

ZONE 1

FRESH CO

Lowering food prices

Flyer in effect
April 30-May 6, 2026
Prices in effect in Western Canada

THE BIG

EVENT



SAVE \$4²³

\$9⁷⁷

Boneless Skinless Chicken Breasts
4 pieces
WHILE SUPPLIES LAST
reg 14.00



Scene⁺ **MEMBER PRICING**

SAVE \$2²²

4⁷⁷

Burnbrae Farms Prestige Family Pack, Golden Valley or Sparks Large Eggs
18 pk
Selections May Vary by Store
LIMIT OF 4

without Scene+ Card **6⁹⁹**



Scene⁺ **MEMBER PRICING**

SAVE \$1²²

3⁷⁷

Sweet Bell Peppers
Product of Canada or Mexico 4 pk

without Scene+ Card **4⁹⁹**



340g

\$5⁷⁷

Raspberries 340 g
Product of Mexico or USA



Johnsonville Sausages
375-500 g
reg 7.49

SAVE \$2⁷²

\$4⁷⁷



Lucerne 10% Cream
1 L

SAVE \$1⁴²

\$2⁷⁷



Dempster's White or Whole Wheat Bread
570-675 g or English Muffins 6 pk

SAVE UP TO \$1⁰²

\$2⁷⁷



Hereford Corned Beef
340 g
reg 4.97

SAVE \$1²⁰

\$3⁷⁷



Sorbelicious Sorbet Bars
8 pk
reg 8.49

SAVE \$2⁷²

\$5⁷⁷

GET UP TO **1,750 PTS** *
WHEN YOU LOAD THIS OFFER
APRIL 30 - MAY 20, 2026

SPEND \$50+
1st shop GET 250 PTS
2nd shop GET 250 PTS
3rd shop GET 1,250 PTS



LOAD THIS OFFER AND GET 250 PTS ON 3 TRANSACTIONS OF \$50 AND GET 1,000 PTS BONUS FOR USING THESE OFFERS*
*See back page for full terms & conditions. Card must be registered and offer must be loaded, eligible \$50+ transactions must be made on 3 separate days

PRODUCT SELECTION MAY VARY BY LOCATION

Locally Owned & Operated



BY PROUD CANADIANS



Learn more



Activia Yogurt 650 g or Danone Oikos Yogurt 4 pk reg 4.59-4.69

SAVE UP TO 92¢
\$3.77



Quaker Cereal 350-500 g or Harvest Crunch 400-510 g reg 4.99-5.49

SAVE UP TO 17¢
\$3.77



McCain Deep'n Delicious Cake 510 g reg 7.49

SAVE \$2.72
\$4.77



Campbell's Cooking Soup 284 mL reg 2.79

SAVE \$1.02
\$1.77



Cheetos 170-285 g Miss Vickie's 180-200 g or Fritos 340 g reg 4.69-4.79

SAVE UP TO \$1.02
\$3.77



Powerade Variety Team Pack 24x591 mL reg 20.99

SAVE \$3.22
\$17.77



Dan-D Pak Cashews Salted or Unsalted 454 g reg 9.99

SAVE \$2.22
\$7.77



Cadbury Chocolate Family Bar 90-95 g or Maynards Candy 150-154 g

\$2.77

Scene 1,000 PTS = \$10 OF FREE GROCERIES



Timothy's Coffee K-Cups 30 pk reg 25.99

100 PTS when you buy 1
SAVE \$11.22
\$14.77



Allen's Juice Boxes 8x200 mL reg 3.79

100 PTS when you buy 2
SAVE \$1.02
\$2.77



Hershey's Stand Up Pouches 165-290 g or Multipacks 172-232 g Selected Varieties reg 5.99

150 PTS when you buy 2
SAVE \$1.22
\$4.77



Kraft Peanut Butter 500 g or Cheez Whiz 450 g reg 5.49-5.99

100 PTS when you buy 2
SAVE UP TO \$2.22
\$3.77



Alfa Phyllo Twists or Rollins 1 kg reg 9.99

200 PTS when you buy 2
SAVE \$2.22
\$7.77



International Delight Iced Coffee 1.89 L

50 PTS when you buy 2
SAVE \$2.02
\$4.77



Snack Pack Puddings or Gels 4 pk reg 2.49

150 PTS when you buy 3
SAVE 72¢
\$1.77



Pampers Super Pack Diapers 44-102 pk Selected Varieties reg 35.99-37.99

400 PTS when you buy 2
SAVE UP TO \$7.22
\$30.77



Glad Garbage Bags 20-60 pk reg 12.99-13.99

200 PTS when you buy 2
SAVE UP TO \$4.22
\$9.77

Contour® Next Test Strips 100 pk 1,000 Scene+ pts with Meter (excl AB) Free Meter with Purchase of Test Strips 100 pk. Limit 1 Meter Per Customer. Pharmacy Locations Only. *reg 79.99



1,000 PTS with Meter
SAVE \$10
\$69.99

Scene DIGITAL EXCLUSIVE

APR 30-MAY 13, 2026 *terms and conditions apply



Load this offer and get 20% off for every Compliments Brioche Burger Buns 4 pk or Hot Dog Buns 8 pk

20%* off



Load this offer and get 500 pts for every Coca-Cola Soft Drinks 24x355 mL

500* pts



SPEND \$100 IN HOME HARDWARE GIFT CARDS AND GET 1,500 SCENE+ POINTS!



Offer valid during April 30 – May 13, 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.

Offer valid April 30 – May 13, 2026. Offer must be loaded to registered Scene+ Card prior to transaction. Minimum \$50 spend must be made in a single transaction. Limit (1) 250 Points allotment per transaction, and three (3) total allotments on three (3) separate transactions. 1,000 points bonus to be awarded within 4 weeks of the end of the offer period and qualifying purchases must be made on different days. Offer excludes taxes, rental fees, event tickets, third party sellers, pre-paid cards, postal products and services, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco, lottery, photo finishing and other products that are excluded by law. Offer valid at all FreshCo and Chairo FreshCo stores in Canada.

The Scene+ Loyalty Program is available at all participating FRESHCO locations within WESTERN CANADA. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic 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. 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. Registered trademarks of Scene Plus IP Corporation used under license by Sobey's Capital Incorporated. Offers valid Thursday, April 30, 2026 to Wednesday, May 6, 2026. Prices in effect while supplies last. We reserve the right to limit quantities. No rainchecks except as advertised. All price savings shown in this flyer are measured against our lowest regular retail prices offered at our stores in the applicable trade area. Guarantee does not apply to banners owned, operated or franchised by Sobey's Capital Incorporated. Savings offered may differ by region. We reserve the right to correct any unintentional errors in this flyer and make changes to any of our programs without prior notice. See www.freshco.com for details. Our reference to "lowering prices", "low prices" and other similar statements in our ads is as compared to the full-service banners operated by Sobey's Capital Incorporated. See in store or FreshCo.com for full details of our guarantees. All guarantees are applied at our absolute discretion and we reserve the right to define competitor, trade area and to limit quantities. Not to be combined with any other offers and subject to change without notice. Guarantees do not apply to third party vendor products, prescriptions, gift cards, liquor, tobacco, clearance & limited-time products, loyalty and marketing initiatives and any products which may not be discounted by law. **LOWEST PRICE GUARANTEE:** Subject to the limitations and excluding products sold by third party vendors products sold within the store, if a discount competitor within the geographic trade area offers a lower price on an identical item by brand and size that we carry in this store, we will sell you that item for 4¢ less than the discount competitor's current advertised price in their flyer. Price matching will be done for the following banners: Ontario: No Frills, Food Basics, Real Canadian Superstore, and Wal-Mart (British Columbia, Alberta, Saskatchewan, and Manitoba). No Frills, Real Canadian Superstore, Wal-Mart and Save-On-Foods. Price match locations are subject to change based on regional circumstances. Does not apply to competitor errors. Limit of four (4) units of each price matched item per customer. **DOUBLE FRESH GUARANTEE:** Subject to Limitations, if you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can return the product with a receipt within 14 days of purchase and we will refund the purchase price and provide you with an identical replacement product (while supplies last). **IN-STOCK GUARANTEE:** Subject to limitations and excluding seasonal and limited quantity products, if you find that we are out of stock of any product featured in that store's current flyer, we will provide you with a rain check that can be used to purchase the item for 10% off the current advertised price when the item is back in stock. **PRICES IN EFFECT IN WESTERN CANADA**



Ataulfo Mangoes or Avocados
Product of Mexico

\$1.50



Seedless Cucumbers 3 pk
Product of Canada, Canada No. 1

\$4.99



Ambrosia Apples
Product of British Columbia, Canada
Extra Fancy or
Bartlett Pears
Product of Argentina or Australia
Extra Fancy Grade
5.49/kg

\$2.49
/lb



Red Seedless Grapes
Product of Chile
No. 1 Grade II.00/kg

\$4.99
/lb



Tomatoes on the Vine
Product of Canada
5.49/kg

\$2.49
/lb



Broccoli Crowns
Product USA 6.59/kg or
Celery Product of USA
No. 1 Grade

\$2.99
ea or /lb



Compliments Lemons 2 lb
Product of USA 907 g

50 PTS
when you buy 1
\$4.99



Jumbo Golden Pineapple
Product of Costa Rica or
Mandarins 2 lb
Product of USA 907 g

100 PTS
when you buy 1
\$5.99



Compliments Organic Whole White or Brown Mushrooms
227 g Product of Canada

100 PTS
when you buy 2
\$2.99



Avalantino Tomatoes
454 g Product of Canada

50 PTS
when you buy 1
\$2.99



Fresh Pork Breakfast Sausages 375 g

\$4



Schneiders Original Juicy Jumbos or Maple Leaf Top Dogs Wieners 900 g
reg 11.99-14.99

SAVE UP TO \$5
\$9.99



Schneiders Pepperettes
250-375 g
reg 10.99

SAVE \$1
\$9.99



Compliments Garlic Sausage 750 g

value size
\$6.99



High Liner Wild Pacific Salmon Fillets
Frozen 400 g
reg 10.99

SAVE \$3
\$7.99



Earls Kitchen + Bar Pork Back Ribs
Fully Cooked 680 g
reg 14.99

SAVE \$4
\$10.99



Montana's Angus Beef Burgers
Frozen 906 g
reg 24.99

\$16.99



Compliments Salads 426-454 g or Chris Brothers Deli Meats 175-250 g
reg 3.99-4.49

SAVE UP TO \$1.49
\$3



Compliments Deli Meats 175 g or Piller's Salami & Pepperoni 125 g
reg 3.99-4.00

SAVE UP TO 51¢
\$3.49



Castello Sliced Cheese 125-165 g
reg 7.19

SAVE \$1.70
\$5.49



Castello Cheddar 200 g
reg 7.49

SAVE 50¢
\$6.99



Dempster's Hot Dog or Hamburger Buns 12 pk or **Compliments Bagels** 6 pk
reg 2.99-3.69

\$2.99



City Bread Sliced Rye Bread 480-500 g
Selected Varieties
reg 3.29-3.49

SAVE UP TO 50¢
\$2.99



Vachon Snack Cakes 252-324 g
reg 5.09

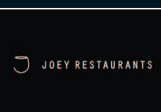
SAVE \$1.60
\$3.49



Compliments Croissants, Simple Joy Cheese Croissants 270 g or **Santosh Gold Naan** 440-600 g
reg 5.00

SAVE \$1.01
\$3.99

SPEND \$50 IN JOEY RESTAURANT, EDO JAPAN, OR REITMANS GIFT CARDS AND GET 750 SCENE+ POINTS!



Offer valid during April 30 – May 6, 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.

100 PTS
when you buy 2

SAVE \$1.20

Bubly 12x355 mL or Montellier 10x355 mL
reg 7.49

\$6.29



Diana Sauce 500 mL, Kraft Salad Dressing or Bull's-Eye BBQ Sauce 425 mL
reg 4.19-4.39

Scene+ MEMBER PRICING SAVE 50¢
\$2.99

without Scene+ Card **\$3.49**



Gatorade 6x591 mL or 8x355 mL
reg 7.49

100 PTS
when you buy 2
SAVE \$1.20
\$6.29



Christie Family Cookies Selected Varieties 285-500 g or Premium Plus 402-500 g
reg 5.29-5.99

SAVE UP TO \$1.50
\$4.49



Kellogg's Family Size Cereal 450-650 g
reg 6.99

SAVE \$1.50
\$5.49



Kellogg's Cheez-It Crackers 191-200 g or Pringles Super Stacks 148-156 g
reg 3.49-3.99

SAVE UP TO \$1.50
\$2.49



Lay's Potato Chips 177-235 g or Smartfood 150-220 g
reg 3.99-4.69

SAVE UP TO \$3.38 OR 2/\$6



Quaker Instant Oatmeal or Protein 232-344 g
reg 4.49-4.99

150 PTS
when you buy 3
SAVE UP TO \$1.20
\$3.79



Ben & Jerry's Ice Cream 473 mL
reg 5.99

100 PTS
when you buy 2
\$5.49



Maxwell House Coffee 864-900 g

SAVE \$2
\$15.99



Astro Original Yogurt 12 pk

100 PTS
when you buy 2
SAVE \$1
\$5.99



Yoplait Tubes 8 pk or Minigo 6 pk

90
SAVE \$1
\$2.49



Kool-Aid Jammers 10x180 mL

SAVE \$1.49
\$3



Allen's Apple Juice 1.89 L

SAVE \$1.30
\$2.99



Peace Tea 1.75 L

SAVE \$1.30
\$2.49



NatreL Lactose Free Milk 2 L
Selected Varieties

SAVE 50¢
\$5.99



Nestlé Chocolate Tablets 90-120 g
Selected reg 2.99

SAVE 50¢
\$2.49



Nature Valley Granola Bars or Betty Crocker Fruit Snacks 128-230 g
reg 3.99

SAVE \$1
\$2.99



Hellmann's Mayonnaise 710-890 mL
reg 6.77

SAVE 78¢
\$5.99



Clover Leaf Skipjack 170 g or Flavored Tuna 85 g
reg 1.99-2.19

\$1.79



Jack Link's Jerky 65-81 g
reg 6.49

150 PTS
when you buy 2
SAVE 50¢
\$5.99



Axe Deodorant or Body Spray 76-113 g, Shampoo or Body Wash 473 mL

100 PTS
when you buy 2
SAVE UP TO \$2.30
\$4.99



Pine-Sol 1.41 L or Clorox Bleach 2.4 L
reg 5.99-6.29

100 PTS
when you buy 2
SAVE UP TO \$1.80
\$4.49



Purex 4.43 L, Sunlight 4 L or Persil 1.86 L Laundry Detergent
reg 15.99-17.99

SAVE UP TO \$5
\$12.99

MORE WAYS TO SAVE!



Look for these specially-marked items throughout our stores

FLORAL & GARDEN DEALS

\$14.99

10" Premium Hanging Baskets



\$4.99

Assorted Vegetables 6 pk or Assorted Premium Annuals 4.3" Pot



\$4.99

5-Stem Tulip Bouquets



\$3.99

Flowering Annuals 6 pk



Orchids 5" Deco Plastic Pot

\$21.99



Assorted Herbs 4" Pot

\$3.49



WHILE SUPPLIES LAST. PRODUCT COLOUR AND SELECTION MAY VARY BY STORE. WEATHER PERMITTING. NOT AVAILABLE AT OUR THUNDER BAY LOCATION.

WE'RE FULL OF compliments

You have got great taste

Compliments Ice Cream Bars 6 pk reg 5.79

SAVE 80¢

\$4.99



SAVE 50¢ \$4.99

Compliments Dough'chi Bites 6 pk reg 5.49



SAVE 50¢

\$3.99

Compliments Rolly's Ice Pops 12 pk reg 4.49



Compliments Moxii Ice Pops 6 pk reg 5.49

SAVE \$1.20 \$4.29



Compliments Chocolatey Coated Ice Cream Bars 24 pk reg 8.99

SAVE 50¢ \$8.49



Compliments Ice Cream Sandwiches 24 pk reg 11.79

SAVE 50¢ \$11.29

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Panache Ice Cream 1 L reg 5.79

SAVE 30¢ \$5.49

Panache Ice Cream Bars 4 pk reg 5.79

SAVE 30¢ \$5.49

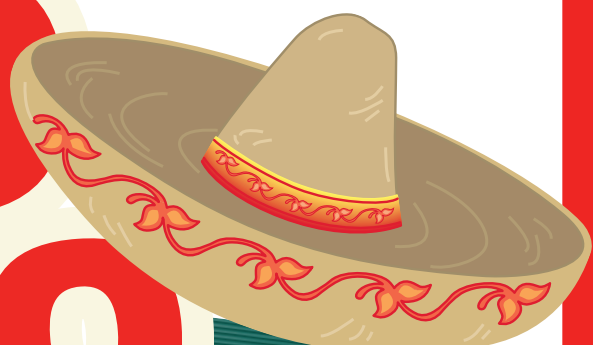


Best Buy Ice Milk 1.5 L reg 3.99

SAVE 50¢ \$3.49

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

CINCO DE MAYO



SAVE \$3⁹⁹

\$10

Corona Cero 0% Non Alcoholic Beer
6x330 mL
reg 13.99



100 PTS when you buy 2

SAVE 70¢

\$3²⁹



La Cocina Tortilla Chips
400 g
reg 3.99

Lola's Empanadas
380 g
reg 10.99

SAVE \$1
\$9⁹⁹



Maseca Corn Flour
2 kg
reg 9.99

SAVE \$1
\$8⁹⁹



Chata Chilorio Shredded Seasoned Pork Meat 250 g
reg 7.79

SAVE \$1³⁰
\$6⁴⁹



Chata Refried Pinto Beans 430 g
reg 3.29

\$2⁹⁹



La Costeña Refried Beans 546 mL or Jalapeño Peppers 330 mL
reg 3.49-3.69

SAVE UP TO 70¢
\$2⁹⁹



Cholula Hot Sauce 150 mL or Salsa 325 mL
reg 5.49-5.99

SAVE UP TO \$1
\$4⁹⁹



Tajin Chamoy Chili Sauce 455 mL
reg 7.49

SAVE 50¢
\$6⁹⁹



Old El Paso Taco Sauce 243 mL, Jalapeño Peppers 250 mL or Refried Beans 398 mL

SAVE UP TO \$1
\$2⁹⁹



Herdez Salsa 453 g
reg 3.99

SAVE 50¢
\$3⁴⁹

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

TACO NIGHT



\$1.29

Green Onions
Product of Mexico

99¢

Cilantro Bunch
Product of USA or Mexico



Yellow Onions
3 lb Product of Canada, Canada No. 1, 1.36 kg

50 PTS
when you buy 1

\$2.99



Compliments Salsa 650 mL

\$3.99



Old El Paso Salsa 650 mL reg 5.29

\$4.99



Pace Salsa 642 mL reg 6.99

SAVE \$2.50
\$4.49



Old El Paso Taco Kits 250-510 g reg 4.99

SAVE \$1
\$3.99



Hunt's Tomato Paste 156 mL or Old El Paso Seasonings 24 g reg 1.49-1.69

SAVE UP TO 69%
\$1



Tortillas 340 g or Tia Rosa Tortillas 272-328 g



SAVE 80%
\$2.69

Without Scene+ Card **\$3.49**



Compliments Cheese Bars 400 g or Shredded Cheese 226-320 g

SAVE 50%
\$5.49

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Taco Bell Taco Kits 260-420 g or Creamy Sauce 354 mL reg 4.49-4.99

50 PTS when you buy 2
SAVE UP TO \$1.50
\$3.49



Taco Bell Supreme Taco Kits 401-642 g

50 PTS when you buy 2
SAVE \$2.50
\$5.49



Taco Bell Dips 425-445 g reg 5.99

50 PTS when you buy 2
SAVE \$1.50
\$4.49



Taco Bell Taco Sauce 207 mL reg 3.99

SAVE \$2
\$1.99

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



3/\$5.00

FLAVOURED BY CULTURE

April 30-May 6, 2026

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply

