

WST_AB_MB_SK

THAT'S THE WAY

SAFEWAY

Sobeys

554 /lb



COMPLIMENTS Seasoned Boneless Skinless Chicken Breasts frozen 12.22/kg or \$48.88 per 4 kg box

VERIFIED 399 /lb



Fresh Pork Tenderloin Family Size cryovac or Fresh Pork Side Ribs breast bone removed 8.80/kg

VERIFIED MEMBERS SAVE \$2 999 MEMBER PRICING



1799 without Scene+ Card

COMPLIMENTS Smoked Sausages 900 g or BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g

VERIFIED 249 /lb



Broccoli Crowns product of USA 5.49/kg

VERIFIED 299



THE LITTLE POTATO COMPANY Potatoes 680 g product of Canada

VERIFIED 1099



Cooked Whole Lobsters frozen or previously frozen 350-400 g subject to availability

VERIFIED 999



Prepared Fresh Daily In-Store Fruit or Vegetable Trays 900 g-1.3 kg

VERIFIED 599



ROYALE Bathroom Tissue 9-12=24 Rolls, Paper Towel 3=6 Rolls or Facial Tissue 6 pk

VERIFIED 399



DANONE Activia Yogurt 8 pk

VERIFIED 188



SMART ONES Frozen Entrées 241-283 g or HEINZ Hot Bites 198 g

VERIFIED 549



BUBLY or MONTELLIER Sparkling Water 10-12x355 mL

VERIFIED 999



STARBUCKS Roast & Ground Coffee 340 g or K-Cup® Pods 10 pk or VAN HOUTTE Roast & Ground Coffee 340 g

VERIFIED 347



DR. OETKER Ristorante or Casa Di Mama Pizza 288-410 g or DR. OETKER Giuseppe Garlic Fingers 317 g

Scene+ SPEND & GET

SPEND \$125 OR MORE ON GROCERIES, GET 1,000 PTS

That's like \$10 toward your groceries

Valid Thursday, April 16 - Sunday, April 19, 2026

Offer valid April 16 to April 19, 2026 at all Sobeys or Safeway locations in Western Canada. Receive 1,000 Scene+ points when you spend a minimum qualifying purchase of \$125 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1,000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery 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. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/termsand-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 Offer subject to change and may be withdrawn without notice.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.

DON'T FORGET YOUR COUPON Offer also available through mygroceryoffers.ca or on the Sobeys or Safeway app



Global Market

VERIFIED 499

KEWPIE Japanese Mayonnaise 450 g or HUY FONG Sriracha Hot Chili Sauce 714 mL

LOWEST PRICE on select flyer items or automatically receive the difference in Scene+ points!

*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 or Safeway stores for the weekly flyer period. Program subject to change without notice. Visit sobeys.com or safeway.ca for additional details.

THU 16 FRI 17 SAT 18 SUN 19 MON 20 TUE 21 WED 22

Prices and offers in effect April 2026

More deals! Scan here for our full flyer

WST_AB_MB_SK

Scene™

MEMBER

PRICING

Swipe your
Scene+ Card
and Save20%
off
MEMBER
PRICING

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs or STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef

MEMBERS SAVE \$2
5.99
MEMBER
PRICING

7.99

without
Scene+ Card

HIGH LINER Breaded or Battered Fish 350-700 g, Butterfly Breaded, Coconut Shrimp or Jumbo Popcorn Shrimp 315-330 g

MEMBERS SAVE 50¢
99¢
MEMBER
PRICING

1.49

without
Scene+ Card

COMPLIMENTS Canned Legumes 540 mL

MEMBERS SAVE 50¢
3.49
MEMBER
PRICING

3.99

without
Scene+ Card

HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g

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

Scene

**TURN
POINTS
INTO
GROCERIES**



300 PTS
when you buy 2

8⁹⁹

JANE'S Pub Style Breaded Chicken or Wings 660-700 g



That's like
\$5
toward your
groceries

500 PTS
when you buy 3

5⁴⁹

COMPLIMENTS Dry Cured Salami selected 125 g



That's like
\$5
toward your
groceries

500 PTS
when you buy 1

47⁹⁹

VEGA All-in-One Nutrition 827-876 g



150 PTS
when you buy 2

3⁹⁹



AXE Body Wash or Shampoo 473 mL,
DOVE Bar 2 pk, AXE or DEGREE
Deodorant 76-113 g selected



300 PTS
when you buy 1

26⁹⁹

HUGGIES Giga Diapers
36-128 pk



1,000 Points = \$10 of free groceries

pick from peak
FRESHNESS



It's fresh, or your
money back



11⁹⁹
/lb
Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 26.43/kg



13⁹⁹
COMPLIMENTS, EARL'S KITCHEN + BAR, BELMONT, MONTANA'S, TOP GRASS CATTLE CO, THE KEG or CARDINAL Burgers selected 680-906 g



7⁴⁹
/lb
Fresh Lean Ground Beef available only in 5 lb tube 16.51/kg



3⁵⁹
/100 g
Fresh Atlantic Salmon Fillets Family Size subject to availability



4⁴⁴
/lb
Extra Large Green Seedless Grapes product of Chile 9.79/kg



\$5
Red Mangoes product of Mexico 3 pk



7⁹⁹
Small Bar Cakes 325-575 g



BUY 2 GET 3RD FREE
of equal or lesser value
BALDERSON Cheddar 250-280 g selected

Get **500 PTS**
When you spend \$20 or more on participating Deli Meat from the Service Case.*
*before taxes

That's like **\$5**
toward your groceries



FRESH FROM OUR DELI CASE



100 PTS
when you buy 1
6⁹⁹
BECEL Margarine 637-850 g



8⁹⁹
ARMSTRONG Cheese 600 g, Shreds 450-500 g or Slices 500 g or SAPUTO Mozzarellissima 690 g



5⁴⁴
COMPLIMENTS Large White Eggs 18 pk or Large Free Run Eggs 12 pk



200 PTS
when you buy 2
2/\$7
QUAKER Harvest Crunch Cereal 270-510 g



6⁹⁹
CHAPMAN'S Premium or No Sugar Added Ice Cream, Frozen Yogurt or Sorbet 1-2 L. or COMPLIMENTS Ice Cream Sandwich 12 pk selected



2⁹⁹
LECLERC Celebration or DARE Viva Puffs, Simple Pleasures or Whippet Cookies 200-350 g



2⁹⁹
DEMPSTER'S White or Whole Wheat or Texas Toast Bread 570-675 g, English Muffins 6 pk or COMPLIMENTS Hot Dog or Hamburger Buns 12 pk



2⁹⁹
HEINZ Flavoured Mayo 340 mL



300 PTS
when you buy 2
2/\$7
LAY'S Potato Chips 220-235 g or TOSTITOS Tortilla Chips 205-300 g



22⁹⁹
MCCAFÉ, VAN HOUTTE or LAVAZZA K-Cup Pods 30 pk or COMPLIMENTS Whole Bean Coffee 907 g



200 PTS
when you buy 2
6⁹⁹
NATURE VALLEY Mid Size Granola Bars 340-525 g



5⁹⁹
SMUCKER'S Strawberry Jam 310-500 mL or COMPLIMENTS Honey 375-500 g



8⁹⁹
GENERAL MILLS Jumbo Cereal 825 g-1.3 kg, KELLOGG'S Jumbo Cereal 700 g-1.1 kg or POST Jumbo Cereal 1.1-1.24 kg



2/\$4
CAMPBELL'S Ready To Serve Soup 510-515 mL

PROUDLY CANADIAN safeway.ca | sobeys.com



We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, April 16, 2026 to Wednesday, April 22, 2026. Advertised prices do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On deliveries, some restrictions may apply. On BUY ONE GET ONE FREE ("BOGO") items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental levies on the purchased and free items. Manufacturers' coupons apply to purchased items only - not free items. Limit one coupon per purchased item. The Scene+ Loyalty Program is available at all participating Sobeys or Safeway locations within Western Canada. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, fuel payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Western Canada regions, pre-paid cards, postal products and services, Western Union, McCafé®/Tim Hortons®/Starbucks® products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel 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 (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. 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. Please recycle where facilities exist. P06_SBY_WK51_PRN_WST_MB_SK

bring on the GRILL



2,000 PTS
when you buy 1

7⁹⁹
/lb

Fresh Whole Beef Brisket cryovac
cut from Canada AA grade beef
while supplies last 17.61/kg

value
size

4⁴⁹
/lb

Fresh Pork Side Ribs
breast bone removed
sweet & sour cut
9.90/kg

6⁹⁹
/lb

Fresh Skinless
Pork Belly
Portion 15.41/kg

2⁴⁹
/100 g

Coho Salmon Fillets
Responsibly Raised
previously frozen or frozen
product of Chile



1⁵⁰

Fresh Choice Oysters
subject to availability



500 PTS
when you buy 2

COMPLIMENTS Fresh
AIR-CHILLED Whole Chicken



300 PTS
when you buy 3

2⁴⁹

COMPLIMENTS Foil Wrap 25 ft or
Parchment Paper 35 ft



100 PTS
when you buy 2

\$6

BEN & JERRY'S Ice Cream 473 mL or
MAGNUM Novelties 3-4 pk selected



3⁴⁹

CLUB HOUSE La Grille Marinades 350 mL



200 PTS
when you buy 2

6⁹⁹

COMPLIMENTS Soft Drinks
12x355 mL



150 PTS
when you buy 2

4⁹⁹

DEMPSTER'S Signature Buns 6-12 pk



6²⁹

FRITO-LAY Value Size Snacks
325-535 g



2/\$4

PANACHE
Carbonated
Water 750 mL-1 L



5⁹⁹

SIMPLY Lemonade 2.25 L



3⁹⁹

COMPLIMENTS Worcestershire Sauce
285 mL or Pickles 1 L

Scene

GET 1,000 PTS

FOR EVERY \$100 SPENT IN
ONE4ALL ULTIMATE GIFT CARDS!



Offer valid during April 16 - 22, 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.

Early season favourites worth firing up



2⁴⁹
/lb
Green or Grey Zucchini product of Mexico or Eggplant product of Mexico or Canada 5.49/kg



1⁹⁹
/lb
Sweet Onions product of USA no 1 grade 4.39/kg



AVAILABLE
AT OUR
KITCHENS

AVAILABLE
HOT OR
CHILLED

\$15

Ribs full rack 710 g
available hot or chilled



100 PTS
when you buy 2

6⁹⁹

COMPLIMENTS
Halloumi-Style Cheese
200 g

99¢
/100 g

Twice Baked Potatoes
Value Size sold by 100 g
available chilled

value
size



Made with 100%
Canadian flour



BAKED
IN STORE

2/\$4

White or 100% Whole Wheat
Bread 450 g



Place your brownie on
the smoker for an extra
indulgent treat!
Then top with your
favourite ice cream.

BUY 1 GET 1
of equal or lesser value
FREE

Brownies 550-585 g, Brownie Cakes 295-390 g
or COMPLIMENTS Mini Cornbread 228 g



200 PTS
when you buy 2

1⁹⁹
CLARK Beans in Tomato Sauce or
Maple Style 398 mL



5⁴⁹
MONTANA'S BBQ Sauce
350 mL



4⁴⁹
PANACHE Dijon Mustard
500 mL



100 PTS
when you buy 2

5⁹⁹

ARMSTRONG Cheese Slices 220-240 g, Sticks 210 g,
Swirls 283-340 g, Nibblers 200 g or Combos 180 g

100 PTS
when you buy 1

COMPLIMENTS
Everything Sauces
245 mL



4⁴⁹
COMPLIMENTS Ketchup
100% Canadian Tomatoes
1 L or 750 mL



2/\$5
KRAFT Pasta Salad
200 g



9⁹⁹
BBQ PIT BOYS Seasonings 240-408 g or
SZN SPICE COMPANY Burger Binders,
Seasonings or Spices 230-360 g

Scene GET PERSONALIZED OFFERS
ON PRODUCTS YOU'LL LOVE.

Visit [Sobeys.com/offers](https://www.sobeys.com/offers) or [Safeway.ca/offers](https://www.safeway.ca/offers)
or the Sobeys or Safeway app.

the way TO VALUE

4⁴⁹ /lb
Sweet ORRI Clementines or Mandarins product of Israel 9.90/kg

2/\$6 100 PTS when you buy 4
Red Mangoes product of Mexico

7⁹⁹ Raspberries product of Mexico or USA no 1 grade 340 g

4⁹⁹ 100 PTS when you buy 2
COMPLIMENTS Caesar Salad Kit product of USA 280 g

2⁹⁹
Iceberg Lettuce product of USA

5⁹⁹
HIROS Cherry Tomatoes on the Vine product of Canada 340 g

6⁹⁹
THE LITTLE POTATO COMPANY Potatoes product of Canada Canada no 1, 1.36 kg 3 lb

3⁹⁹ /lb
Brussels Sprouts product of Mexico or USA 8.80/kg

1⁴⁹
Green Onions product of Mexico

3⁸⁸ 100 PTS when you buy 2
COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g

7⁹⁹ 200 PTS when you buy 2
Green Cotton Candy Grapes product of Peru 454 g

2/\$4 ORGANIC 3⁴⁹
Bulk Avocados product of Mexico

4⁹⁹
Cantaloupe product of Costa Rica or Guatemala no 1 grade

2/\$5 100 PTS when you buy 2
Large Red Grapefruit product of Israel

4⁹⁹ 100 PTS when you buy 2
FRESH ATTITUDE Caesar Bacon Dressing Kit product of USA

4⁹⁹ 200 PTS when you buy 1
COMPLIMENTS Reusable Produce Bags

BUY 2 GET 3RD of equal or lesser value FREE
Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

15% off
Prepared Fresh Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

4⁹⁹
Dragon Fruit or Yellow Pitahaya product of Vietnam

2/\$5 Global Market
Methi product of Mexico or USA

4⁹⁹ ORGANIC
Organic Onions product of Canada 1.36 kg

6⁹⁹ 100 PTS when you buy 1
Organic Lemons product of USA or Peru 1 lb 454 g

5⁴⁹ STARTING AT
LIGHTLIFE Tempeh 170-227 g or Plant-Based Chicken Tenders 170 g

6⁹⁹ 100 PTS when you buy 1
LITEHOUSE Dressing 591 mL selected

4⁹⁹
H&H Dried Fruit selected 180 g

4⁹⁹
COMPLIMENTS Raw Pumpkin Seeds 300 g or Roasted Sunflower Seeds salted or unsalted 450 g

floral

Available at most stores

24⁹⁹ APRIL 22 ADMINISTRATIVE ASSISTANT DAY
Caddy Arrangement assorted colours

21⁹⁹
Administrative Assistant Day Bouquet

7⁹⁹ EARTH DAY APRIL 22
Happy Earthling Pot with Fern grown in British Columbia

22⁹⁹
Phalaenopsis Orchids assorted colours now in recycled pots 3"

Give them more with the Grocery Essentials Card Visit sobeys.com/giftcards or safeway.ca/giftcards for details

CERTIFIED
TENDER[®]
TENDRETÉ
CERTIFIÉE[®]





HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection
Exclusive to Sobeys and Safeway

16⁹⁹
/lb

STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 34.46/kg

CERTIFIED
TENDER[®]
TENDRETÉ
CERTIFIÉE[®]



500 PTS
when you spend
\$50 or more

STERLING SILVER Fresh Boneless Rib Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef

15%
off

Flattened Chicken
assorted flavours

300 PTS
when you spend
\$25 or more

COMPLIMENTS Fresh **AIR-CHILLED** Boneless Skinless Chicken Thighs

4⁹⁹
/lb

Fresh Pork Loin Centre
and Rib Combo Chops
Family Size 11.00/kg

3⁴⁹
/lb

Fresh Pork Hock 7.69/kg

8⁹⁹
/lb

Fresh Lean Ground Beef Burgers
4 pk Family Size 19.82/kg

5⁹⁹

MAPLE LODGE FARMS Chicken
Sausage 375-500 g

5⁴⁹

MARCANGELO Sweet or Hot
Italian Pork Sausage Meat 450 g

18⁹⁹
/lb

Fresh Canadian Lamb Loin Chop
41.87/kg

Ready for The Smoker!

Visit **Sobeys.com** or
Safeway.ca to get more
out of your grill

7⁹⁹
/lb

Fresh Whole Beef Brisket
cryovac cut from Canada AA
grade beef while supplies last
17.61/kg

14⁹⁹
/lb

Fresh Beef Chuck Simmering Short Ribs
Family Size cut by your local meat expert
from Canada AA grade beef 33.05/kg

5⁹⁹
/lb

Fresh Whole
Skinless Pork Belly
cryovac 13.21/kg

value
size

quick & easy

7⁹⁹ CARL BUDDIG
Sliced Meats 55 g

100 PTS
when you buy 1

6⁹⁹ COMPLIMENTS
Regular Wieners
1 kg

6⁹⁹ 200 PTS
when you buy 2

COMPLIMENTS or THE CANADIAN
BUTCHER Bacon 375 g

200 PTS
when you buy 2

9⁹⁹ CHRIS BROTHERS
Bologna 1.5 kg

4⁹⁹ 100 PTS
when you buy 2

COMPLIMENTS Stuffed Chicken
Cutlets or Asian Inspired
Entrées 284-500 g

6⁹⁹

WHOLLY VEGGIE! Cauliflower
Wings Buffalo, Ranch, Hot Honey
or Japanese Inspired BBQ 375 g

7⁹⁹

MARCANGELO, SCHNEIDERS or
MEATMAN'S Sausages frozen
375-675 g

11⁹⁹ 120 PTS
when you buy 1

COMPLIMENTS Cabbage Rolls or
Five-Cheese Cannelloni 907 g-1 kg

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.

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

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seafood



4⁹⁹

COMPLIMENTS Crab Flavoured Seafood 454 g



300 PTS
when you buy 2

11⁹⁹

Made In-Store Tuna Tataki Trays with Ponzu Sauce 300 g



21⁹⁹ **MEMBER PRICING**

25⁹⁹ without Scene+ Card

COMPLIMENTS Wild Snow Crab Clusters product of Newfoundland or Wild Lobster Claws product of New Brunswick fully cooked 454 g



20% off

ULTRA NATURAL Black Tiger Shrimp Cooked or Raw selected 340 g



8⁹⁹ **200 PTS**
when you buy 2

PREMIER SEAFOODS Valencia Orange & Maple Sockeye Lox product of Vancouver 100 g



6⁹⁹

COMPLIMENTS Raw Shrimp 71-90 ct per lb 340 g or Cooked 71-90 ct per lb 340 g 7.99 ea



BUY 1 GET 1 FREE
of equal or lesser value

CLEAR OCEAN Cooked Cold Water Scallops 227 g



10⁹⁹

WATERVIEW MARKET Shrimp with Sauce 454 g

bakery



Try our NEW Jumbo Cupcakes!

BUY 4 GET 5TH FREE
of equal or lesser value

Patisseries small or large



Made with 100% Canadian Flour

3⁹⁹ **BAKED IN STORE**

Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g



2⁹⁹ **MEMBER PRICING**

3⁶⁹ without Scene+ Card

Bagels 4 pk 450 g



5⁹⁹ **100 PTS**
when you buy 2

All Butter Croissants or Pastries 4 pk 275-400 g



BUY 1 GET 1 FREE
of equal or lesser value

MIX & MATCH

Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Mini Cornbread 228 g



5⁹⁹ ea when you buy 2 or more

PORTOFINO Breads 585-630 g 6.49 ea



4⁹⁹

ACE BAKERY Rolls or Burger Buns 296-530 g

deli & kitchen



11⁹⁹ **MEMBER PRICING**

12⁹⁹ without Scene+ Card

COMPLIMENTS Double Cream Brie or Camembert 350 g



20% off

FRICO Gouda mild, medium, smoked or spiced prices as marked



STARTING AT 9⁹⁹

TRE STELLE Feta 375 g or CASTELLO Havarti 425 g



4⁴⁹ /100 g

COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami



300 PTS
when you buy 2

12⁹⁹

COMPLIMENTS Charcuterie Trio selected 250 g



6⁹⁹

BRANDT Kolbassa Sausage selected 250 g



6⁹⁹

WHISPS Cheese Crisps selected 60 g



3⁹⁹ /100 g

SIKORSKI Grandpa Ham



7⁹⁹ **MEMBER PRICING**

8⁴⁹ without Scene+ Card

2 Pack Mixed Deli Meat Subs or Select Varieties 430 g



\$3

Handheld Savoury Pastries spinach & feta, bacon & egg or other select varieties 76-95 g available chilled or heated on request



1⁹⁹ **75 PTS**
when you buy 2

BURNBRAE FARMS Eggs2Go! 2 pk 88 g



\$5

COMPLIMENTS Fresh Pasta 350-360 g or Sauce 170-300 mL



3⁹⁹ **100 PTS**
when you buy 2

COMPLIMENTS Mini Hummus or Dips 4 pk 228 g



4⁹⁹ **200 PTS**
when you buy 3

RESER'S Side Dishes 340-567 g available chilled



5⁴⁹ **100 PTS**
when you buy 2

RESER'S Dessert Gelatin or Parfaits 567-624 g



3⁹⁹

COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

RECIPES, STORIES, TIPS & TRICKS and more, all at Sobeys.com or Safeway.ca

frozen & dairy

8⁹⁹FOOTHILLS Ice
Cream selected 1.4 L

2/\$11

HEALTHY CHOICE Simply
Steamers Entrées or MARIE
CALLENDER'S Bowls selected
255-349 g3⁴⁹

PILLSBURY Pizza Pops 4 pk

7⁹⁹MICHELINA'S Frozen
Entrées 128-284 g10⁹⁹SMUCKER'S Uncrustables
10 pk6⁹⁹

RED BARON Pizza 584-665 g

100 PTS
when you buy 1CAVENDISH FARMS Fries,
Wedges or Onion Rings
selected 1-1.8 kg7⁴⁹YOPLAIT Source
Creamy Yogurt
16 pk100 PTS
when you buy 25⁹⁹LIBERTÉ Probiotic Kéfir 1 L or
YOPLAIT Yop Drinkable Yogurt
6 pk100 PTS
when you buy 25⁴⁹COMPLIMENTS Pure Orange
Juice 1.36-1.54 L100 PTS
when you buy 26⁹⁹DAIRYLAND Butter salted or
unsalted 454 g10⁹⁹DANONE Oikos
Greek Yogurt
12 pk or 1.5 kg5⁹⁹NATREL Lactose
Free Milk 2 L7⁹⁹

STÖK Cold Brew Coffee 1.42 L

150 PTS
when you buy 33⁹⁹COMPLIMENTS
Cheddar Flavour
Slices 400 gWE'RE FULL OF
compliments100 PTS
when you buy 2COMPLIMENTS Mini Pizza
Bagel Snacks 198 g3⁴⁹COMPLIMENTS
Hash Browns 650 g2²⁹COMPLIMENTS
Sour Cream 250 mL35 PTS
when you buy 12⁹⁹COMPLIMENTS
BALANCE
Non-Hydrogenated
Margarine 427 g

natural health

2/\$9

POPCORNERS Popcorn Crisps
142 g100 PTS
when you buy 2MADEGOOD Bars,
Minis, Rice Crisps
120-150 g9⁹⁹NATURE'S PATH Eco Pac
Assorted Products 650-907 g14⁹⁹CRANK COFFEE CO. Ground
Coffee 340 gSTARTING AT
9⁹⁹AMY'S Pizza
340-397 g200 PTS
when you buy 2DAIYA Cheezecakes
400 g9⁹⁹EVIVE Smoothie Cubes 3 pk
405-450 g100 PTS
when you buy 15⁹⁹EARTH'S OWN Oat
Creamers 946 mL400 PTS
when you buy 225%
offWEBBER NATURALS Vitamins
or Supplements selected200 PTS
when you buy 2

CLIF Bar 5 pk



2/\$5

100 PTS
when you buy 2

LOVE GOOD FATS Bars 39-40 g

5⁹⁹METHOD Cleaners 828 mL
selected (excludes floor, wood,
granite, tub or tile cleaners)

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards
or safeway.ca/giftcards
for details

home & pet care



100 PTS
when you buy 2

11⁹⁹ GLAD Kitchen Catchers 50-60 pk



100 PTS
when you buy 2

2⁹⁹ COMPLIMENTS Compostable Cutlery 24 pk selected



26⁹⁹ CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6=18 or 8=16 rolls



3⁴⁹ MEMBER PRICING

3⁹⁹ without Scene+ Card

COMPLIMENTS All Purpose Reusable Cloths 15 pk



4⁹⁹ **100 PTS** when you buy 2

CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foamer 887 mL selected



200 PTS when you buy 2

5⁹⁹ STARTING AT FLEECY Fabric Softener 1.36 L or Sheets 80 pk



300 PTS when you buy 2

11⁹⁹ FEBREZE Plugs 52 mL or Refills 2 pk, 52 mL



STARTING AT 9⁹⁹ DRANO Drain Cleaner Crystals 500 g or Clog Remover Gel 2.37 L



11⁹⁹ PURINA ONE Dry Cat Food 1.45-1.8 kg



1⁵⁹ ea when you buy 4 or more

IAMS or SHEBA Perfect Portions 75 g 1.79 ea



21⁹⁹ PURINA Tidy Cats Lightweight Cat Litter 5.44 kg



200 PTS when you buy 2

18⁹⁹ IAMS Proactive Health Dry Dog Food 3.18 kg

health, beauty & baby



5⁹⁹ **100 PTS** when you buy 2

SENSODYNE or Pronamel Whitening or Multi-Action Toothpaste 110-135 mL selected



5⁴⁹ STARTING AT GARNIER Whole Blends Shampoo or Conditioner 346-650 mL, AUSSIE, GARNIER or HERBAL ESSENCES Stylers 150 mL or 170-283 g selected



300 PTS when you buy 1

68⁹⁹ ENFAMIL A+ NeuroPro Refill 862-890 g



4⁴⁹ LOVE CHILD ORGANICS Oaty Chomps or Seafriends Snack 100-138 g or Q-TIPS 400 pk



UP TO 15% off

OLD SPICE Body Wash 473-532 mL, OLAY Soap Bar 4 pk or PANTENE, OLD SPICE, HAIR BIOLOGY, HEAD & SHOULDERS, AUSSIE Hair Care 60-650 mL or 397 g selected



10⁴⁹ STARTING AT U BY KOTEX Pads, Liners or Tampons 22-129 pk selected



100 PTS when you buy 4

2⁹⁹ HOTKID Baby Mum-Mum 50-60 g



400 PTS when you buy 2

28⁹⁹ PAMPERS Easy Ups or Ninjabars Training Pants 34-74 pk



2⁴⁹ STARTING AT COLGATE Toothpaste 70-120 mL selected



400 PTS when you buy 2

20% off AVEENO Skin Care selected



9⁹⁹ PAMPERS Baby Wipes 112-216 pk



1⁰⁰ ea when you buy 5 or more

COMPLIMENTS ORGANIC Baby Pouches 128 mL 1.79 ea

pharmacy

Only available at Pharmacy Locations
*Select products are only available when a pharmacist is on duty.



12⁹⁹ ENSURE 6x235 mL or GLUCERNA 6x237 mL



15⁹⁹ **100 PTS** when you buy 1

ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk*



150 PTS when you buy 2

10% off Children's TYLENOL, MOTRIN or BENYLIN selected*



200 PTS when you buy 2

10% off BAND-AID Premium Bandages



200 PTS when you buy 2

10% off POLYSPORIN Ointment 30 g



200 PTS when you buy 1

10% off FLONASE 60 Dose*

Scene+ Get **1,000 PTS** with a Contour® meter**

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

Contour® meter **FREE** with purchase of 100 test strips

See your pharmacist for details. (Limit of 1 Free Meter)

76⁹⁹ CONTOUR® Next Test Strips 100 pk

Scene+

JOIN SCENE+ TODAY. sceneplus.ca/register

S04_SBY_WK51_DIG_WST_MB_SK

**Due to provincial regulations, products purchased using a prescription filled by a pharmacist may not be eligible for Scene+™ points.

Scene
**DIGITAL
EXCLUSIVE**

LOAD IT TO GET IT!

- 1 Download the Sobeys or Safeway app
- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

Activate your offers in the Sobeys or Safeway app or at
Sobeys.com/offers or Safeway.ca/offers



Perfect for salads, pizzas,
antipasto skewers or quick snacks
with olive oil and herbs.



Get
300 PTS
when you buy 2

COMPLIMENTS Bocconcini 200 g



Offer valid April 16th to April 22nd, 2026 at all Sobeys or Safeway locations in Western Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. 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.

Global Market

Your destination for variety and value



\$5

Mangoes 3 pk
product of Mexico



2/\$5

Methi product of USA
or Mexico



3.99
/lb

Indian Eggplant product
of The Dominican
Republic 8.80/kg



4.49
/lb

Indian Okra product of
Honduras 9.90/kg



8.99

GIA Basmati Rice
3.63 kg



19.99

AASHIRVAAD Whole Wheat
Flour 9.07 kg



14.99

INDIA GATE Pure
Basmati Rice 4.54 kg



6.99

AARCEE Rice 1 kg selected



4.49

PATAK'S Cooking Sauces
400 mL selected varieties



3.79

PATAK'S Side Dishes 285 g
selected varieties



4.99

PATAK'S 3 Step Sauce Kit
313-315 g selected



28.99

NANAK Desi Ghee PET 1.6 kg



2.79

RUBICON Juice Drink
1 L or 4x200 mL



4.49

RUBICON Organic
Coconut Water or
Non-Dairy Beverage 1 L



1.29

PARLE-G Biscuits
300 g



6.99

BEST BUY Frozen
Vegetables 2 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Taste the exclusive* Sainsbury's selection!

Explore our new authentic
British assortment from Sainsbury's.
*Exclusively at Sobeys and Safeway.
Subject to availability.



2²⁹
SAINSBURY'S
Vegetable Soup
400 g



1⁷⁹
SAINSBURY'S Reduced
Sugar & Salt Baked
Beans in Tomato Sauce
200 g



1⁷⁹
SAINSBURY'S
Baked Beans in
Tomato Sauce
400 g



4⁴⁹
SAINSBURY'S
Lemon Curd
411 g



4⁴⁹
SAINSBURY'S Red Label
Tea Bags 80 pk



4⁷⁹
SAINSBURY'S Marmalade three fruit
or bitter seville orange 340 g



1⁹⁹
SAINSBURY'S
Biscuits or Cookies
200 g selected
varieties



SAINSBURY'S Indian Tonic
Water 1 L or Diet 1 L

2⁴⁹



1⁴⁹
SAINSBURY'S Foam Bananas
Candy 70 g



1⁷⁹
SAINSBURY'S Dolly Mixtures or
Milk Bottles Candy 70 g



2⁹⁹
SAINSBURY'S Rhubarb
& Custard Candy
200 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



HAND-SELECTED CANADA AAA BEEF

Well-marbled · Aged to perfection

THE CERTIFIED TENDER* ADVANTAGE

When choosing a roast or steaks, 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 and Safeway.

CERTIFIED
TENDER*

TENDREJÉ
CERTIFIÉE*

14⁹⁹
/lb

STERLING SILVER
Fresh Boneless Top Sirloin
Cap or Coulotte
Premium Oven Roast or
Family Size Grilling Steaks
cut by your meat expert from
Canada AAA grade beef
33.05/kg

ASK US

- Known as the Picanha in South America.
- Our Exclusive Premium STERLING SILVER Top Sirloin Coulotte or Cap is cut with ample marbling.
- It can be smoked, grilled, sous vide or roasted — making it perfect for any meal.

YOUR GUIDE TO THE PERFECT STEAK

STEAK TEMP GUIDE

	RARE Remove from heat at 115° - 120° F (46° - 49° C)
	MEDIUM-RARE Remove from heat at 125° F (52° C)
	MEDIUM Remove from heat at 135° - 140° F (57° - 60° C)
	MEDIUM-WELL Remove from heat at 145° - 150° F (63° - 66° C)
	WELL-DONE Remove from heat at 155° - 160° F (68° - 71° C)

bring on the GRILL

Early season
favourites
worth firing up



READY
FOR
YOU

9⁹⁹
/lb

Fresh Premium Cheesy, Portabella
Mushroom & Mozzarella, Bacon & Cheddar
or Jalapeño & Cheddar Medium Ground
Chuck Beef Burgers 22.02/kg



READY
FOR
YOU

5⁹⁹
/lb

Fresh Pork Tenderloin Kabobs
with Vegetables 13.21/kg



READY
FOR
YOU

17⁹⁹
/lb

Fresh Beef Kabobs With Vegetables
cut by your meat expert from Canada
AAA grade beef 39.66/kg



READY
FOR
YOU

9⁹⁹
/lb

In-Store Made Fresh Boneless Skinless
Chicken Breast Kabobs with Vegetables 22.02/kg



RICARDO

Gourmet, yet easy

From my kitchen
to yours



6⁴⁹

RICARDO Dressings 250 mL
or Dips 300 g

Rich and indulgent,
a creamy chocolate
cheesecake with
chocolate crust and
delicious raspberry
topping. Gluten-free
and ready to eat.



Asian-inspired
dumplings with
vegetable rice
and a sweet lime
sauce. Ready in
5 minutes.



BUY 2 GET 3RD
of equal or lesser value
FREE

RICARDO Frozen Entrées 380-395 g



19⁹⁹

RICARDO Cheesecakes
frozen 570-600 g



5⁹⁹

RICARDO Baking Mixes
400-450 g



4⁹⁹

RICARDO Kitchen Tools
selected

Simplify meal prep with this selection of easy, chef quality meal solutions
Available Exclusively at Sobeys and Safeway



WISE CHOICES KEEP ROLLING IN

Earth Day is April 22

Celebrate Earth Day: Look for the Ocean Wise® recommended logo in our stores for an Ocean Friendly Choice.



6⁹⁹

COMPLIMENTS Raw Shrimp 71-90 ct per lb 340 g or Cooked 71-90 ct per lb 340 g 7.99 ea



11⁹⁹

ULTRA NATURAL Seasoned Basa Fillets garlic and herb or tandoori-style marinade 908 g



7⁹⁹

MUSSEL KING Whole Cooked PEI Mussels frozen 454 g



CHOOSE
CANADIAN
SEAFOOD

1⁵⁰

Product of Canada
Fresh Choice Oysters
subject to availability



**BUY 2 GET 3RD
of equal or lesser value
FREE**

OCEAN WISE Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam



12⁹⁹

MRS. FRIDAY'S Crab-Style Crab Cakes frozen 8 pk 510 g

CHANCE TO WIN*
EVERY WEEK!

G R O C E R Y
GIVEAWAYS



SOBEYS



SAFEWAY

Play on the Sobeys or Safeway app now

IT'S GAME TIME



PLAY THE COMPLIMENTS CHALLENGES THIS WEEK
FOR YOUR CHANCE TO EARN A FREE ITEM OFFER!

COMPLIMENTS
Freeze-Dried
Candy 68-100 g



COMPLIMENTS
Milk & Dark
Chocolate Covered
Nuts or Peanut
Butter Bites
340-400 g

NO PURCHASE NECESSARY. Full Contest rules found at sobeys.com/grocerygiveaways or safeway.ca/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.

The advertisement features a dark, textured background. On the left, a small NHL logo is in the top left corner. Below it, the text 'THE OFFICIAL HIGH PROTEIN YOGURT OF THE NHL' is displayed. In the center, two yogurt containers are shown: a smaller one on the left labeled 'oïkos PRO 24g PROTEINES' and a larger one on the right labeled 'oïkos PRO 19g PROTEINES'. To the right of the larger container is a tub of 'oïkos GREEK YOGURT' with a vanilla bean garnish. Below the tub is a small image of a Stanley Cup. On the far right, a large blue circular graphic contains the text 'oïkos SNACK TO WIN'. Below this, a yellow banner reads 'YOU COULD WIN A TRIP FOR 2 TO THE STANLEY CUP FINAL'. Below the banner, a black box with white text says '\$25,000 IN TOTAL PRIZES'. At the bottom right is a QR code and the text 'SCAN NOW'. At the bottom left, the text 'DANONE Oikos Pro 300 mL' is shown next to a large '349' price tag. In the center, the text 'DANONE Oikos Greek Yogurt 650-750 g' is shown next to a large '749' price tag. At the very bottom, a fine print section contains the following text: 'No purchase necessary. Begins 02/23/25 at 12:00:01 AM ET & Ends 05/24/25 at 11:59:59 PM ET. Draw: 05/25/25 at 8:00 PM ET. One (1) Grand Prize: Trip for 2 to a 2025 Stanley Cup® Final game (149 \$3,000 CAD) and \$20 Instant Win Prizes a \$100 Digital Prepaid Card (120 total), or a \$5 CAD Physical Danone Oikos® Coupon (800 total). Mathematical skill-testing question. Full contest rules: www.stanleycup.com/Oikos used under lic. © 2025 Danone US, LLC. All rights reserved. Oikos® Pro® used under lic. © 2025 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the word mark and image of the Stanley Cup and the Stanley Cup Final logo are registered trademarks of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © 2025 NHL. All Rights Reserved.

BACKED BY OVER 35 YEARS OF ACTIVIA'S EXPERTISE IN GUT HEALTH

DANONE Activia 650 g or Activia Expert 4x100 g

4⁴⁹

DANONE Activia 12x100 g or Activia Expert 750 g

7⁴⁹

INTERNATIONAL
delight

Elevating coffee moments,
with just a **Touch Of Flavour**

INTERNATIONAL
DELIGHT
425 mL

3⁴⁹

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International Delight® © 2026 WhiteWave Services, Inc. All rights reserved.



2,500,000 PTS TO BE WON*

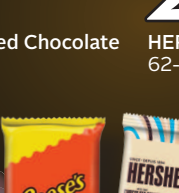


BUY ANY PARTICIPATING HERSHEY'S PRODUCT
 FOR A CHANCE TO **WIN** 1 OF 5 PRIZES OF **500,000 PTS**



579

HERSHEY'S Bagged Chocolate
160-290 g



219

HERSHEY'S King Size Bars
62-96 g



269

HERSHEY'S Family Bars
90-120 g




*NO PURCHASE NECESSARY. Full Contest rules found at <https://www.sobeys.com/hersheys-canada-scene-contest> or <https://www.safeway.ca/hershey-canada-scene-contest>. Contest runs from 03/19/2026-04/29/2026. Open to legal residents across provinces of Canada excluding QC with a valid Scene+ account, and who have reached the age of majority. 5 prizes of 500,000 Scene+ points to be won (ARV: \$5,000.00 (CAD) each).

Knorr

BUY MORE SAVE MORE

179 ea when you buy 2 or more

300 PTS when you buy 4

KNORR Sauces or Gravies 4-8 oz 2.29 ea

300 PTS when you buy 2

KNORR Rice & Pasta Cups 73 g or Soups 2 pk or LIPTON Cup-A-Soup 40-83 g any variety

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CHANCE TO

WIN

A VIP EXPERIENCE TO
MONTREPOLE OR MONZA

+ 100\$ OF PRIZES

SCAN TO
ENTER



NESTLÉ
King Bars
50-86 g,
Juniors 8 pk
or Tablet
Bars
95-105 g
assorted



1,000 PTS
when you buy 4






549

NESTLÉ
Cellos
76-203 g
assorted

THE F1 LOGO AND RELATED MARKS ARE TRADEMARKS OF F1 BY
 10% PURCHASE NECESSARY. Scan QR code or visit what.kitkat.com/contest for contest rules. Contest opens March 1, 2025 and closes August 1, 2025.
 2 grand prizes and over 100 secondary prizes available to be won, savings in value from \$50,000 to \$40,000. Multistep self-testing question required.
 Odds of winning depend on number of eligible entries received.
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OFFICIAL Partner of Formula 1™

GET UP TO \$20 IN FREE GROCERIES!

Scene[®]

Spend \$25 & get

1,000 PTS

OR

Spend \$40 & get

2,000 PTS

SCAN HERE
FOR COMPLETE LIST
OF PARTICIPATING
PRODUCTS

Offer valid March 19 –
April 29, 2026

FOR EVERY BURGER

IT HAS TO BE
HEINZ

EST[®] 1869

Product availability may vary in each participating Subway or Delishious store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene[®] card in order to qualify. The offer can only be redeemed one time per Scene[®] cardholder during the duration of the program between March 19 and April 29, 2026. Empire reserves the right to make changes to this offer and to terminate the offer at any time, for any reason and without notice.

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NEW

BR
BASKIN-ROBBINS™

999

BASKIN-ROBBINS Confectionery
Ice Cream 946 mL or Novelties 4 pk
selection may vary by location

MADE IN



Nestlé® Favourites

FROM DOMESTIC AND IMPORTED INGREDIENTS

5.99








Nestlé Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or Selected Premium Novelties 4-10 pk selection may vary by location

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NEW & IMPROVED FORMULA

**50% MORE
CLEANING POWER***

**TRY OUR
BEST
CLEAN**

11⁹⁹

24⁹⁹

**FINISH Dish
Tabs 21-30 pk**

**FINISH Dish
Tabs 60-105 pk**

*BASED ON INCREASED INGREDIENTS VS. FINISH® QUANTUM™
© 2026 RECKITT BENCKISER LLC

**A SMALL
CHOICE WITH
AN ENORMOUS
IMPACT**

MADE IN CANADA

SEPTIC SAFE

Bonterra
For a better planet • Your common sense partner.
Plastic-free Packaging
Envelope-style construction
9-27 rolls
3-6 pk or 3-6 pk

7⁹⁹ **400 PTS**
when you buy 2

Bonterra
For a better planet • Your common sense partner.
Septic Safe
Soft
Facial Tissue
3-6 pk

**BONTERRA Bathroom Tissue 9=27 rolls,
Paper Towel 3=6 pk or Facial Tissue 3=6 pk**

***with domestic and imported material.*



DR. OETKER GIUSEPPE
STUFFED FARCIE
PEPPERONI

suprema
CINQUE FORMAGGI

7⁹⁹

DR. OETKER Giuseppe Stuffed
Crust or Suprema Pizza 475-771 g



CHEEMO
Potatoes & Cheddar Cheese
Perogies

100 PTS
when you buy 2

2⁹⁹

CHEEMO Perogies 745-907 g

SAVE \$3
when you buy any
1 Dempster's Bagels or Bread*
+
1 any Philadelphia Cream Cheese Product (227 – 340 g) or Kraft Peanut Butter Spread (750 g – 1 Kg)*

EXPIRES: June 30, 2026

*See in-store for coupon. Subject to availability. While supplies last.

*Includes Philadelphia Cream Cheese (227 – 340 g) and Kraft Peanut Butter (1KG/750g), Dempster's White and Whole Wheat Bread only. Excludes Dempster's Signature and Whole Grain bread.

#1 MOST TRUSTED **MADE IN CANADA**
5⁹⁹
KRAFT Peanut Butter 750 g-1 kg selected

#1 MOST TRUSTED **MADE IN CANADA**
2⁹⁹
DEMPSTER'S White or Whole Wheat Bread 570-675 g

#1 MOST TRUSTED **MADE IN CANADA**
6⁹⁹
PHILADELPHIA Cream Cheese Product 340 g selected

#1 MOST TRUSTED **MADE IN CANADA**
4⁴⁹
DEMPSTER'S Bagels 5-6 pk selected (excludes Protein Bagels)

*Based on the 2026 BrandSpark® Canadian Trust Study.

WIN WITH SCENE+™
SHOP, SCAN, EARN 150 POINTS
+ CHANCE TO **WIN***
500,000 POINTS
*Contest Ends June 3, 2026
See participating packages for details

SPRING Savings
with General Mills

BUY MORE SAVE MORE
1⁹⁹ ea when you buy 2 or more
PILLSBURY Crescents Rolls or Wiener Wrap 200-227 g 2.49 ea

4⁴⁹
BETTY CROCKER Cake, Cookie or Bisquick Mix 263-1.13 kg selected

2⁹⁹
NATURE VALLEY Sweet & Salty Granola, Protein or FIBRE 1 Bars 125-210 g selected

150 PTS when you buy 2
4⁴⁹
GENERAL MILLS Retail Size Cereals 296-437 g

— MAKE —
HOSTING Delicious

5⁹⁹ CHRISTIE Ritz Mini Bits or Drizzled Crackers 226-280 g selected

2/\$7 CHRISTIE RITZ Snacking or Mini Crackers 162-200 g selected

iöco nanö
Bursting with Mini Popping Bubbles

3⁴⁹ IÖGO Nanö Yogurt with Flavoured Pearls 4x100 g selected

3⁴⁹ ASTRO Balkan Yogurt or IÖGO Duo 650-750 g

4⁵⁰ IÖGO Nanö Drinkable Yogurt 6x93 mL selected

HELLMANN'S
OFFICIAL CONDIMENT OF CANADA

Scene+™
You could **WIN***
1,000,000 PTS
or 1 of 110 Canada Soccer Gift Cards!

SPEND \$10 on participating Hellmann's products (before taxes)

SCAN your Scene+™ card at check-out to enter for a chance to win*

4⁹⁹ HELLMANN'S 340-445 mL any variety

6⁹⁹ HELLMANN'S 710-890 mL any variety

*NO PURCHASE NECESSARY. Full Contest rules and pricing details found at <https://www.sobeys.com/hellmanns-canada-soccer-spring-contest>. Contest runs from 2026/03/12 – 2026/05/06. Open to legal residents across all provinces of CA including QC with a valid Scene+™ account, and who have reached the age of majority on the date they entered the Contest. Trademarks of Scene Plus IP corporation used under license by Sobeys Capital Incorporated. All Canada Soccer logos and marks are the property of Canada Soccer and may not be reproduced without prior written consent. © 2026 Canada Soccer. All Rights Reserved.

Refresh your fandom

Coca-Cola **FIFA**

*Coca-Cola Ltd., used under license.

2/\$4⁵⁰ POWERADE Beverages 710 mL

2/\$4⁵⁰ BODYARMOR Beverages 473 mL

2/\$6 GLACÉAU Vitaminwater 591 mL or Smartwater 1 L

50 PTS when you buy 1

Offer valid from April 16 - April 22, 2026.
*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price.

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WIN A TRIP FOR 4 TO TENERIFE, SPAIN
ENTER FOR A CHANCE TO WIN AT WWW.ORVILLECONTEST.CA

6⁴⁹ ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-492 g or Gourmet Popping Corn 850 g

2⁴⁹ SNACK PACK Pudding assorted flavours 396 g

4⁷⁹ ANGIE'S Boomchickapop Sea Salt Popcorn 136 g or Sweet & Salty Popcorn 198 g

BOOM CHICKA POP

NOURISH EVERY DAY WITH QUAKER.

2⁷⁷ QUAKER Dips or Chewy Granola Bars 120-156 g

3⁴⁹ go when you buy 3 or more

QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 3.99 ea

8⁴⁹ NONNA PIA'S Balsamic Reductions 250 mL

GLUTEN FREE

STARTING AT 6⁹⁹

LITTLE NORTHERN BAKEHOUSE Breads, Buns, Bagels or Pizza Crust 260-567 g

4⁹⁹ NESTLÉ Coffee-Mate Creamers 828-946 mL

CATELLI CLASSIC / CLASSIQUE SPAGHETTI

2⁹⁹ CATELLI Pasta 375-500 g (excludes lasagna) or Limited Edition O Canada 375 g

CELEBRATE EARTH MONTH

ENTER FOR A CHANCE TO

WIN A LAUNDRY ROOM MAKEOVER



TRU EARTH Spring Cleaning
Laundry Detergent 32 pk



A smarter way to
clean laundry, period.



SCAN FOR
CONTEST DETAILS



Start clean.



5.99

CLOROX Liquid Bleach 2.4 L or
PINE-SOL Cleaners 1.41 L

Pine-Sol®

THE
ONLY ONE
YOU NEED
— FOR MULTI-SURFACES —
Use as directed.



Spring Cleaning Savings!

UP TO 100% OF GREASE & FOOD RESIDUE REMOVAL



19.99

CASCADE
40-50 pk

24.99

CASCADE
51-80 pk



100 PTS
when you buy 2

4.49

COMPLIMENTS
Disinfecting
Wipes 75 pk



100 PTS
when you buy 2

2.99

COMPLIMENTS
Multi-Surface
Cleaner 1.41 L



MEMBERS SAVE 50*

3.49
MEMBER
PRICING

3.99 without
Scene+ Card

COMPLIMENTS All Purpose
Reusable Cloths 15 pk

WE'RE FULL OF
C compliments

200 PTS
when you buy 2

7.99

COMPLIMENTS
Paper Towels
3=6 rolls



GIVE YOUR SCENE+ POINTS A BOOST

Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply





**CANADIAN
OWNED &
OPERATED**

**WATER
VENDING
TRUSTED BY
CANADIANS!**

**PROUDLY SERVING
CUSTOMERS
ACROSS CANADA.**

nimbus



INSTOREWATERSYSTEMS.COM