

WST\_BC THAT'S THE WAY SAFEWAY



**5.54** /lb

4 KG BOX

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



**3.99** /lb

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



**9.99** MEMBER PRICING

11.99 without Scene+ Card

MEMBERS SAVE \$2

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



**2.49** /lb

Broccoli Crown product of USA 5.49/kg



**2.99**

100 PTS when you buy 2

THE LITTLE POTATO COMPANY Potatoes 680 g product of Canada



**10.99**

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



**9.99**

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



**5.99** HOT PRICE

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



**3.99** HOT PRICE

DANONE Activia Yogurt 8 pk



**7.88** HOT PRICE

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



**5.49** HOT PRICE

BUBLY BUBLY or MONTELLIER Sparkling Water 10-12x355 mL



**9.99** HOT PRICE

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



**3.47** HOT PRICE

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 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 Offer subject to change and may be withdrawn without notice.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 Safeway app




**4.99** HOT PRICE

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

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\_ON\_BC

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  
GROCERIES300 PTS  
when you buy 28<sup>99</sup>JANE'S Pub Style Breaded Chicken  
or Wings 660-700 gThat's like  
\$5  
toward your  
groceries500 PTS  
when you buy 35<sup>49</sup>COMPLIMENTS Dry Cured Salami  
selected 125 gThat's like  
\$5  
toward your  
groceries500 PTS  
when you buy 147<sup>99</sup>

VEGA All-in-One Nutrition 827-876 g

150 PTS  
when you buy 23<sup>99</sup>AXE Body Wash or Shampoo 473 mL,  
DOVE Bar 2 pk, AXE or DEGREE  
Deodorant 76-113 g selected300 PTS  
when you buy 126<sup>99</sup>HUGGIES Giga Diapers  
36-128 pk

1,000 Points = \$10 of free groceries

**pick from peak FRESHNESS** **100% fresh GUARANTEE** **It's fresh, or your money back**

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

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

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

**7<sup>49</sup>** /lb

**500 PTS** when you buy 1

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

**3<sup>59</sup>** /100 g

Fresh Atlantic Salmon Fillets Family Size subject to availability

CHOOSE CANADIAN SEAFOOD

**4<sup>44</sup>** /lb

Extra Large Green Seedless Grapes product of Chile 9.79/kg

**\$5**

Red Mangoes product of Mexico 3 pk

price LOCK

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

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

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

BECEL Margarine 637-850 g

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

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

**5<sup>44</sup>**

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

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

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

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

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

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

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

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

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

**22<sup>99</sup>**

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

**200 PTS** when you buy 2

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

NATURE VALLEY Mid Size Granola Bars 340-525 g

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

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

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

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

**We have twice as many Canadian-origin products**

You read that right! With twice as many Canadian-origin products as competing stores,\* we make it easier for you to truly support Canada.

**TWICE AS EASY TO SUPPORT CANADA**

\*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 NielsenIQ's CA-SOBEYS-CROSS CATEGORY database by NielsenIQ's MarketTrack Product Insights. Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIQ 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.

PROUDLY CANADIAN safeway.ca

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 Safeway locations within British Columbia or Northwestern Ontario. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in British Columbia or Northwestern Ontario regions, pre-paid cards, postal products and services, Western Union, McCafe®/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\_ON\_BC

# bring on the GRILL

**2,000 PTS**  
when you buy 1

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

value size

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

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

Fresh Skinless Pork Belly Portion 15.41/kg

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

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

**2<sup>49</sup>** /100 g

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

**500 PTS**  
when you buy 2

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken

**7<sup>50</sup>**

Fresh Choice Oysters subject to availability

OCEAN WISE RECOMMENDED

CHOOSE CANADIAN SEAFOOD

**300 PTS**  
when you buy 3

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

**3<sup>49</sup>** CLUB HOUSE La Grille Marinades 350 mL

**200 PTS**  
when you buy 2

**6<sup>99</sup>** COMPLIMENTS Soft Drinks 12x355 mL

**150 PTS**  
when you buy 2

**4<sup>99</sup>** DEMPSTER'S Signature Buns 6-12 pk

**6<sup>29</sup>** FRITO-LAY Value Size Snacks 325-535 g

**2/\$4**

PANACHE Carbonated Water 750 mL-1 L

**5<sup>99</sup>** SIMPLY Lemonade 2.25 L

**3<sup>99</sup>** 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 fring up



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



**1.99** /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

**6.99**

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 FREE**  
of equal or lesser value

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



200 PTS when you buy 2

**1.99** CLARK Beans in Tomato Sauce or Maple Style 398 mL



**5.49** MONTANA'S BBQ Sauce 350 mL



**4.49** PANACHE Dijon Mustard 500 mL



100 PTS when you buy 2

**5.99** 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



**4.49** COMPLIMENTS Ketchup 100% Canadian Tomatoes 1 L or 750 mL



**2/\$5** KRAFT Pasta Salad 200 g



**9.99** 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 [Safeway.ca/offers](http://Safeway.ca/offers) or the Safeway app.

# the way TO VALUE



**4.49** /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



**7.99** Raspberries product of Mexico or USA no 1 grade 340 g



**100 PTS** when you buy 2

**4.99**

COMPLIMENTS Caesar Salad Kit product of USA 280 g



**2.99**

Iceberg Lettuce product of USA



**5.99**

HIROS Cherry Tomatoes on the Vine product of Canada 340 g



**6.99**

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



**3.99** /lb

Brussels Sprouts product of Mexico or USA 8.80/kg



**1.49**

Green Onions product of Mexico



**3.88** **100 PTS** when you buy 2

COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g



**7.99** **200 PTS** when you buy 2

Green Cotton Candy Grapes product of Peru 454 g



**2/\$5**

Bulk Avocados product of Mexico



**4.99**

Cantaloupe product of Costa Rica or Guatemala no 1 grade



**2/\$5** **100 PTS** when you buy 2

Large Red Grapefruit product of Israel



**4.99** **100 PTS** when you buy 2

FRESH ATTITUDE Caesar Bacon Dressing Kit product of USA



**4.99** **200 PTS** when you buy 1

COMPLIMENTS Reusable Produce Bags



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

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes



**15% off**

Prepared Fresh Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes



**4.99**

Dragon Fruit or Yellow Pitahaya product of Vietnam



**2/\$5**

Methi product of Mexico or USA



**4.99**

Organic Onions product of Canada 1.36 kg



**1 LB BAG** **100 PTS** when you buy 1

Organic Lemons product of USA or Peru 1 lb 454 g



**STARTING AT 5.49**

LIGHTLIFE Tempeh 170-227 g or Plant-Based Chicken Tenders 170 g



**100 PTS** when you buy 1

LITEHOUSE Dressing 591 mL selected



**4.99**

H&H Dried Fruit selected 180 g



**4.99**

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

## floral

Available at most stores

Caddy Arrangement, the perfect way to say Thank YOU! to your Administrative Assistant.



**APRIL 22 ADMINISTRATIVE ASSISTANT DAY**

**24.99**

Caddy Arrangement assorted colours



**21.99** Administrative Assistant Day Bouquet



**7.99**

Happy Earthling Pot with Fern grown in British Columbia



**22.99**

Phalaenopsis Orchids assorted colours now in recycled pots 3"

Give them more with the Grocery Essentials Card

Visit [safeway.ca/giftcards](http://safeway.ca/giftcards) for details

**STERLING SILVER**  
PREMIUM BEEF

**HAND-SELECTED CANADA AAA BEEF**

Well-marbled · Aged to perfection  
Exclusive to Safeway

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

**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

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

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

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

Fresh Pork Hock 7.69/kg

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

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

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

MAPLE LODGE FARMS Chicken Sausage 375-500 g

**5<sup>49</sup>**

MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g

**18<sup>99</sup>** /lb

Fresh Canadian Lamb Loin Chop 41.87/kg

## Ready for The Smoker!

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

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

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

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

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

Scan to learn how to get more out of your BBQ

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

Fresh Whole Skinless Pork Belly cryovac 13.21/kg

**value size**

## quick & easy

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

CARL BUDDIG Sliced Meats 55 g

**100 PTS**  
when you buy 1

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

COMPLIMENTS Regular Wieners 1 kg

**200 PTS**  
when you buy 2

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

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g

**200 PTS**  
when you buy 2

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

CHRIS BROTHERS Bologna 1.5 kg

**100 PTS**  
when you buy 2

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

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

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

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

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

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

**120 PTS**  
when you buy 1

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

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.

GET 2 SCENE+ PTS ON EVERY \$1 SPENT!

1,000 pts = \$10 in groceries

\*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



**4<sup>99</sup>**  
COMPLIMENTS Crab Flavoured Seafood 454 g



**11<sup>99</sup>**  
300 PTS when you buy 2  
Made In-Store Tuna Tataki Trays with Ponzu Sauce 300 g



**21<sup>99</sup>** MEMBER PRICING  
**25<sup>99</sup>** 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



**8<sup>99</sup>** **200 PTS** when you buy 2  
PREMIER SEAFOODS Valencia Orange & Maple Sockeye Lox product of Vancouver 100 g



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



**10<sup>99</sup>**  
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  
**3<sup>99</sup>** **BAKED IN STORE**  
Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g



**2<sup>99</sup>** MEMBER PRICING **3<sup>69</sup>** without Scene+ Card  
Bagels 4 pk 450 g



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



**5<sup>99</sup>** ea when you buy 2 or more  
PORTOFINO Breads 585-630 g 6.49 ea



**4<sup>99</sup>**  
ACE BAKERY Rolls or Burger Buns 296-530 g

# deli & kitchen



**11<sup>99</sup>** MEMBER PRICING **12<sup>99</sup>** 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 9<sup>99</sup>**  
TRE STELLE Feta 375 g or CASTELLO Havarti 425 g



**4<sup>49</sup>** /100 g  
COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami



**300 PTS** when you buy 2  
**12<sup>99</sup>**  
COMPLIMENTS Charcuterie Trio selected 250 g



**6<sup>99</sup>**  
BRANDT Kolbassa Sausage selected 250 g



**6<sup>99</sup>**  
WHISPS Cheese Crisps selected 60 g



**3<sup>99</sup>** /100 g  
SIKORSKI Grandpa Ham



**7<sup>99</sup>** MEMBER PRICING **8<sup>49</sup>** 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



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



**3<sup>99</sup>** **100 PTS** when you buy 2  
COMPLIMENTS Mini Hummus or Dips 4 pk 228 g



**4<sup>99</sup>** **200 PTS** when you buy 3  
RESER'S Side Dishes 340-567 g available chilled



**5<sup>49</sup>** **100 PTS** when you buy 2  
RESER'S Dessert Gelatin or Parfaits 567-624 g



**3<sup>99</sup>**  
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

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

# frozen & dairy

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

FOOTHILLS Ice Cream selected 1.4 L



**2/\$11**

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



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

PILLSBURY Pizza Pops 4 pk



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

MICHELINA'S Frozen Entrées 128-284 g



**10<sup>99</sup>**

SMUCKER'S Uncrustables 10 pk



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

RED BARON Pizza 584-665 g



**100 PTS**  
when you buy 1

CAVENDISH FARMS Fries, Wedges or Onion Rings selected 1-1.8 kg



**7<sup>49</sup>**

YOPLAIT Source Creamy Yogurt 16 pk



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

LIBERTÉ Probiotic Kéfir 1 L or YOPLAIT Yop Drinkable Yogurt 6 pk



**100 PTS**  
when you buy 2

**5<sup>49</sup>**

COMPLIMENTS Pure Orange Juice 1.36-1.54 L



**100 PTS**  
when you buy 2

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

DAIRYLAND Butter salted or unsalted 454 g



**10<sup>99</sup>**

DANONE Oikos Greek Yogurt 12 pk or 1.5 kg



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

NATREL Lactose Free Milk 2 L



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

STÖK Cold Brew Coffee 1.42 L



**150 PTS**  
when you buy 3

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

COMPLIMENTS Cheddar Flavour Slices 400 g



WE'RE FULL OF  
**C**  
compliments

**100 PTS**  
when you buy 2

COMPLIMENTS Mini Pizza Bagel Snacks 198 g



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

COMPLIMENTS Hash Browns 650 g



**2<sup>29</sup>**

COMPLIMENTS Sour Cream 250 mL



**35 PTS**  
when you buy 1

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

COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g



# natural health

**2/\$9**

POPCORNERS Popcorn Crisps 142 g



**100 PTS**  
when you buy 2

MADEGOOD Bars, Minis, Rice Crisps 120-150 g



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

NATURE'S PATH Eco Pac Assorted Products 650-907 g



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

CRANK COFFEE CO. Ground Coffee 340 g



STARTING AT

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

AMY'S Pizza 340-397 g



**200 PTS**  
when you buy 2

DAIYA Cheezcakes 400 g



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

EVIVE Smoothie Cubes 3 pk 405-450 g



**100 PTS**  
when you buy 1

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

EARTH'S OWN Oat Creamers 946 mL



**400 PTS**  
when you buy 2

**25% off**

WEBBER NATURALS Vitamins or Supplements selected



**200 PTS**  
when you buy 2

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

CLIF Bar 5 pk



**2/\$5**

LOVE GOOD FATS Bars 39-40 g



**100 PTS**  
when you buy 2

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

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



Give them more with the Grocery Essentials Card

Visit [safeway.ca/giftcards](http://safeway.ca/giftcards) for details

# drinks & snacks



**99¢** MARS Chocolate Bars 30-57 g



**2.99** SKITTLES or STARBURST Candy 130-170 g or LIFE SAVERS Candy 150-180 g



**1.99** BUDWEISER Zero Non-Alcoholic Beer 12x355 mL



**2/\$3** COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L



**3.49** ea when you buy 3 or more  
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 3.99 ea



**100 PTS** when you buy 2  
COMPLIMENTS Tortilla Chips 250-280 g or Potato Chips 200 g



**2/\$6** SUNRYPE Juice 5x200 mL tetra



**4.49** TETLEY Specialty Tea Canisters 20-24 pk




**5.99** CHRISTIE Family Size Cookies selected 303-520 g or Oreo Cakesters 285 g



**2/\$7** CHRISTIE Mini Cookies 144-200 g



**\$4** **150 PTS** when you buy 3  
KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g



**200 PTS** when you buy 2  
**2/\$7** LECLERC Go Pure Bars 140-175 g

# meal makers



**4.99** KELLOGG'S Vector Granola 311 g



**3.99** GOGO SQUEEZ Apple Sauce 360 g



**4.99** DEL MONTE Canned Fruit 796 mL



**5.49** DEMPSTER'S Cinnamon Raisin Bread 680 g or NATURAL BAKERY Rye 900 g



**5.49** LAURA SECORD Chocolate Chips 250 g selected



**5.99** ea when you buy 2 or more  
E.D. SMITH Pie Filling selected 540 mL 6.49 ea



**6.99** STEFANO Pasta Sauce 405-648 mL



**3.99** **100 PTS** when you buy 2  
COMPLIMENTS 7" Tortillas 340 g



**2.99** CLOVER LEAF Yellowfin Chunk Light Tuna or Flaked Pink Salmon 142 g



**3.99** TACO BELL Dinner Kits 260-420 g, Creamy Sauce 354 mL or Hot Sauce 207 mL



**4.99** BARILLA Lasagne wavy 454 g or Pasta Jumbo Shells 340 g



**7.49** DAINTY Basmati Rice 900 g

## Here for your budget and lifestyle



**100 PTS** when you buy 3  
**3/\$10**  
COMPLIMENTS Granola 325 g



**15% off**  
COMPLIMENTS Baking Nuts 350 g or Raisins, Currants, Dates or Prunes selected 375 g-1 kg



**2/\$5** **100 PTS** when you buy 2  
COMPLIMENTS Baby Whole or Cut Corn 398 mL



**3.79** PANACHE Egg Noodles 375 g



**8.99** PANACHE Maple Syrup 100% Pure 375 mL



**100 PTS** when you buy 2  
**2.49** COMPLIMENTS Evaporated Milk 354 mL or Marshmallows 250 g selected



**2.49** **100 PTS** when you buy 2  
COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g



**3.79** COMPLIMENTS 100% Pure Canola Oil 473 mL

Give them more with the Grocery Essentials Card

Visit [safeway.ca/giftcards](http://safeway.ca/giftcards) for details

# home & pet care



**100 PTS**  
when you buy 2

**11<sup>99</sup>** GLAD Kitchen Catchers 50-60 pk



**100 PTS**  
when you buy 2

**2<sup>99</sup>** COMPLIMENTS Compostable Cutlery 24 pk selected



**26<sup>99</sup>** CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6=18 or 8=16 rolls



**3<sup>49</sup> MEMBER PRICING**  
**3<sup>99</sup>** without Scene+ Card

COMPLIMENTS All Purpose Reusable Cloths 15 pk



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

**5<sup>99</sup>** STARTING AT FLEECY Fabric Softener 1.36 L or Sheets 80 pk



**300 PTS**  
when you buy 2

**11<sup>99</sup>** FEBREZE Plugs 52 mL or Refills 2 pk, 52 mL



**9<sup>99</sup>** STARTING AT DRANO Drain Cleaner Crystals 500 g or Clog Remover Gel 2.37 L



**11<sup>99</sup>** PURINA ONE Dry Cat Food 1.45-1.8 kg



**1<sup>59</sup>** ea when you buy 4 or more

IAMS or SHEBA Perfect Portions 75 g 1.79 ea



**21<sup>99</sup>** PURINA Tidy Cats Lightweight Cat Litter 5.44 kg



**200 PTS**  
when you buy 2

**18<sup>99</sup>** IAMS Proactive Health Dry Dog Food 3.18 kg

# health, beauty & baby



**5<sup>99</sup>** **100 PTS**  
when you buy 2

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



**5<sup>49</sup>** 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

**68<sup>99</sup>** ENFAMIL A+ NeuroPro Refill 862-890 g



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



**10<sup>49</sup>** STARTING AT U BY KOTEX Pads, Liners or Tampons 22-129 pk selected




**100 PTS**  
when you buy 4

**2<sup>99</sup>** HOTKID Baby Mum-Mum 50-60 g



**400 PTS**  
when you buy 2

**28<sup>99</sup>** PAMPERS Easy Ups or Ninjamas Training Pants 34-74 pk



**2<sup>49</sup>** STARTING AT COLGATE Toothpaste 70-120 mL selected



**400 PTS**  
when you buy 2

**20% off** AVEENO Skin Care selected



**9<sup>99</sup>** PAMPERS Baby Wipes 112-216 pk



**BUY MORE SAVE MORE**

**\$1** 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.



**12<sup>99</sup>** ENSURE 6x235 mL or GLUCERNA 6x237 mL



**15<sup>99</sup>** **100 PTS**  
when you buy 1

ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk<sup>†</sup>



**150 PTS**  
when you buy 2

**10% off** Children's TYLENOL, MOTRIN or BENYLIN selected<sup>†</sup>



**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<sup>†</sup>

Scene<sup>+</sup> Get **1,000 PTS** with a Contour<sup>®</sup> meter\*\*

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

Contour<sup>®</sup> meter **FREE** with purchase of 100 test strips

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

**76<sup>99</sup>** CONTOUR<sup>®</sup> Next Test Strips 100 pk



**Scene<sup>+</sup>** JOIN SCENE+ TODAY. [sceneplus.ca/register](http://sceneplus.ca/register)

Scene+  
**DIGITAL EXCLUSIVE**

# LOAD IT TO GET IT!

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

Activate your offers in the Safeway app or at [Safeway.ca/offers](https://www.safeway.ca/offers)



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



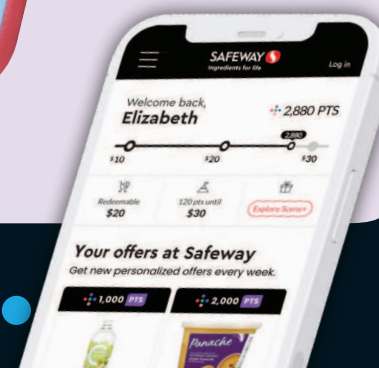
Get  
**300 PTS**  
when you buy 2

COMPLIMENTS Bocconcini 200 g



Download on the  
**App Store**

GET IT ON  
**Google Play**



Offer valid April 16th to April 22nd, 2026 at all 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 Sobey's Capital Incorporated.



# Your destination for variety and value

**\$5** Mangoes 3 pk product of Mexico

price LOCK

**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

**1.29**  
PARLE-G Biscuits 300 g

**4.49**  
RUBICON Organic Coconut Water or Non-Dairy Beverage 1 L

**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.



**2.29** SAINSBURY'S Vegetable Soup 400 g



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



**1.79** SAINSBURY'S Baked Beans in Tomato Sauce 400 g



**4.49** SAINSBURY'S Lemon Curd 411 g



**4.49** SAINSBURY'S Red Label Tea Bags 80 pk



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



**1.99** SAINSBURY'S Biscuits or Cookies 200 g selected varieties



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



**1.49** SAINSBURY'S Foam Bananas Candy 70 g



**1.79** SAINSBURY'S Dolly Mixtures or Milk Bottles Candy 70 g



**2.99** 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 Safeway.



# 14.99

/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

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



\*Certified by the Canadian Beef Grading Agency

# bring on the GRILL

Early season favourites worth firing up



READY FOR YOU

9<sup>99</sup> /lb

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



READY FOR YOU

5<sup>99</sup> /lb

Fresh Pork Tenderloin Kabobs with Vegetables 13.21/kg



READY FOR YOU

17<sup>99</sup> /lb

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



READY FOR YOU

9<sup>99</sup> /lb

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



# RICARDO

Gourmet, yet easy

From my kitchen to yours



**6.49**

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.



**19.99**

RICARDO Cheesecakes frozen 570-600 g



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



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

RICARDO Frozen Entrées 380-395 g



**5.99**

RICARDO Baking Mixes 400-450 g



**4.99**

RICARDO Kitchen Tools selected

Simplify meal prep with this selection of easy, chef quality meal solutions  
Available Exclusively at 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.



**6.99**

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



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

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



**11.99**

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



**7.99**

MUSSEL KING Whole Cooked PEI Mussels frozen 454 g



CHOOSE CANADIAN SEAFOOD

**1.50**

Product of Canada Fresh Choice Oysters subject to availability



**12.99**

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



Play on the 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 [safeway.ca/grocerygiveaways](https://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 OFFICIAL HIGH PROTEIN YOGURT OF THE NHL**

**oikos SNACK TO WIN**

**YOU COULD WIN A TRIP FOR 2 TO THE STANLEY CUP FINAL \$25,000 TOTAL PRIZES**

**3.49** DANONE Oikos Pro 300 mL

**7.49** DANONE Oikos Greek Yogurt 650-750 g

**SCAN NOW**

\*No purchase necessary. Begins 03/23/26 at 12:00:01 AM ET & Ends 05/04/26 at 11:59:59 PM ET. Draw 05/05/26 at 2PM ET. One (1) Grand Prize: Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 90 Instant Win Prizes: a \$100 Digital Prepaid Card (20 total), or a \$5 CAD Physical Danone Oikos® Coupon (80 total). Mathematical skill-testing question. Full contest rules: www.snacktowin.ca. Oikos® used under lic. © 2026 Danone LLC. All rights reserved. Oikos® Pro™ used under lic. © 2026 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the wordmark 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. © 2026 NHL. All Rights Reserved.

**Knorr**

**BUY MORE SAVE MORE**

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

**300 PTS** when you buy 4

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

**delight** Elevating coffee moments, with just a Touch Of flavour

**4.49** DANONE Activia 650 g or Activia Expert 4x100 g

**7.49** DANONE Activia 12x100 g or Activia Expert 750 g

**3.49** INTERNATIONAL DELIGHT 425 mL

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**KitKat**

**CHANCE TO WIN**

**A VIP EXPERIENCE TO MONTREAL OR MONZA + 100S OF PRIZES**

**SCAN TO ENTER**

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

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

**5.49** NESTLÉ Cellos 76-203 g assorted

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**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**

**5.79** HERSHEY'S Bagged Chocolate 160-290 g

**2.19** HERSHEY'S King Size Bars 62-96 g

**2.69** HERSHEY'S Family Bars 90-120 g

**HERSHEY'S Scene**

\*NO PURCHASE NECESSARY. Full Contest rules found at 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).

**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**

**FOR EVERY BURGER IT HAS TO BE HEINZ**

**ESTD 1869**

Product availability may vary in each participating Sobeco or Safeway 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 for items per Scene+ merchant list during the banner 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. Retail trademarks are owned by Société des Produits Heinz S.A., Vevey, Switzerland and used under license. ©2026 Nestlé.

**NEW**

**BR BASKIN-ROBBINS**

**9.99**

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

**MADE IN CANADA**

**NEW & IMPROVED FORMULA**

**finish**

**50% MORE CLEANING POWER\***

**TRY OUR BEST CLEAN**

**11.99** FINISH Dish Tabs 21-30 pk

**24.99** FINISH Dish Tabs 60-105 pk

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

**Nestlé Favourites**

**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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**A SMALL CHOICE WITH AN ENORMOUS IMPACT**

**MADE IN CANADA**

**SEPTIC SAFE**

**7.99** **400 PTS** when you buy 2

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

\*\*with domestic and imported material.

**LIBERTÉ Greek Yogurt 2-4 pk, Méditerranée 4 pk or 500 g or YOPLAIT Source Protein 650 g**

**4.49**

**GAY LEA AEROSOL WHIPPED CREAM**

**4.99** GAY LEA Aerosol Whipped Cream 225 g

**TWINKLE**

**Original Food Colour Colorant Alimentaire**

**3.99** TWINKLE Food Colour Pack Neon 4 pk 40 mL

**RED BULL**

**2/\$6** RED BULL Energy Drinks 250 mL

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

**7.99**

**CHEEMO Perogies 745-907 g**

**2.99** **100 PTS** when you buy 2

**CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected**

**4.49**

**MILK2GO or NESTLÉ Milkshakes 310-473 mL assortment may vary by province**

**2/\$3** **100 PTS** when you buy 4

**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.

— MAKE —  
**HOSTING Delicious**

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

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

**#1 MOST TRUSTED BRAND IN CANADA**

**5.99** KRAFT Peanut Butter 750 g-1 kg selected

**2.99** DEMPSTER'S White or Whole Wheat Bread 570-675 g

**#1 MOST TRUSTED BRAND IN CANADA**

**6.99** PHILADELPHIA Cream Cheese Product 340 g selected

**#1 MOST TRUSTED BRAND IN CANADA**

**4.49** DEMPSTER'S Bagels 5-6 pk selected (excludes Protein Bagels)

\*Based on the 2026 BrandSpark® Canadian Trust Study.

**iögo nano**

Bursting with Mini Popping Bubbles

**3.49** iÖGO Nano Yogurt with Flavoured Pearls 4x100 g selected

**3.49** ASTRO Balkan Yogurt or iÖGO Duo 650-750 g

**4.50** iÖGO Nano Drinkable Yogurt 6x93 mL selected

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**

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

PILLSBURY Crescents Rolls or Wiener Wrap 200-227 g 2.49 ea

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\*

**150 PTS** when you buy 2

**4.49** GENERAL MILLS Retail Size Cereals 296-437 g

Honey Nut Cheerios

Oatmeal Crisp

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

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

**4.99** HELLMANN'S 340-445 mL any variety

**6.99** HELLMANN'S 710-890 mL any variety

\*NO PURCHASE NECESSARY. Full Contest rules and prize 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.

**Folgers**

**OWN THE DAY**

**500 PTS** when you buy 2

**19.99** FOLGERS Coffee 544-865 g or Coffee Pods 30 pk assorted varieties

**2/4.50** POWERADE Beverages 710 mL

**2/4.50** 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.

The trademarks that appear are the property of their respective trademark owners.

**SPREAD DELICIOUS MORNINGS**

**4.49** JIF or ADAMS Peanut Butter 500 g or SMUCKER'S Fruit Spreads 250 mL selected varieties

YOU COULD **WIN** A TRIP FOR 4 TO TENERIFE, SPAIN

ENTER FOR A CHANCE TO WIN AT [WWW.ORVILLECONTEST.CA](http://WWW.ORVILLECONTEST.CA)

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

**THIS IS THE WAY™ TO SNACK**

Snacks the whole family loves!

**2.49** SNACK PACK Pudding assorted flavours 396 g

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

**NOURISH EVERY DAY WITH QUAKER.**

**2.77** QUAKER Dips or Chewy Granola Bars 120-156 g

**3.49** go when you buy 3 or more

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

**8.49** NONNA PIA'S Balsamic Reductions 250 mL

**GLUTEN FREE**

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

**4.99** NESTLÉ Coffee-Mate Creamers 828-946 mL

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

# CELEBRATE EARTH MONTH

ENTER FOR A CHANCE TO

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A smarter way to clean laundry, period.



SCAN FOR CONTEST DETAILS

13.99  
TRU EARTH Spring Cleaning Laundry Detergent 32 pk



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!

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100 PTS when you buy 2

2.99  
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