
K-Cups® 10 pk



**7.49** **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



**3.99** SMARTSWEETS  
Candy 50 g



**2.99** CLUB HOUSE  
Organic Spice Bags  
10-57 g



**4.49** ENJOY! Plant-Based  
Cheese 200 g



**5.99**  
RIVIERA Vegan Delights  
500-650 g or 4 pk 120 g



**7.99** 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



**12.99** 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** per can 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**  
TRESemmé 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 OLAY 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 | Sobeys  
PHARMACY & WELLNESS

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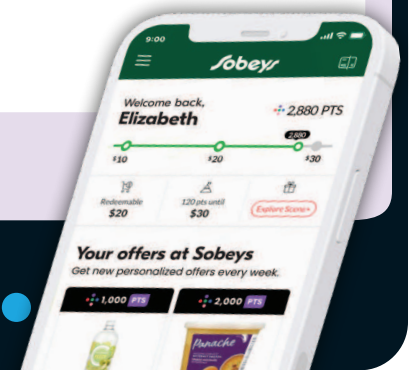
Get  
**200 PTS**  
when you buy 2

COMPLIMENTS Dry Cured Salami  
selected 125 g



**SAVE  
\$3**

LOAD THIS OFFER  
AND SAVE \$3  
WHEN YOU BUY 2  
PANACHE Italian Soda  
750 mL



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# Your destination for Orthodox Easter finds

**2.99**

/lb, ea  
Brussels Sprouts product of Mexico or USA no 1 grade 6.59/kg or Spinach Bunch product of Mexico



**300 PTS**  
when you buy 2

**4.99**

MARVELOUS MEDLEYS Potatoes product of Atlantic Canada 5 lb



**200 PTS**  
when you spend \$20 or more

**9.49**

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

**6.99**

TRE STELLE Ricotta 400-475 g



**6.99**

TRE STELLE Feta 200 g



**25 PTS**  
when you buy 2

**3.99**

SEMKI XXL Roasted Sunflower Seeds 300 g



**9.99**

KRINOS Fillo Twisters 1 kg selected



**3.99**

R&S Roasted Buckwheat 908 g



**1.99**

S&F Cream Crackers 200 g



**1.99**

RSH Lovita Jelly Cookies 135 g



**2.49**

BORJOMI Carbonated Mineral Water 500 mL



**3.99**

LOVARÉ Tea 30 g selected



**100 PTS**  
when you buy 3

**4.49**

S&F Canned Smoked Cod Liver 120 g



**4.99**

KÜHNE Gourmet Selection Gherkins or Pickled Onions 500 mL



**150 PTS**  
when you buy 2

MEZZETTA Olives 283-398 mL



**12.99**

LIV99 Extra Virgin Olive Oil 500 mL

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

# Happy Vaisakhi

Fragrant aroma and sweet juicy flavour



**7<sup>99</sup>**  
/lb

Sugar Mango product of Colombia 17.61/kg

**NEW CROP**



**3<sup>99</sup>**

Pomegranates product of Peru



**2<sup>49</sup>**  
/lb

Ginger Root product of China 5.49/kg



**3<sup>49</sup>**

CHALO! Naan 500 g



**2<sup>49</sup>**

Methi product of Mexico



**8<sup>99</sup>**

GIA Basmati Rice 3.63 kg



**19<sup>99</sup>**

AASHIRVAAD Whole Wheat Flour 9.07 kg



**14<sup>99</sup>**

INDIA GATE Pure Basmati Rice 4.54 kg



**15<sup>29</sup>**

BRAR'S Desi Ghee 800 g



**4<sup>49</sup>**

PATAK'S Cooking Sauces 400 mL selected



**3<sup>79</sup>**

PATAK'S Side Dishes 285 g selected



**3<sup>50</sup>** ea when you buy 2 or more

THE SPICE TAILOR 3-Step Kits 210-285 mL 3.99 ea



**4<sup>79</sup>**

KFI Cooking Sauces 375-395 mL selected



**2<sup>79</sup>**

RUBICON Juice Drink 1 L or Juice boxed 4x200 mL



**4<sup>49</sup>**

RUBICON EXOTIC Organic Coconut Water or Non-Dairy Beverage 1 L



**1<sup>29</sup>**

PARLE-G Biscuits 300 g



**1<sup>49</sup>**

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**



**6<sup>99</sup>**

MCCAIN Regular Fries 1.5 kg



**100 PTS**  
when you buy 2

**5<sup>99</sup>**

ARMSTRONG Nibblers 200 g



**6<sup>49</sup>**

BOTHWELL Squeak'rs 240 g



Perfectly squeaky!



**\$6**

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!



**1<sup>49</sup>**

Green Onions product of Mexico



**1<sup>99</sup>**

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.

**EARN POINTS ON  
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



**22<sup>49</sup>** /lb

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

PORC • PORK  
**Nagano**

**MAKE IT A NAGANO NIGHT.**

**RICH FLAVOUR. REMARKABLY TENDER. 100% CANADIAN PORK.**



Remarkably tender cuts!

STARTING AT  
**10<sup>99</sup>** /lb

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs 100% Canadian Starting at 24.23/kg

Exclusive cuts available at Sobeys

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

# Perfect buns for all occasions



Made with 100% Canadian flour



Small Crusty Buns 12 pk  
725 g



Made with 100% Canadian flour



Cheese Sticks  
6 pk 300 g



Get **200** PTS

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



Made with 100% Canadian flour



Kaiser Buns  
6 pk 430 g



Made with 100% Canadian flour



Sourdough Buns  
4 pk 315-345 g



Made with 100% Canadian flour



Hot Dog or Burger Buns 8 pk



\$3

COMPLIMENTS Tortilla Chips 250-280 g



2/\$5

COMPLIMENTS Kettle Chips 200 g



100 PTS when you buy 2

2.49

COMPLIMENTS Potato Chips 200 g



value size

value size · format valeur



value size

value size · format valeur



100 PTS when you buy 1

5.99

COMPLIMENTS Value Size Potato Chips 750 g



100 PTS when you buy 2

3.49

COMPLIMENTS Flavoured Tortilla Chips 255 g



100 PTS when you buy 2

2.99

COMPLIMENTS Potato Chips Extraaaa! Flavour 200 g

100 PTS when you buy 1

8.29

COMPLIMENTS Value Size Kettle Chips 907 g

WE'RE FULL OF compliments

Just like the snack aisle

You always make us smile

# Celebrate National Pet Day! April 11th



**4<sup>99</sup>** 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

**2<sup>99</sup>**

WHISKAS TEMPTATIONS Cat Treats 180 g



**7<sup>99</sup>** 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



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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](https://sobeys.com/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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\*Conditions Apply

