WST_AB2

LOWEST PRICE

on select flyer items or automatically receive the difference in Scene+ points†.

VERIFIED PRICE guarantee

SAFEWAY

Sobeys

VERIFIED 3.99/lb

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

VERIFIED 5.88/lb

Fresh Regular Ground Beef Family Size 12.96/kg

VERIFIED MEMBERS SAVE $3 9.99 MEMBER PRICING

12.99 without Scene+ Card

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

VERIFIED 1.29/lb

Ambrosia Apples product of Canada, Canada extra fancy grade 2.84/kg

VERIFIED 3.49/100 g

Fresh Steelhead Trout Fillets responsibly raised, product of Western Canada

VERIFIED 3.99

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

VERIFIED 6.44

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

VERIFIED 4.94

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

VERIFIED 3.47

COCA-COLA or PEPSI Soft Drinks 6x222 mL

VERIFIED 6.49

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

VERIFIED 3.97

KRAFT Singles 410 g

VERIFIED 2.97

CLASSICO Pasta Sauce 218-600 mL

ALL WEEK LONG! APRIL 9–15

Scene+ CHOOSE YOUR REWARD

SPEND $125 OR MORE ON GROCERIES & GET 1,000 PTS or That's like $10 toward your groceries

SPEND $125 OR MORE ON GROCERIES & GET A 15¢/LITRE FUEL VOUCHER

LIMIT OF ONE FUEL VOUCHER REDEMPTION PER FUEL TRANSACTION.

DON'T FORGET YOUR COUPON

Offer valid from April 9 to April 15, 2026 at all Sobeys and Safeway locations in Alberta, Canada. Fuel vouchers only accepted at Shell Corporate locations, excluding Dealer, Wholesaler and Flying J locations. Minimum spend must be made in a single transaction with coupon. No base Scene+ points earned. Cannot be combined with other minimum spend/receive offer(s). Limit of 1 Scene + Offer per day per Scene+ Account. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Choose your reward is limited to one coupon per transaction and has no cash value. Scene+ physical or digital membership card must be presented. 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 Offer subject to change and may be withdrawn without notice.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

VERIFIED 10.99

TILDA Rice Basmati 1.81 kg

†Verified Prices. For a limited time only. If a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys or Safeway stores for the weekly flyer period. Program subject to change without notice. Visit sobeys.com or safeway.ca for additional details.

GROCERY GIVEAWAYS

See page 2 for terms & conditions.

SOBEYS SAFEWAY

Play on the Sobeys or Safeway app now

Over $100K in prizes available!

PLAY WEEKLY FOR MORE CHANCES TO WIN!

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

Prices and offers in effect April 2026

Sobeys More deals! Scan here for our full flyer Safeway

P01_SBY_WK50_PRN_WST_AB2

WST_AB_MB_SK

Dollar DAYS!

$3

Strudel Fingers, Turnovers or Mini Strudels 4-6 pk 228-272 g

$3

HEALTHY CHOICE Gourmet Steamers 269-306 g or SWANSON Frozen Dinners 280-345 g

$4

NATURAL BAKERY Sliced Canadian Rye 900 g, DEMPSTER'S 10" Tortillas 366-610 g or SILVER HILLS Bread 430-680 g

4/$5

Ataulfo Mangoes product of Mexico

$5

WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings, CHEF BOMBAY Indian Inspired Appetizers, ASIAN INSPIRATIONS Entrées or MULDOON'S Boneless Dry Pork Bites 240-680 g

FL01_SBY_WK50_PRN_WST_AB_MB_SK

Scene™

TURN POINTS INTO GROCERIES

300 PTS when you buy 2

3.99

OLYMEL Breakfast or Dinner Pork Sausages 375-450 g, MAPLE LEAF, SCHNEIDERS or BURNS Wieners 375 g or Mina Chicken Wieners 675 g selected

300 PTS when you buy 2

5.99

Chocolate Chip or Monster Cookies 10 pk 310 g or 24 pk Mini 312 g

500 PTS when you buy 3

4.99

KRAFT Peanut Butter 500 g or Cheez Whiz 450 g

200 PTS when you buy 2

2/$5

QUAKER Dipps or Chewy Granola Bars 120-156 g

400 PTS when you buy 2

$10

GAIN Liquid Detergent 2.6 L or Flings! 31 pk, DOWNY or GAIN Fabric Enhancers or Softener 303-379 g, 1.66-2.63 L or GAIN or BOUNCE Sheets 120-200 pk

1,000 Points = $10 of free groceries

Dollar DAYS!

$4/lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken or Chicken Legs back attached 8.82/kg

$5

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp Bacon 65-85 g or SCHNEIDERS Cooked Bacon 100 g

$5

SCHNEIDERS Juicy Jumbos or Smoked Sausages 375-450 g selected

$10

ULTRA NATURAL Fair Trade Hand-Peeled Shrimp deveined tail-off cooked or raw 51-70 ct per lb 300 g

$12/lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Family Size Marinating Steaks cut by your meat expert from Canada AAA grade beef 26.45/kg

$6

COMPLIMENTS Sliced Deli Meats selected 175 g

$8

Small Bar Cakes 325-575 g

$5

BABYBEL 6 pk 120 g, THE LAUGHING COW 8 pk 133 g or Dippers 4 pk 140 g

Ready For You Pasta Meals sold by 100 g

Chicken or Pork Schnitzel

$3

KRAFT Salad Dressing 425 mL or BEN'S ORIGINAL Bistro Express Rice 240-250 g

$7

CRACKER BARREL Cheese 340-400 g, Shreds 250-320 g or BLACK DIAMOND Cheestrings 12-16 pk

$2

KELLOGG'S Cheez-It Crackers 191-200 g, SOUR PATCH KIDS 135-154 g or DARE Veggie Crisps 100 g

$4

OLYMPIC Organic, Greek or Krema Yogurt 650 g or KRAFT Philadelphia Dips 340 g

$2

COMPLIMENTS Canned Fruit 398 mL, Apple Sauce 620 mL or Apple Snacks 4-6 pk or SNACK PACK Puddings 4 pk

$5

TROPICANA Orange Juice or Juice Blends selected 1.36 L

$3

OLD DUTCH Potato Chips 235 g or COMPLIMENTS Tortilla Chips 250-280 g or Snacks 265-300 g

$4

STRUB'S Pickles 1 L (excludes Premium) or FRENCH'S Ketchup 750 mL

$6

DR. OETKER Giuseppe Rising Crust or Thin Crust Pizza 439-785 g, LACTANTIA Margarine 850 g or PARKAY 1.28-1.36 kg

$3

COMPLIMENTS Cranberry or Ruby Red Cocktail 1.89 L or MINUTE MAID 100% Juice or Punch 8-10x200 mL tetra

$1

JELL-O Instant Pudding assorted 30-113 g or Jelly Powder 9.1-85 g

$4

GENERAL MILLS Premium or Core Cereal 297-437 g, KELLOGG'S Cereal 210-525 g selected (excludes Family Size) or POST Cereal selected 283-525 g

$1

CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL

$1

OLD EL PASO Seasonings 24 g or TACO BELL Seasonings 28 g

$2

AYLMER Tomatoes 796 mL or Accents 398-540 mL

$5

DOVE Hair Care 195-355 mL or 142-198 g, Deodorant 45-74 g, Body Wash 325 mL or Bar Soap 3 pk selected

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Visit sobeys.com or safeway.ca for details

PROUDLY CANADIAN safeway.ca | sobeys.com

We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, April 9, 2026 to Wednesday, April 15, 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, bill 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, 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_WK50_PRN_WST_AB

the way TO VALUE

100% fresh GUARANTEE*

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

price LOCK
$4 **COMPLIMENTS Grape Tomatoes** product of Canada, USA or Mexico 283 g

price LOCK
$4 **COMPLIMENTS Mini Seedless Cucumbers** product of Western Canada, Canada no 1 grade 6 pk

4.99 **Blueberries** product of Mexico no 1 grade 170 g

4.77/lb **Extra Large Red or Black Grapes** product of Peru or Chile 10.52/kg

1.99/lb **Navel Oranges** product of USA 4.39/kg

5.99 **COMPLIMENTS Potatoes** product of Canada, Canada no 1 assorted 5 lb

100 PTS when you buy 2
5.44 **COMPLIMENTS ORGANIC Portabella Mushroom Caps** product of Canada 170 g

2.99 **Green, Red or Multi Leaf Living Lettuce** product of Canada or Celery product of USA no 1 grade

2.99/lb **Hothouse Tomatoes** product of Western Canada, Canada no 1 grade 6.59/kg

100 PTS when you buy 4
4/$4 **Large Lemons** product of USA

2 LB
100 PTS when you buy 2
5.99 **Cara Cara Oranges** product of USA 907 g 2 lb bag

3 LB
100 PTS when you buy 2
6.99 **Gala, Mcintosh, Ambrosia or Granny Smith Apples** product of USA or Canada, Canada fancy grade 1.36 kg 3 lb bag

6.99 **Mini Watermelon** product of Guatemala

5.99 **TAYLOR FARMS Chopped Kale or GREENWAY FARMS Spinach Bag** product of USA 454 g

77 PTS when you buy 2
2.99 **GOOD LEAF Microgreens** product of Canada 50 g

BUY 1 GET 2ND of equal or lesser value 25% OFF
Prepared Fresh Daily Yogurt Parfaits Cups assorted sizes

25% off **Prepared Fresh Daily Chicken Caesar Salads** assorted sizes

1.99/lb **Asian Pear** product of China 4.39/kg

1.77/lb **Bok Choy or Napa Cabbage** product of USA or Mexico 3.90/kg

3.49 **Bulk Organic Avocados** product of Mexico

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

1.79 **SUNRISE Tofu Dessert** almond or peach mango 300 g

2/$9 **LOOP Cold-Pressed Juice** selected 300 mL

100 PTS when you buy 2
5.99 **COMPLIMENTS Peanuts** selected 425-500 g

200 PTS when you buy 2
9.99 **WONDERFUL Pistachios** no shell selected 155-170 g

floral

Available at most stores

17.99 **Farm Fresh Bouquet** assorted colours

12.99 **Wildflower Tin with Kalanchoe** 4" assorted colours grown in British Columbia

100 PTS when you buy 1
11.99 **Pelargonium (Martha Washington)** 6" assorted colours grown in British Columbia

15.99 **Spring Bulb Bouquet** assorted colours grown in British Columbia

*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 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.

*If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement. Restrictions apply, see www.sobeys.com/value-flyer or www.safeway.ca/value-flyer for details.

250 PTS when you spend $25 or more

19.99 /lb

Fresh Boneless Bottom Sirloin Tri Tip Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef 44.07/kg

200 PTS when you spend $20 or more

Fresh Beef Chuck Simmering Short Ribs Thick English Style or Thin Sliced Family Size cut by your local meat expert from Canada AA grade beef 33.05/kg

14.99 /lb

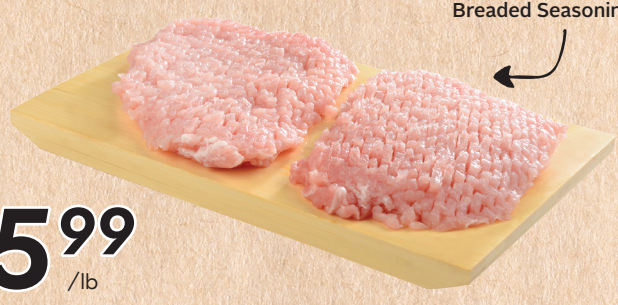
200 PTS when you spend $20 or more

COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings

500 PTS when you spend $30 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breast Value Size

Try with our in-store Breaded Seasoning



5.99 /lb

Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg

6.99 /lb

Fresh Pork Loin Back Ribs cryovac Family Size 15.41/kg

8.99 /lb

200 PTS when you spend $20 or more

Fresh Lean Ground Beef Burgers Family Size 100% pure no additives or fillers 4 pk 19.82/kg

4.99 /lb

Frozen Cornish Hens or Frozen Grade A Ducks 11.00/kg

$6 ea when you buy 2 or more

JOHNSONVILLE Sausage Meat 375 g **starting at 6.99 ea**

READY FOR YOU

Fast. Fresh. Delicious.

4.99 /lb

Fresh Homestyle Seasoned Whole Chicken 11.00/kg

250 PTS when you spend $25 or more

20.99 /lb

Fresh Boneless Korean BBQ or Maple Chipotle Marinated Bottom Sirloin Tri Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 46.27/kg

Bring on the grill

10% off

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

quick & easy

10.99

GRIMM'S Pepperoni Sticks 600 g or Family Pack Sliced Meats 500 g

200 PTS when you buy 2

10.99

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

STARTING AT 4.99

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

4.99

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

7.99

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

8.99

200 PTS when you buy 2

WATSON RIDGE Breaded Chicken Strips, Burgers or Popcorn 800 g

10.99

SWISS CHALET Chicken or Beef Pot Pies 650-655 g

13.99

BELMONT Homestyle Beef Burgers angus, prime rib or sirloin 852 g

GET TO FREE GROCERIES FASTER when you scan your **Scene+ membership card** and pay with your **Scotiabank® Scene+™ Visa® Card.**

GET 2 SCENE+ PTS ON EVERY $1 SPENT[2]

1,000 pts = $10 in groceries[1]

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[1]1,000 points = $10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1,000. [2]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

2.99 **COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock** 227 g

200 PTS when you spend $15 or more

1.99/100 g **Fresh Wild Pacific Rockfish Fillets** product of British Columbia subject to availability

100 PTS when you buy 1

11.99 **COMPLIMENTS Wild Pacific Salmon Burgers** 454 g

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

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g

9.99 **JANES Breaded or Battered Fish** selected 450-510 g

11.99 400 PTS when you buy 2

BEST BUY Breaded Sole Fillets 860 g or Breaded Squid Rings 800 g selected

11.99 **CLEARWATER Wild Patagonian Scallops** natural 340 g

everyday VALUE

$17 200 PTS when you buy 1 **OCEAN JEWEL Raw Pacific White Shrimp** 50-70 ct per lb 908 g

200 PTS when you buy 1

$20 **OCEAN JEWEL Cooked Pacific White Shrimp** 50-70 ct per lb 908 g

1,000 PTS when you buy 1

$35 **TRUE NORTH Fresh Atlantic Salmon Fillets** skinless subject to availability product of Canada 908 g

CHOOSE CANADIAN SEAFOOD

deli & kitchen

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

BOTHWELL Red Hot Chili Pepper, Habanero, Jalapeño, Spicy Dill Monterey Jack, Muenster, Smoked Gouda, Marble or Aged Cheddar 170 g selection varies by store

50 PTS when you buy 1

9.49 **ENTREMONT Brie or Camembert** 227 g

500 PTS when you spend $20 or more

Service Case Deli Meat

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

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

3.99/100 g **SCHNEIDERS Ham, Cajun Turkey, Jumbo Summer Sausage, Turinger Sausage or Salsa Salami**

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

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

1.99 **FONTAINE SANTÉ Snacks** 129 g

200 PTS when you buy 2

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

100 PTS when you buy 300 g or more

Meatballs sauced or unsauced sold by 100 g

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

drinks & snacks

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

26.99 MCCAFÉ Keurig® Compatible Single Serve Pods 30 pk

11.99 MCCAFÉ K-Cup® Pods 10-12 pk

37.99 MCCAFÉ K-Cup® Pods 48 pk

*NO PURCHASE NECESSARY. Open to age-of-majority residents of Canada. Rules: www.TheHomeCupContest.com. Prizes: $10,000 CAD cheque (1) and $250 CAD Digital Rewards (63). Limit 20 entries/person; 1 prize/person. Odds depend on entries. Skill-testing question required. Ends 5/24/2026, 11:59:59 p.m. ET. Sponsor: Keurig Canada Inc. ©2026 McCafé trademarks used under licence. Keurig and K-Cup are registered trademarks of Keurig Green Mountain, Inc.

2.99 PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g

3.99 DARE Bear Paws, Wagon Wheels or Ruffles Cookies selected 168-360 g

7.99 CHRISTIE Premium Plus Crackers 900 g, Party Pack Cookies 637-685 g or Gluten Free OREO 342-353 g

2/$7 DARE Ultimate Cookies 290-300 g

4.99 SKITTLES or STARBURST Candy 235-320 g or KINDER Chocolate Bar 6 pk 126 g

300 PTS when you buy 2

LINDT Swiss Classic Chocolate Bars 300 g

1,000 PTS when you buy 4

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

3.49 CADBURY Tablet Bars 80-100 g or NERDS Gummy Clusters 142 g

1.50 ea when you buy 2 or more

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

2/6.50 MONSTER, BANG, NOS or REIGN Energy Drinks 444-473 mL

2/4.50 POWERADE 710 mL or BODYARMOR Super Drink 473 mL

2.49 MAMBA Chews or Sticks 150 g or MARS King Size Bars 85-93 g

200 PTS when you buy 2

HEINEKEN Alcohol Free Beer 6x330 mL

3.49 HAWKINS Cheezies 210 g

200 PTS when you buy 2

2/$9 MISS VICKIE'S Kettle Chips 190-200 g

2.49 100 PTS when you buy 2

CLEARLY CANADIAN Flavoured Sparkling Water 325 mL

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

3.99 TAKIS 198-280 g

3.99 100 PTS when you buy 2

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

8.99 100 PTS when you buy 1

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

250 PTS when you buy 2

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

9.99 100 PTS when you buy 1

COMPLIMENTS Snack Pub Mix 820 g

1.50 everyday VALUE

COMPLIMENTS Rice Crackers 100 g

$3 everyday VALUE

COMPLIMENTS Drink Boxes 10x200 mL

WE'RE FULL OF compliments

200 PTS when you buy 1

9.99 COMPLIMENTS De-Alcoholized Beer 12x355 mL

1.99 COMPLIMENTS Mini Rice Crisps 100 g

$4 everyday VALUE

COMPLIMENTS Instant Coffee 150 g

GET 1,000 PTS FOR EVERY $100 SPENT ON HAPPY TEEN, HAPPY KID OR THANK YOU GIFT CARDS!

Offer valid during April 9 - 15, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability. Cards issued by Peoples Trust Company.

Big cheese, big savings

Parmigiano Reggiano, COMPLIMENTS Double Cream Brie, ILCHESTER Applewood Smoked Cheddar, CASTELLO Blue Cheese, LE GRUYÈRE, FRICO Mild, Medium, Spiced or Smoked Gouda, CHEVALIER Triple Cream Brie, COMPLIMENTS Provolone, CASTELLO Havarti Herb & Spice or French Emmental.

Selection varies by store.

20% off when you buy 400 g or more of select in-store cut cheeses. Prices on cheese are already reduced by 20%.

7.99 FANTINO & MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g

100 PTS when you buy 2

7.29 GRIMM'S Mini Pepperoni selected 175-250 g

3.79 /100 g COMPLIMENTS Hungarian, Peppercorn or German Salami

200 PTS when you buy 2

COMPLIMENTS Salads regular potato, creamy coleslaw, macaroni or other selected varieties 426-454 g

200 PTS when you buy 2

5.99 OLIVIERI Pasta or Gnocchi 280-360 g or Sauce 160-300 mL

250 PTS when you buy 2

6.49 YUCATAN Avocado Salsa 340 g

READY FOR YOU

Fresh from our kitchen

2.29 /100 g **Chicken Wings** breaded or naked, sauced or unsauced, available hot or chilled sold by 100 g

$6 1/4 Assorted Dagwood 285 g

bakery

BUY 2 GET 3RD of equal or lesser value FREE

Almond or Butter Tarts 6 pk 270-400 g or All Butter Danish 4 pk 420 g

21.99 **Dessert Cakes** 1.2-1.49 kg

MEMBERS SAVE $5
9.99 MEMBER PRICING

14.99 without Scene+ Card

Single Layer Shortcakes 905-950 g

BUY MORE SAVE MORE
$5 ea when you buy 2 or more

TWO-BITE Mini Spring Cupcakes chocolate or vanilla 12 pk 284 g **6.99 ea**

100 PTS when you buy 2

4.49 **Gourmet Cinnamon Buns** 2 pk 345-375 g

1.99 **TABLE TALK Pies** 4" 114 g

5.49 **ACE BAKERY Bistro Breads** 595 g

NEW

5.99 **COMPLIMENTS Garlic Parmesan Breadsticks** 550 g

100 PTS when you buy 2

3.99 **VILLAGGIO Bread** 510-540 g or Buns 6-8 pk

100 PTS when you buy 2

3.49 **COMPLIMENTS Bagels** 6 pk

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

meal makers

5.99 KELLOGG'S Family Size Cereal 450-650 g

6.99 JIF Peanut Butter 1 kg

5.49 NUTELLA Hazelnut Spread 375 g or B-ready Bars 6 pk

3.99 CREAM OF WHEAT 336-800 g

6.99 BEEMAID Liquid Honey Bear 375 g

4.99 COMPLIMENTS Flour 2.5 kg or CROSBY'S Molasses selected 675 g

3.99 ROBIN HOOD Oats 1 kg or CRISCO Shortening selected 454 g

4.49 COMPLIMENTS Sweetened Condensed Milk 300 mL or Graham Crumbs 400 g or BETTY CROCKER Cake, Cookie or Bisquick Mix 263 g-1.13 kg

5.49 OLD EL PASO Dinner Kits 250-510 g

2/$5 LIPTON Soup Mix 2 pk 94-166 g or Cup-a-Soup 4 pk 58-63 g or KNORR Soup Mix 40-83 g or Recipe Onion Soup Mix 56 g

7.99 YELLOWSTONE Seasoning Blends 135-160 g or MAISON ORPHÉE Baking Mixes 425-500 g

5.99 CLUB HOUSE La Grille Seasonings 65-248 g or Spice Blends selected 111-203 g

2/$5 CHEF BOYARDEE 418-425 g

3.49 PURITAN Stew 410 g

3.99 MUTTI Pizza Sauce 398 mL

4.99 THE KEG Salad Dressing 475 mL

3.99 CATELLI Gluten Free or Supergreens Pasta 300-340 g

3.99 NO YOLKS Egg Noodles 340 g

14.99 FILIPPO BERIO Olive Oil 750 mL

2.99 MRS. CUBBISON'S Croutons or Texas Toast 142 g or Salad Strips 99 g

$3 COMPLIMENTS Grain Breads 600 g or CITY BREAD Rye 480 g not available in all stores

2.99 COMPLIMENTS English Muffins 6 pk

2.99 HOSTESS Snacks 121-225 g

1.89 COMPLIMENTS Coconut Milk 400 mL selected

3.33 COMPLIMENTS Quick Oats 1 kg

9.99 COMPLIMENTS Strawberry or Raspberry Jam 1 L

4.99 ea when you buy 2 or more

COMPLIMENTS Chocolate Chips 225-270 g **5.49 ea**

3.49 COMPLIMENTS Coconut selected 200 g

WE'RE FULL OF compliments

$1 COMPLIMENTS Mac & Cheese 225 g or Deluxe Mac & Cheese 200 g

COMPLIMENTS Bacon Bits 75-85 g

2.99 COMPLIMENTS Albacore Tuna 170 g

COMPLIMENTS Coating Mix 142 g

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

dairy & frozen

3.49 LUCERNE or DAIRYLAND Sour Cream 450-500 mL

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

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

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

11.49 50 PTS when you buy 1
IÖGO Yogurt 2 kg

6.99
NATREL Protein Plus Milk 2 L

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

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

5.49
REVELLO or FUDGSICLE Novelties 12 pk selected

5.99
DEL MONTE Sorbet 946 mL selected

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

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

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

8.99
MARIE CALLENDER'S Frozen Meals 680-879 g

7.29
MCCAIN Pizza Pockets 6 pk

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

7.49 100 PTS when you buy 2
COMPLIMENTS ORGANIC Large Eggs 12 pk

100 PTS when you buy 1
COMPLIMENTS Pure Orange Juice 2.5 L

100 PTS when you buy 1
COMPLIMENTS Frozen Fruit 1.5 kg

5.99
COMPLIMENTS Flatbread Pizzas 300-310 g

natural health

14.49
KICKING HORSE K-Cups® 10 pk

150 PTS when you buy 2
7.49
KASHI GoActive Cereal 349-501 g or Organic Cereal 360-510 g

2/$9
QUE PASA Tortilla Chips 300-350 g

3.99
SMARTSWEETS Candy 50 g

2.99
CLUB HOUSE Organic Spice Bags 10-57 g

4.49
ENJOY! Plant-Based Cheese 200 g

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

7.99
RISE Organic Kombucha 1 L

15% off 500 PTS when you buy 1
LEANFIT Whey or Plant Protein Powders 715-875 g or Creatine 300 g

12.99 PREMIER PROTEIN Shake 4 pk

20% off
ROAR or CWENCH Electrolyte Powders 7-10 pk or 315 g

200 PTS when you buy 2
20% off
JAMIESON Probiotic, Omega or Multivitamin Supplements selected

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

home & pet care

8.99 **WHISKAS Dry Cat Food** 1.5-2 kg or IAMS Proactive Health Dry Dog Food 1.5 kg

BUY MORE SAVE MORE

1.64 ea when you buy 3 or more **CESAR Gourmet Wet Dog Food** 100 g **1.79 ea**

12.99 **PURINA Tidy Cats Multi-Cat Clumping Litter** 2.72 kg

9.99 **PURINA Beneful Dry Dog Food** 1.6-1.8 kg

STARTING AT **5.99** **BOUNTY Paper Towels** 1-2 pk or Napkins 200 pk

100 PTS when you buy 2

2.99 **COMPLIMENTS Multi-Surface Cleaner** 1.41 L

7.99 100 PTS when you buy 2 **COMPLIMENTS Waste Bags** 90 L 24-30 pk or 74 L 40 pk selected

2.50 **COMPLIMENTS Sandwich Bags** 100 pk or Freezer Bags 15-20 pk

26.99 **FINISH Dish Tabs** 68-82 pk

STARTING AT **4.99** **DAWN Dish Soap** 532-982 mL or Powerwash Refill 473 mL

STARTING AT **6.99** **ARM & HAMMER Laundry Detergent** 1.42-1.63 L or OXICLEAN Stain Fighters 680 g, 1.47 L, Sprays 354-636 mL or Gel Stick 183 mL

3.29 **GLAD Cling Wrap** 30m

health, beauty & baby

200 PTS when you buy 2

6.99 **CREST 3D White Toothpaste, Pro-Health Rinse or ORAL-B Toothbrushes** 85 mL-14 L or 1-2 pk selected

7.49 **TRESEMMÉ Shampoo, Conditioner or Stylers** 180-828 mL or 298-311 g selected

STARTING AT **7.99** **L'ORÉAL Expertise or LIVE CLEAN Hair Care** 150-350 mL selected

7.99 **OLD SPICE or SECRET Deodorant** 68-144 g or OLD SPICE or IVORY Body Wash 473 mL-1.35 L or OLAY Soap Bar 4 pk selected

100 PTS when you buy 2

3.49 **COLGATE Optic White, Max Fresh or Total Advanced Toothpaste** 90-150 mL or Toothbrushes 3 pk selected

UP TO **20% off** **EDGE or CREMO Shave Cream, GILLETTE Beard Stylers or BLISTEX Lip Care** 4.25-198 g or 30-177 mL or INTUITION, VENUS or BIC Razors 1-8 pk selected

500 PTS when you buy 2

12.99 **ALWAYS Pads, Liners or TAMPAX Tampons** 27-162 pk selected

15% off **CUREL or JERGENS Body Lotion** 200-620 mL

78.99 **SIMILAC 360 Total Care Ready-to-Feed** 16x235 mL

250 PTS when you buy 1

49.99 **ENFAMIL A+ NeuroPro Formula** 553-587 g

3.99 **HUGGIES Simply Clean Wipes** 64 pk

36.99 **PAMPERS Super Econo Pack** 66-174 pk

pharmacy

Only available at Pharmacy Locations

*Select products are only available when a pharmacist is on duty.

200 PTS when you buy 2

10% off **IMODIUM** 20-24 pk selected

300 PTS when you buy 2

15% off **ADVIL Pain Relief** 80-115 pk selected†

10% off **TUMS** 32-160 pk selected

200 PTS when you buy 2

15% off **NEUTROGENA Acne Products** selected

10% off 150 PTS when you buy 2 **TYLENOL Pain Relief** 50-120 pk or Easy Dissolve 12 pk or MOTRIN 200-400mg 45-72 pk selected†

20% off **ALLEGRA Allergy Relief** 30-40 pk† or NASACORT Nasal Spray 60 dose†

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

Get 200 PTS when you buy 2

COMPLIMENTS Dry Cured Salami
selected 125 g

SAVE $3

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

Sobeys SAFEWAY Download on the App Store GET IT ON Google Play

Offer valid April 9th to April 15th, 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 Orthodox Easter finds

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

4.99
COMPLIMENTS Potatoes
product of Canada
Canada no 1 assorted 5 lb

6.99 TRE STELLE **Ricotta** 400-475 g

6.99 TRE STELLE **Feta** 200 g

200 PTS when you spend $20 or more

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

9.99
KRINOS Fillo Twisters 1 kg selected

3.99 **R&S Roasted Buckwheat** 908 g

25 PTS when you buy 2

3.99
SEMKI XXL Roasted Sunflower Seeds 300 g

1.99 **S&F Cream Crackers** 200 g

1.99 **RSH Lovita Jelly Cookies** 135 g

2.49
BORJOMI Carbonated Mineral Water 500 mL

3.99 **LOVARÉ Tea** 30 g selected

100 PTS when you buy 3

4.49
S&F Canned Smoked Cod Liver 120 g

4.99
KÜHNE Gourmet Selection Gherkins or Pickled Onions 500 mL

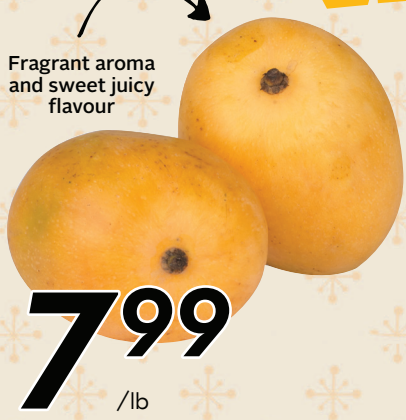
150 PTS when you buy 2

MEZZETTA Olives 283-398 mL

12.99
LIV99 Extra Virgin Olive Oil 500 mL

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

HAPPY VAISAKHI



Fragrant aroma and sweet juicy flavour

7.99 /lb
Sugar Mango product of Colombia 17.61/kg

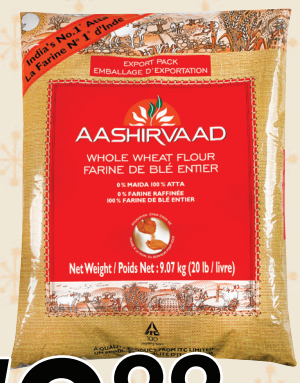
4.99
Pomegranates product of Peru

2.49 /lb, ea
Methi product of Mexico or Ginger Root product of China 5.49/kg

3.49
CHALO! Naan 500 g

4.99
CHALO! Roti 750 g

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

28.99
NANAK Desi Ghee PET Jars 1.6 kg

4.49
PATAK'S Cooking Sauces 400 mL selected

3.79
PATAK'S Butter Chickpeas 285 g

3.50 ea when you buy 2 or more
THE SPICE TAILOR 3-Step Kits 210-285 mL **3.99 ea**

4.79
KFI Cooking Sauces 375-395 mL selected

2.79
RUBICON Juice Drink 1 L or Juice boxed 4x200 mL

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

1.29
PARLE-G Biscuits 300 g

1.49
HALDIRAM'S Indian Snacks 150 g selected

49¢
MAGGI Masala Noodles 70 g

Global Market

Find more variety and value in store

national POUTINE DAY

April 11

$3

Traditional Poutine 350 g
also available **Popcorn Chicken Poutine** 430 g **$4 ea**
available hot

6.99 MCCAIN Regular Fries 1.5 kg

100 PTS when you buy 2

5.99 ARMSTRONG Nibblers 200 g

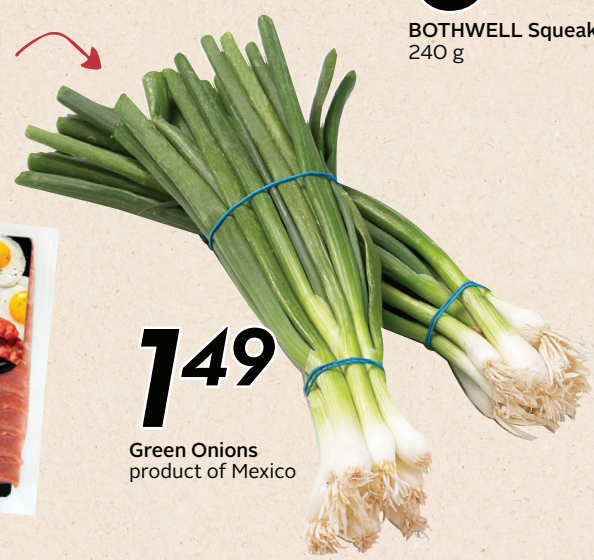
Perfectly squeaky!

6.49 BOTHWELL Squeak'rs 240 g

Great for a loaded poutine!

$5

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp Bacon 65-85 g or SCHNEIDERS Cooked Bacon 100 g



1.49 Green Onions product of Mexico

1.99 ST-HUBERT Sauce Mix 52-57 g or 398 mL

Scene

That's like $20 toward your groceries

EARN POINTS ON STERLING SILVER TOP SILVER MEDALLION OR NAGANO PRODUCTS

GET UP TO 2,000 PTS

SPEND $20, GET	500 PTS
SPEND $35, GET	800 PTS
SPEND $50 OR MORE, GET	2,000 PTS

Sterling SILVER PREMIUM BEEF

HAND-SELECTED CANADA AAA BEEF

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When choosing a roast or steak, look for the shield. It means the meat has been certified by the Canadian Beef Grading Agency to be tender and aged perfectly, so you can count on delicious results. Exclusive to select STERLING SILVER® premium cuts available at Sobeys or Safeway.

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

PORC • PORK Nagano

MAKE IT A NAGANO NIGHT.

RICH FLAVOUR. REMARKABLY TENDER. 100% CANADIAN PORK.

Exclusive cuts available at Sobeys or Safeway

STARTING AT **12.99/lb**
NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs 100% Canadian Starting at 28.64/kg

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

BUNS
for all occasions

Made with 100% Canadian flour

BAKED IN STORE

Small Crusty Buns 12 pk
480-725 g

Made with 100% Canadian flour

BAKED IN STORE

Cheese Sticks
6 pk 300 g

MIX & MATCH

Get 200 PTS

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

Made with 100% Canadian flour

Made with 100% Canadian flour

Sourdough Buns
4 pk 315-345 g

BAKED IN STORE

Made with 100% Canadian flour

BAKED IN STORE

Kaiser Buns 6 pk
315-430 g

BAKED IN STORE

Value Pack Hot Dog or Burger Buns 12 pk

compliments
REGULAR NATURE
200 g
$3
COMPLIMENTS Tortilla Chips 250-280 g
RESTAURANT STYLE | GENRE
PREMIUM WHITE CORN TORTILLA CHIPS
CROUSTILLES TORTILLA AU MAÏS BLANC DE QUALITÉ SUPÉRIEURE
250 g
2/$5
COMPLIMENTS Kettle Chips 200 g
KETTLE COOKED | CUITES À LA MARMITE
SEA SALT & MALT VINEGAR
FLAVOUR | SAVEUR DE
SEL DE MER ET DE VINAIGRE DE MALT
200 g
100 PTS when you buy 2
2 49
COMPLIMENTS Potato Chips 200 g
REGULAR RIPPLE
ONDULÉES NATURE
200 g
value size · format valeur
value size
ALL DRESSED
FLAVOUR • SAVEUR
ASSAISONNÉE
750 g
100 PTS when you buy 1
5 99
COMPLIMENTS Value Size Potato Chips 750 g
value size · format valeur
KETTLE
COOKED | CUITES À LA
MARMITE
ORIGINAL
ORIGINALES
907 g
100 PTS when you buy 1
8 29
COMPLIMENTS Value Size Kettle Chips 907 g
FROMAGE NACHO CHEESE
FLAVOURED TORTILLA CHIPS
CROUSTILLES TORTILLA AROMATISÉES
255 g
100 PTS when you buy 2
3 99
COMPLIMENTS Flavoured Tortilla Chips 255 g
EXTRAAA!
FLAVOUR | SAVEUR
BARBECUE
FLAVOUR · SAVEUR
ALL DRESSED
FLAVOUR · SAVEUR
ASSAISONNÉES
200 g
100 PTS when you buy 2
2 99
COMPLIMENTS Potato Chips Extraaa! Flavour 200 g
WE'RE FULL OF
compliments
Just like the snack aisle
You always make us smile

Celebrate National Pet Day! April 11th

4.99 MILK-BONE Biscuits, Treats or Chews selected 201-900 g

200 PTS when you buy 1

MEOW MIX Dry Cat Food 1.36-1.42 kg

100 PTS when you buy 3

2.99 WHISKAS TEMPTATIONS Cat Treats 180 g

7.99 ZUKE'S Dog Treats 170 g

4/$5 PURINA Fancy Feast Petites or Friskies Lil' Soups 34-79.4 g

100 PTS when you buy 10

88¢ WHISKAS Favourites Pouches 85 g or PEDIGREE Pouches 100 g

CHANCE TO WIN* EVERY WEEK!

GROCERY GIVEAWAYS

SOBEYS SAFEWAY

Play on the Sobeys or Safeway app now

IT'S GAME TIME

WE'RE FULL OF compliments

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

COMPLIMENTS Blooming Onion Pearls 500 g

COMPLIMENTS Popcorn 190-250 g

*NO PURCHASE NECESSARY. Full Contest rules found at sobeys.com/grocerygiveaways 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.

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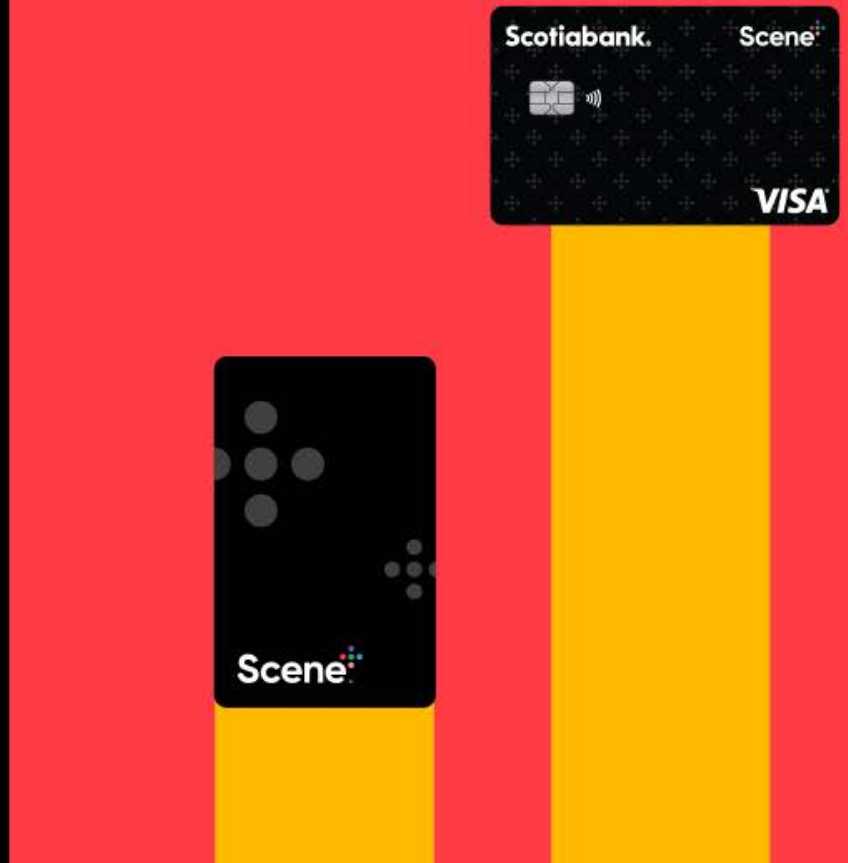
APPLY NOW

◇Conditions Apply



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