

WST_AB_MB_SK

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

VERIFIED PRICE Guarantee

SAFEWAY

Sobeys



VERIFIED ✓
3.29
/lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size or Fresh Pork Shoulder Picnic Roast hock removed 7.25/kg



VERIFIED ✓
9.88
/lb

Fresh Boneless Top Sirloin Grilling Steaks or Premium Oven Roast cut from Canada AA grade beef while supplies last 21.78/kg



VERIFIED ✓
5.99

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp 65-85 g, SCHNEIDERS Cooked Bacon 100 g or Juicy Jumbos or Smoked Sausages 375-450 g selected



VERIFIED ✓
99¢

Long English Cucumbers product of Western Canada, Canada no 1 grade



VERIFIED ✓
MEMBERS SAVE \$2
11.99
MEMBER PRICING
13.99 without Scene+ Card

JANES Ultimates Breaded or Battered Haddock, Cod or Sole 450-545 g or Pan Sear Sole or Haddock Fillets 500-540 g



VERIFIED ✓
3.99

COMPLIMENTS Oranges product of Egypt or USA 1.36 kg 3 lb bag



VERIFIED ✓
16.97

KICKING HORSE Whole Bean Coffee 454 g



VERIFIED ✓
5.47

GENERAL MILLS Family Size Cereal 516-778 g, KELLOGG'S Family Size Cereal 450-650 g or COMPLIMENTS Bagged Cereal 400-794 g



VERIFIED ✓
4.94

NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or selected Premium Novelties 4-10 pk



VERIFIED ✓
6.49

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



VERIFIED ✓
2.99

COMPLIMENTS Frozen Vegetables selected 500-750 g



VERIFIED ✓
3.49

KFI Cooking Sauces selected varieties 375-395 mL

*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 4 for terms & conditions. **Play on the Sobeys or Safeway app now**

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

Scene+ Travel Powered by Expedia. Scene+ CINEPLEX Scotiabank.

THU 23 | FRI 24 | SAT 25 | SUN 26 | MON 27 | TUE 28 | WED 29

Prices and offers in effect April 2026

More deals! Scan here for our full flyer

WST_AB_MB_SK

Scene⁺

PLUS UP

POINTS

ALL WEEK LONG!

82,000+ PTS

available in store Apr 23-29

That's like over **\$820** toward your groceries



TRUE NORTH SEAFOOD COMPANY

CHOOSE CANADIAN SEAFOOD

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

1,000 PTS when you buy 1

\$35

\$35 TRUE NORTH Fresh Atlantic Salmon Fillets Skinless 908 g subject to availability



compliments

WIENERS SAUCISSES FUMÉES

450 g 12

High in Fiber and Low Fat & Cholesterol

compliments

JUMBO WIENERS SAUCISSES FUMÉES GÉANTES

450 g 6

High in Fiber and Low Fat & Cholesterol

100 PTS when you buy 2

\$3

COMPLIMENTS Regular or Jumbo Wieners 300-450 g



Miss Vickie's

SEA SALT & MALT VINEGAR
SEL MARIN ET VINAIGRE DE MALT

200 g

300 PTS when you buy 2

Miss Vickie's

ORIGINAL RECIPE
RECETTE ORIGINALE

200 g

2/\$8

MISS VICKIE'S Kettle Chips 190-200 g



QUAKER

CRISPY minis

CRISPY minis

CRUNCHY DILL ANETH CROQUANT

400 PTS when you buy 4

2.99

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



Gain

100% MORE PLUS

original

Tide

free & gentle

Tide

PODS 3.1

800 PTS when you buy 2

13.99

TIDE Liquid Detergent 2.15-2.48 L, Pods 25-42 pk or GAIN Liquid Detergent 4.25 L

See pages 2 & 3 for more offers!

Scene MEMBER

PRICING

Swipe your
Scene+ Card
and Save



MEMBERS SAVE \$1

2.99
MEMBER
PRICING

3.99

without
Scene+ Card

COMPLIMENTS Sliced Meats 175 g selected



EXCLUSIVE
4
PATTIES
PER Pkg.
GALETTES
PAR
BOULANGERIE

MEMBERS SAVE \$2

9.99
MEMBER
PRICING

11.99

without
Scene+ Card

WENDY'S Fresh, Never Frozen 100% Canadian
Ground Beef Patties no fillers or additives 4 pk 454 g



BAKED
IN STORE

MEMBERS SAVE \$1

2.99
MEMBER
PRICING

3.99

without
Scene+ Card

Croissants 6 pk 342 g



MEMBERS SAVE 50¢

2.49
MEMBER
PRICING

2.99

without
Scene+ Card

CHRISTIE Cookies selected 224-303 g, Crispers
or Bits & Bites 145 g, Premium Plus 225 g or
PEPPERIDGE FARM Goldfish Crackers or Crisps
156-227 g



MEMBERS SAVE 30¢

3.49
MEMBER
PRICING

3.79

without
Scene+ Card

VILLAGGIO Bread 510-540 g or DEMPSTER'S
NATURAL BAKERY Rye 500 g or DEMPSTER'S
Whole Grains or Signature Bread 600 g or
Bagels 5-6 pk (excludes Protein Bagels)

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

pick from peak
FRESHNESS



It's fresh, or your
money back



9.99
/lb

Fresh Extra Lean Ground Beef
Family Size 22.02/kg



6.99
/lb

COMPLIMENTS Fresh AIR-CHILLED
Chicken Breast Back Attached or Split Chicken Wings 15.41/kg

**BUY 2 GET 3RD
FREE**

COMPLIMENTS Mini
Cupcakes 12 pk 284-300 g,
Muffins 4-6 pk 400-600 g
or Pies 650-750 g



\$10

Crispy Chicken
6 pieces
available hot or
chilled



2.99



Blackberries
product of USA or
Mexico 170 g

Scene+

**MEMBERS
SAVE MORE**

7.99
MEMBER PRICING

8.99
without
Scene+ Card

MARINA DEL REY Wild Easy
Peel Shrimp 20-30 ct per lb
or Raw Shrimp Meat 300 g or
COMPLIMENTS Extra Large
Cooked Shrimp in Ring with
Sauce 312 g



5.99
MEMBER PRICING

6.99
without
Scene+ Card

COMPLIMENTS Sliced Cheese
150-170 g



2.99
MEMBER PRICING

3.99
without
Scene+ Card

DEL MONTE Fruit Cups 4 pk



3.99
MEMBER PRICING

4.99
without
Scene+ Card

SILK Select Beverages 1.75-1.89 L



2.99
MEMBER PRICING

3.99
without
Scene+ Card

COMPLIMENTS Syrup 750 mL
or Pancake Mix 905 g, Peanut
Butter 500 g or Quick Oats 1 kg



9.99
MEMBER PRICING

12.99
without
Scene+ Card

TIM HORTONS Ground Coffee 300 g,
MCCAFÉ or VAN HOUTTE K-Cup® Pods
10-12 pk or TWININGS Tea 100 pk



10.99
MEMBER PRICING

13.99
without
Scene+ Card

PINTY'S Chicken Wings frozen
700-780 g



8.99

BEST BUY Cheese 700 g random
weight or COMPLIMENTS
Shredded Cheese 620 g



5.49

COMPLIMENTS Salted Butter
454 g



8.99

SUNRYPE Apple Juice 3.78 L



2/\$4

COCA-COLA or
PEPSI Soft Drinks
2 L



3.99

BECEL Margarine soft 427 g or
Bricks or Sticks 454 g or DANONE
Oikos Greek Yogurt 4 pk



2.99

BULL'S-EYE BBQ Sauce 425 mL
or DIANA Sauces 500 mL or
Marinades 375 mL



14.99

LIV99 Extra Virgin Olive Oil 1 L



400 PTS
when you buy 2

7.99

KRAFT Cheez Whiz
900 g or Hazelnut
Spread 725 g



12.99

NATURE VALLEY Granola Bars,
BETTY CROCKER Fruit or
MOTT'S Fruitsations 637 g-1.28 kg
selected or QUAKER Dippis or
Chewy Bars Club Pack 935-960 g



99¢

AYLMER Condensed Soup 284 mL



3.99

STRUB'S Pickles 1 L (excludes
Premium), HIDDEN VALLEY Salad
Dressing 473 mL or FRANK'S
RedHot or Thick Hot Sauce 354 mL



400 PTS
when you buy 2

40% off

JAMIESON Vitamins or
Supplements selected varieties
and sizes

PROUDLY CANADIAN safeway.ca | sobeys.com



We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, April 23, 2026 to Wednesday, April 29, 2026. Advertisements 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, McCafé@/Tim Hortons@/Starbucks@ products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. P06_SBY_WK52_PRN_WST_MB_SK



15⁹⁹

Spring Bulb Bouquet assorted colours grown in British Columbia



100 PTS when you buy 1

16⁹⁹

Feline with Glasses Pot with Tropical Plant 4" pot grown in British Columbia

spring BLOOMS

Fresh seasonal bouquets and arrangements!



18⁹⁹

Hydrangea Plant assorted colours grown in British Columbia



11⁹⁹

Rose and Alstroemeria Bouquet assorted colours



5⁴⁹

Gerbera assorted colours 4" pot grown in British Columbia

Scene PLUS UP POINTS

ALL WEEK LONG!

200 PTS when you buy 2

6⁴⁹

French Green Beans product of Mexico 400 g



200 PTS when you buy 1

9⁹⁹

SUNRYPE Fruit Source Bars 12 pk or Fruit To Go 24 pk



That's like \$5 toward your groceries

500 PTS when you buy 2

INSPIRED BY HAPPINESS Cakes gluten free 456-468 g, Real Cream Layer Cakes 510-705 g or Dessert Bars 6 pk 342-354 g



SLICED FRESH



10% off

200 PTS when you buy 300 g or more

BRANDT Kolbassa Coil, Loaf, Krakowska, All Beef Salami or Beerwurst Sausage



300 PTS when you buy 2

8⁹⁹

PANACHE Soups 625 mL or 650 g



3⁹⁹

300 PTS when you buy 3

NANA'S Samosas sold by individual piece available hot or chilled from the service case



100 PTS when you buy 2

6⁹⁹ PILLSBURY Pizza Pops 8 pk



100 PTS when you buy 2

3⁹⁹ COMPLIMENTS Stringable Cheese 8 pk 168 g



300 PTS when you buy 3

3⁹⁹ MINUTE MAID Lemonade or Fruit Punch no sugar added 1.54 L



100 PTS when you buy 1

7⁴⁹ BURNBRAE FARMS Egg Bakes! 340 g



100 PTS when you buy 1

7⁹⁹ SKITTLES Pop'd Freeze Dried Candy 155 g while supplies last



200 PTS when you buy 2

COORS Edge Non-Alcoholic Beer 12x355 mL



300 PTS when you buy 2

2/\$9 RUFFLES Potato Chips 180-200 g

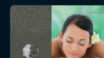


100 PTS when you buy 1

4⁹⁹ COMPLIMENTS Exceptional Chocolate Chip Cookies 280 g

Scene GET 500 PTS

FOR EVERY \$25 SPENT IN H&M OR WAYSPA GIFT CARDS



Offer valid during April 23 - 29, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

82,000+ PTS

available in store April 23-29, 2026



That's like \$5 toward your groceries

500 PTS when you buy 1

8.99 /lb Sterling Silver Premium Beef

STERLING SILVER Fresh Whole Boneless Eye of Round cryovac cut from Canada AAA grade beef 19.82/kg



Get 100 PTS When you buy 2

or Get 200 PTS When you buy 3

7.99

WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings 360-680 g



4.99 /100 g

150 PTS when you spend \$15 or more on salmon fillets

Wild Sockeye Salmon Fillets previously frozen or frozen



300 PTS when you buy 2
10.99

COMPLIMENTS Wild Pacific Salmon Burgers 454 g or MARINA DEL REY Shrimp Appetizer Trio 504 g



150 PTS when you buy 2

CLUB HOUSE Spice Tins selected 18-96 g



200 PTS when you buy 3

7.99 COMPLIMENTS Canned Legumes 540 mL



100 PTS when you buy 1

COMPLIMENTS Pickles Value Size 2 L or Spanish Queen Pimento Olives 1 L



2.99 150 PTS when you buy 3

COMPLIMENTS Granola Bars 131-175 g, Fruit Bar 300 g, Protein Bars 160 g or Crispy Rice Squares 176 g



100 PTS when you buy 2

5.99 KASHI Granola 311-340 g



400 PTS when you buy 2

15.99 PUREX Bathroom Tissue 12=36 rolls or SPONGETOWELS Ultra Pro 4=8 rolls



300 PTS when you buy 3

2.49 COMPLIMENTS Foil Wrap 25 ft or Parchment Paper 35 ft



250 PTS when you buy 2

COMPLIMENTS Leaf & Lawn Bags 5 pk

Scene 1,000 PTS = \$10 of free groceries

the way TO VALUE



Tomatoes on the Vine product of Western Canada, USA or Mexico 6.59/kg

2⁹⁹ /lb



1⁹⁹

Green Kale product of Mexico or USA



BUY 1 GET 1 FREE
of equal or lesser value

COMPLIMENTS Baby Spinach, Baby Arugula or Spring Mix product of USA 142 g 4.99 ea



LARGE

3/\$5

Ataulfo Mangoes product of Mexico



2⁴⁷ /lb

Bartlett Pears product of Australia or Argentina extra fancy grade or Bosc Pears product of Canada, Canada extra fancy grade 5.45/kg



2 LB BAG

300 PTS when you buy 2

7⁴⁹

ORRI Clementines or Mandarins product of Israel 907 g 2 lb bag

5 LB BAG

5⁹⁹ MEMBER PRICING

6⁴⁹ without Scene+ Card

COMPLIMENTS Potatoes assorted product of Canada or USA 5 lb

1²⁷ /lb

Rutabaga or Green Cabbage product of Canada, Canada no 1 2.80/kg

2⁹⁹

Large Artichokes product of USA

5 PACK

5⁴⁹

Avocados product of Mexico 5 pk

4⁷⁷ /lb

Extra Large Black or Red Seedless Grapes product of Chile no 1 grade 10.52/kg

4²⁷ /lb

Black or Red Plums product of Chile no 1 grade 9.41/kg

7⁹⁹

100 PTS when you buy 2

Bagged Gala, Ambrosia or McIntosh Apples product of Canada or USA fancy grade 1.36 kg 3 lb bag

5⁹⁹

100 PTS when you buy 2

Cara Cara Oranges product of USA 907 g 2 lb

7⁹⁹

FRESH ATTITUDE Caesar or Spring Mix Salad Kits Family Size 318-413 g packed in Canada

5⁴⁴

100 PTS when you buy 2

COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g

15% off

Prepared Fresh Daily Cantaloupe, Honeydew, Pineapple or Watermelon Chunks

BUY 1 GET 2ND 25% OFF

Prepared Fresh Daily Yogurt Parfaits assorted sizes

7⁹⁹ /lb

Sugar Mangoes product of Colombia 17.61/kg

1⁹⁹ /lb

Long Squash product of USA or Mexico or Red Carrots product of China 4.39/kg

\$4

ORGANIC

PINT

Organic Grape Tomatoes pint product of Canada, USA or Mexico

4⁹⁹

200 PTS when you buy 2

COMPLIMENTS ORGANIC Baby Spinach, Baby Arugula or Baby Mixed Greens product of USA 142 g

7⁹⁹

300 PTS when you buy 2

NUTS FOR CHEESE Dips 210 g

3⁹⁹

100 PTS when you buy 2

GREENHOUSE Select Single Shots 60 mL

20% off

ROYAL NUTS Tubs selected 240-350 g

13⁹⁹

H&H Thai Honey Mango Dried Fruit 1 kg

floral

Available at most stores

16⁹⁹

Seasonal Bouquet assorted colours

\$11

Pelargonium (Martha Washington), Astilbe or Columbine 6" pot grown in British Columbia assorted colours selection may vary by store

\$4

Hens and Chicks assorted varieties grown in British Columbia

5⁹⁹

Campanula 4" pot 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 administered by Scotiabank, Cineplex Inc., Home Hardware Stores Limited, Apple Inc. or Google LLC. Apple Inc.* and Google LLC are completely released of all liability by each entrant in this Contest.

*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.

Sterling SILVER PREMIUM BEEF

HAND-SELECTED CANADA AAA BEEF

Well-marbled Aged to perfection
Exclusive to Sobeys and Safeway

20% off

STERLING SILVER Fresh Boneless Blade or Cross Rib Pot Roast or Family Size Simmering Steaks cut by your meat expert from Canada AAA grade beef

26⁹⁹ /lb

STERLING SILVER Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roasts cut by your meat expert from Canada AAA grade beef 59.50/kg

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

300 PTS
when you spend \$25 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size

15% off

Flattened Chicken various flavours

3⁹⁹ /lb

Fresh Boneless Pork Sirloin Chops or Roasts Family Size 8.80/kg

value size

3⁹⁹ /lb

Half Pork Loin Rib End Center Chops bone-in frozen 8.80/kg

8⁹⁹ /lb

Fresh Medium Ground Chuck Beef Burgers 19.82/kg

READY FOR YOU

5⁴⁹

COMPLIMENTS Breakfast or Dinner Pork Sausages 375-500 g

BUY MORE SAVE MORE

\$6 ea when you buy 2 or more

NOBLE PREMIUM Lean Ground Bison 226 g 6.99 ea

11⁹⁹ /lb

Seasoned Lamb Chops Greek Spices & Lemon or Herbes de Provence 26.43/kg

HAYTER'S FARM
TASTE & TRADITION

LOCAL | WHOLESOME | FARM FRESH | 3 GENERATIONS OF FAMILY

MIX & MATCH

20% off

HAYTER'S FARM Turkey Products select varieties

exclusive to Sobeys SAFEWAY

READY FOR YOU

Ready for You BBQ Kabobs for all!

Fresh Pork Tenderloin Kabobs with Vegetables 13.21/kg **5⁹⁹ /lb**

Fresh Store Made Boneless Skinless Chicken Breast or Thigh Kabobs with Vegetables 22.02/kg **9⁹⁹ /lb**

Fresh Beef Kabobs with Vegetables 39.66/kg **17⁹⁹ /lb**

250 PTS when you spend \$25 or more

quick & easy

BUY MORE SAVE MORE

5⁹⁹ ea when you buy 2 or more

COMPLIMENTS Fully Cooked Meat Strips 150-200 g 6.99 ea

8⁹⁹

HARVEST Double Smoked Farmer's Sausage or Sliced Bologna 375 g or Sausage Rings 300 g

9⁹⁹

LILYDALE Oven Roasted Chicken or Turkey 300 g

STARTING AT 12⁹⁹

MARCANGELO Chicken or Pork Souvlaki 480-640 g or Bacon Wrapped Beef Sirloin Medallions 340 g

7⁹⁹

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

7⁹⁹

MARCANGELO or SCHNEIDERS Sausages or COMPLIMENTS Breaded Chicken Strips, Nuggets, Burgers or Popcorn Chicken frozen 375-700 g

130 PTS when you buy 1

12⁹⁹

COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g

value size

200 PTS when you buy 1

19⁹⁹

COMPLIMENTS Beef Lasagna or Macaroni & Cheese 2-2.27 kg

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

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



4.99 MEMBER PRICING
5.99 without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g



CHOOSE CANADIAN SEAFOOD

1.99 /100 g
Fresh Wild Sole Fillets product of Canada subject to availability



150 PTS when you spend \$15 or more
4.99 /100 g
Wild Sockeye Salmon Fillets previously frozen or frozen



12.99
AQUA STAR Wild Pacific Salmon Fillets 567 g



200 PTS when you buy 2
8.99

PANACHE Coconut Breaded Shrimp or Tempura Shrimp 340-355 g selected



9.99
PREMIER SEAFOODS Smoked Pink Salmon Nuggets maple glazed, honey garlic or tequila lime pepper previously frozen 150 g



5.49
CATCH OF THE DAY Breaded or Battered Fish 350 g



13.99
ULTRA NATURAL Raw Shrimp Large Size Skewers tail off 520 g

bakery



21.99 Dessert Cakes 1.2-1.49 kg



5.99 MEMBER PRICING
7.99 without Scene+ Card

Assorted Cupcakes chocolate, vanilla, confetti or carrot with walnuts 6 pk 325-505 g

Donuts? Go nuts!



100 PTS when you buy 2
5.99
Filled Donut Bites birthday cake, chocolate or french toast 12 pk 440 g



STARTING AT **6.99**
WITHENSHAW Ring Cakes, Sticky Toffee Pudding or Scones frozen 300-600 g



100 PTS when you buy 2
7.99
Donuts 6 pk



100 PTS when you buy 2
6.99 SIMPLE JOYS Donuts 6 pk 468 g

deli & kitchen



6.49 MEMBER PRICING
7.49 without Scene+ Card

COMPLIMENTS Natural Ingredients Sliced Meats selected 175 g



200 PTS when you buy 2
13.99
MAPLE LEAF Natural Selections Family Pack Shaved or Sliced Deli Meats selected 375-400 g



LIMITED TIME ONLY
3.79 /100 g BRANDT Hot Honey Ham
SLICED FRESH



STARTING AT **7.99**

AGROPUR Grand Cheddar 2 yr, 3 yr or 5 yr old 200 g, MONSIEUR GUSTAV Le Paulin 190 g or Old Gouda 170 g or RABEL Spanish Cheeses 150 g



100 PTS when you buy 1
13.99

THE LAUGHING COW 32 pk 535 g or BABYBEL 18 pk 360 g



200 PTS when you spend \$15 or more
20% off
MANCHEGO, JARLSBERG, CAMBOZOLA or ENTREMONT Brie prices as marked



3.29 /100 g BURNS Pepperoni or Salami
SLICED FRESH



5.49 MEMBER PRICING
5.99 without Scene+ Card

COMPLIMENTS Hummus or Dips 454 g



200 PTS when you buy 3
4.99

RESER'S Side Dishes 340-567 g available chilled



1.99 /100 g
Thai Peanut Broccoli Salad or Other Select Varieties from the Service Case



100 PTS when you buy 2
5.99 COMPLIMENTS Guacamole regular 227 g

READY FOR YOU Perfect for breakfast or anytime enjoyment and **Ready to Grab & Go**

NEW

200 PTS when you buy 2
STARTING AT 6.99

2 Pack Mini Croissant Breakfast Sandwiches 227-311 g

200 PTS when you buy 2
5.99

OLIVIERI Pasta or Gnocchi 280-350 g or Sauce 150-300 mL

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

frozen & dairy

8.99
KAWARTHA DAIRY Ice Cream 1.5 L

3.99
BEST BUY Ice Milk 1.5 L

8.99 GSP Pinsa Pizza 442-453 g

4.49
MICHELINA'S Pizza Snax Rolls 496 g or MCCAIN Breakfast Potatoes 600-650 g

4.99 RED BARON Deep Dish Pizza 317-318 g or SMUCKER'S Uncrustables 4 pk

5.99 HEALTHY CHOICE Power Bowls 262-276 g

\$2 MITCHELL'S Pot Pies 190 g

7.99 MCCAIN Symphony Fries 2.27 kg

3.99 DANONE Drinkable Yogurt 6 pk

3.99 HELUVA GOOD! Dip 250 g

4.99 COMPLIMENTS Cozy Coop Large White Eggs 12 pk

5.99 COMPLIMENTS Shreds 226-320 g selected

4.99 NATREL Lactose Free Cream 10-35% 473 mL-1 L

4.49 KRAFT Cool Whip Aerosol Whipped Topping 225 g

9.99 CRACKER BARREL Cheese Slices 500 g

4.99 CRACKER BARREL Cheese Snacks 168 g or BLACK DIAMOND Cheestrings 8 pk or Combo 3 pk

WE'RE FULL OF compliments

150 PTS when you buy 2
COMPLIMENTS Ice Cream Bars or Fudge Bars 24 pk, Ice Cream Pops or Ice Cream Sandwiches 12 pk

200 PTS when you buy 2
COMPLIMENTS Greek Yogurt 650 g

100 PTS when you buy 2
COMPLIMENTS Cream Cheese or Spread 227-250 g

natural health

5.49 JORDANS Granola 325-375 g or Cereal 375-400 g

2/\$5 COVE Gut Healthy Soda 355 mL

4.99 G.H. CRETORS Caramel Corn or Chicago Mix 213-227 g

400 PTS when you buy 1
STARTING AT **15.29**
COMPLIMENTS ORGANIC 100% Pure Amber Maple Syrup 500 mL or 1 L

6.49 NATREL Organic Milk 2 L

2.99 ANNIE'S Mac & Cheese 149-170 g (excludes Gluten Free, Vegan or Super! Mac)

7.99 AMY'S KITCHEN Bowls or Entrées 234-284 g

200 PTS when you buy 1
7.49 GRAZY Ice Cream 90 mL or 500 mL

100 PTS when you buy 2
5.99 TOM'S OF MAINE Toothpaste 76-90 mL selected

100 PTS when you buy 2
2/\$10 CORE POWER Regular or Elite 414 mL 5.99 ea

29.99 GOOD PROTEIN All-in-One Shake 400 g

2/\$5 HORNBY Bar 80 g or RXBAR 52-80 g

Give them more with the Grocery Essentials Card
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drinks & snacks



2/\$5

COMPLIMENTS Potato Chips Extraa! Flavour or Kettle Chips 200 g



3.99

OLD DUTCH Potato Chips 235 g or TWIGZ Pretzels 130 g



2.99

SOUR PATCH KIDS 135-154 g, SKITTLES or LIFE SAVERS Candy 130-180 g



4.99 BUY MORE SAVE MORE

go when you buy 2 or more

CADBURY Bagged Chocolate 144-200 g 5.99 ea



100 PTS when you buy 2

4.99

OASIS Juice or DEL MONTE Nectar 8x200 mL tetra




3.49

MIO, KOOL-AID or CRYSTAL LIGHT Water Enhancers 48 mL Liquids or 4-10 pk Powders



6.49

DARE Bear Paws Family Pack 337-492 g or Wagon Wheels 630 g



\$3

DARE Breton, Vinta or Simple Goodness Crackers 135-225 g or Veggie Crisps 100 g



2/\$12

LACROIX Sparkling Water 8x355 mL



200 PTS when you buy 1

21.99

POWERADE Team Pack 24x591 mL



17.99

RED BULL Energy Drink 8x250 mL



3.49 **150 PTS** when you buy 3

KELLOGG'S Nutri-Grain Bars, Rice Krispies Squares, Pop-Tarts or Pastry Crisps selected 125-384 g

meal makers



4.49

KELLOGG'S Cereal 210-525 g selected (excludes family size)



8.99

BEEMAID Honey selected 500 g



6.49

SNACK PACK Puddings 12 pk



100 PTS when you buy 2

2.49

COMPLIMENTS White or Whole Wheat Bread 570 g



3.49

COMPLIMENTS Coconut selected 200 g or KRAFT Jet-Puffed Marshmallows 400 g



3.99

ROBIN HOOD Oats 1 kg or CRISCO Shortening selected 454 g



4.49

COMPLIMENTS Cooking Spray 141-170 g or MUTTI Tomato Paste 156 mL



4.99 **200 PTS** when you buy 2

DEMPSTER'S 10" Tortillas Selected, Protein Bagels 450 g or Protein Tortillas 6 pk



2/\$5

CAMPBELL'S Broth 900 mL



200 PTS when you buy 4

4.99

JUST SOUP 480 mL



3.99

ALLEN'S White or Pickling Vinegar 4 L



4.99

TIPIAK Couscous 500 g

Here for your budget and lifestyle



100 PTS when you buy 1

COMPLIMENTS Mammoth Olives 500 mL



100 PTS when you buy 2

1.79

COMPLIMENTS Flavored Tuna 85 g



BUY MORE SAVE MORE

4.99 ea when you buy 2 or more

COMPLIMENTS Chocolate Chips 225-270 g 5.49 ea



100 PTS when you buy 2

5.49

COMPLIMENTS Jam 375-500 mL



\$1

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



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

BEST BUY Cake Mixes 375 g



2

BEST BUY VANILLA VANILLE or BEST BUY CHOCOLATE CHOCOLAT



100 PTS when you buy 1

17.99

PANACHE Maple Syrup amber rich 1 L

Give them more with the Grocery Essentials Card

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home & pet care



18.99
ARM & HAMMER Clump & Seal Cat Litter 8.62-9.1 kg



2.99 **100 PTS** when you buy 3
WHISKAS Temptations Cat Treats 180 g



8.99 CALEDON FARMS Dog Treats 90-554 g selected



18.99 **200 PTS** when you buy 1
ENERGIZER Batteries AAA 16 pk or AA 24 pk



19.99
CHARMIN Bathroom Tissue 12=48 rolls or BOUNTY Paper Towel 4-6 pk



9.99 GLADE Triple Wick Candles selected



7.99
ALCAN Foil 50-100 ft or REYNOLDS Parchment Paper 75 ft, Sheets 40 pk or Air Fryer Liner 50 pk selected



25.99 **100 PTS** when you buy 1
BRITA Water Pitcher 6 Cup or Filters 3 pk



5.79
SCRUBBING BUBBLES Bathroom Cleaner 623 g or 946 mL, Shower Foamer 567 g or 946 mL or Easy Peasy 385 g or 946 mL



5.99 **200 PTS** when you buy 2
TIDE Laundry Detergent 946 mL, DOWNY Rinse and Refresh 473 mL, BOUNCE Dryer Sheets 40-80 pk or DOWNY Beads 141 g



19.99 CASCADE Dishwasher Tabs 40-50 pk



3.99 **STARTING AT**
FEBREZE Air Freshener 250 g, Car Clips 2 mL or Small Spaces 7.5 mL selected

health, beauty & baby



4.99 **200 PTS** when you buy 2
COLGATE Optic White or Sensitive Pro-Relief Toothpaste or Toothbrushes 73-75 mL or 1-4 pk selected



6.99 **200 PTS** when you buy 2
CREST 3D White Toothpaste, Pro-Health Oral Rinse or ORAL-B Toothbrushes 85 mL-1 L or 1-2 pk selected



4.99 **300 PTS** when you buy 2
6.99 **MEMBER PRICING** without Scene+ Card
LISTERINE Mouthwash 1 L selected



3.99 **100 PTS** when you buy 2
STARTING AT
NIVEA Deodorant, Body Wash or Lip Care 50-500 mL, 8-52 g or 2 pk selected



9.49 **STARTING AT**
HEAD & SHOULDERS, HERBAL ESSENCES or PANTENE Shampoo, Conditioner or Stylers 95-613 mL selected



10.49 **400 PTS** when you buy 2
STARTING AT
ALWAYS Pads, Liners 18-120 pk or TAMPAX Tampons 40 pk selected



8.49 **STARTING AT**
OLAY or OLD SPICE Body Wash or Soap Bar 650-987 mL or 8 pk, SECRET Deodorant 73 g, MARC ANTHONY Hair Care 175-380 mL selected



20% off
ST. IVES Skin Care selected



59.99
SIMILAC 360 Total Care Infant Formula 859 g



28.99 **300 PTS** when you buy 1
HUGGIES Giga Diapers 36-128 pk



2.22
BABY GOURMET Organic Baby Pouches or Jars 92-128 mL



3.99 **STARTING AT**
EARTH'S BEST Organic Bars or Snacks 44-133 g

pharmacy

Only available at pharmacy locations. *Select products only available when a pharmacist is on duty.



10% off **250 PTS** when you buy 1
NICORETTE Gum or Lozenges 160-210 pk or QuickMist Duo[†]



10% off **250 PTS** when you buy 2
REACTINE Allergy Relief 24-36 pk[†]



10% off
ALEVE 20-24 pk



15% off **200 PTS** when you buy 1
NEOCITRAN Cold and Flu Relief 10 pk[†]



19.99 **400 PTS** when you buy 2
DEPEND Underwear or POISE Pads selected



10% off **100 PTS** when you buy 1
GAVISCON selected or BEANO 60 pk

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18 pk



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11⁹⁹
/lb

Seasoned Lamb Chops
Greek & Lemon or
Herbes de Provence 26.43/kg

Naturally sweet, golden
ripe plantains - ideal for
snacking or frying



3⁷⁷
/lb

Plantain
product of Mexico or
Guatemala 8.31/kg

price
LOCK



\$5

Mangoes Bag
product of Mexico 3 pk

1⁹⁹

GRACE 100%
Pure Coconut
Water 500 mL



6⁸⁸

EIGHT TREASURES
Whole Head-On, Shell-On
Raw Shrimp 400 g



1¹⁹

GRACE Peanut
Punch 240 mL



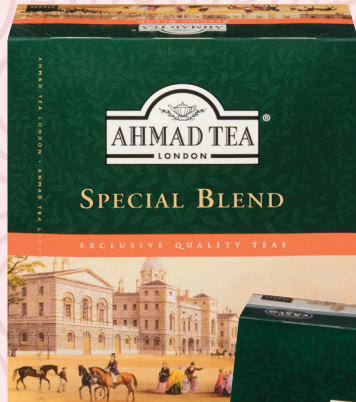
4⁹⁹

SHERBON
Pink Guava
Juice Drink 2 L



3⁷⁹

BESTROPICS
Coconut Water 1 L



6⁹⁹

AHMAD
Tea Bags 100 pk
selected varieties



4⁷⁹

CP AUTHENTIC ASIA
Frozen Meals 258-350 g
selected varieties

1¹⁹

MR. BROWN Canned Coffee
240 mL selected varieties



2⁷⁹

HATA Ramune Soda 200 mL
selected varieties



1⁴⁹

NONGSHIM Cup Noodle Soup
75 g selected varieties



3²⁹

CHEN KE MING Ramen or
Udon Noodles 800 g



13²⁹

LEE KUM KEE Chicken
Bouillon Powder 1 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



make PIZZA your way



value size

200 PTS when you buy 1

17⁹⁹ TRE STELLE Mozzarella Club Pack 750 g



75 PTS when you buy 2

3⁹⁹ COMPLIMENTS Pizza Dough Ball 650 g



6⁹⁹

PILLER'S Pepperoni Toppings selected 175-250 g



1⁷⁹ COMPLIMENTS Tomato Sauce 398 mL



6⁹⁹

COMPLIMENTS Shredded Parmesan or Italian Blend 125 g

7⁹⁹

COMPLIMENTS Extra Virgin Olive Oil 500 mL



150 PTS when you buy 2

MEZZETTA Olives 283-398 mL

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FOR YOUR CHANCE TO EARN A FREE ITEM OFFER!

COMPLIMENTS
Dough'chi Bites
180 mL



COMPLIMENTS
BBQ Sauce
425 mL



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