

ATL\_NB

# Verified Price Guarantee

# Sobeys

**LOWEST PRICE** on select flyer items or automatically receive the difference in Scene+ points\*  
\*Conditions apply. See sobeys.com for details.

**Verified**  
**3.99** /lb

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

**Verified**  
**6.44** /lb

Fresh AIR-CHILLED Boneless Skinless Chicken Breasts Family Size 14.20/kg

**Verified**  
**9.99**

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

**Verified**  
**3.99**

COMPLIMENTS Rainbow Peppers 3 pk product of Canada or Mexico

**Verified**  
**6.99**

MARINA DEL REY Wild Argentinian Raw Shrimp easy-peel or Shrimp Meat 300 g or SHOAL WATER SEAFOODS Salt Fish Bits 454 g

**Verified**  
**4/\$5**

Large Avocados or Large Red Haden Mangoes product of Mexico

**1,000 PTS** when you buy 2  
That's like **\$10** toward your groceries

**Verified**  
**19.99**

NABOB Roast & Ground Coffee 915-930 g or COMPLIMENTS Whole Bean Coffee 907 g

**Verified**  
**2.77**

DEMPSTER'S Holsum White or Whole Wheat, Texas Toast or Sandwich Bread 570-675 g, Hot Dog or Hamburger Buns 8 pk

**Verified**  
**3.99**

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

**Verified**  
**11.99**

CASHMERE Bathroom Tissue 24=48 or 12=48 Rolls, SPONGETOWELS 6=12 Rolls or SCOTTIES Facial Tissue 12 pk

**Verified**  
**5.97**

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

**Verified**  
**4.97**

HEINZ Ketchup 750 mL-1 L or Picnic Pack 3 pk 375 mL or KRAFT Miracle Whip or Mayonnaise 650-890 mL

**YOUR 1,000 PTS OFFER IS WAITING**

Visit the Sobeys app or MyGroceryOffers.ca

Scene+ card must be registered and offer must be loaded. See page 2 for full terms and conditions.\*

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

**Scene+ DIGITAL EXCLUSIVE**

OFFER AVAILABLE APRIL 30-MAY 6, 2026

Scan QR code to download or open the app

**Global Market**

**Verified**  
**12.98**

EIGHT TREASURES Thai Jasmine Rice 8 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 stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

ATL\_NS\_NB\_PEL\_NFLD

# Scene<sup>+</sup> MEMBER

## PRICING

Swipe your  
Scene+ Card  
and Save



MEMBERS SAVE \$1  
**4.99**  
MEMBER  
PRICING

**5.99**  
without  
Scene+ Card

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



MEMBERS SAVE 40¢/lb  
**7.29**  
/lb  
2.84/kg MEMBER  
PRICING

**7.69**  
/lb,  
3.73/kg  
without  
Scene+ Card

Prepared Fresh Daily  
Watermelon quarters or slices assorted sizes



MEMBERS SAVE 77¢  
**2.22**  
MEMBER  
PRICING

**2.99**  
without  
Scene+ Card

CHRISTIE Snacking or Mini Crackers selected  
162-200 g



MEMBERS SAVE 44¢  
**7.25**  
MEMBER  
PRICING

**7.69**  
without  
Scene+ Card

MICHELINA'S Frozen Entrées 128-284 g

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



Prices locked in until June 3, 2026

**150 PTS** when you buy 2

**5.99**

ASIAN INSPIRATIONS Entrées 400 g

**1 KG**

MEMBERS SAVE \$4

**13.99** MEMBER PRICING

~~17.99~~ 100g without Scene+ Card

H&H Dried Fruit Thai Honey Mango 1 kg

**2/\$9**

MISS VICKIE'S Kettle Chips 190-200 g

**2/\$8**

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

**2.99**

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



Scan here for more locked in prices

# Stock up for Cinco de Mayo

**500 PTS** when you buy 1

**6.99** /lb

Fresh Lean Ground Beef available only in 5 lb tube 15.41/lb

**250 PTS** when you spend \$25 or more

**17.99** /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 39.66/kg

**100 PTS** when you buy 2

**3.99**

Limes product of Colombia or Brazil 454 g 1 lb bag

**3.99**

OLD EL PASO Dinner Kits 250-510 g or Salsa 650 mL

**3.49**

BAXTER, SCOTSBURN or NORTHERLAND Sour Cream 500 mL assortment may vary by province

**5.99**

AL PASTOR Pulled Pork Loaded Fries 405 g available hot

**200 PTS** when you buy 2

**2/\$7**

AL PASTOR Pulled Pork Flatbread or Select Varieties 230-305 g

**2.99**

TOSTITOS Tortilla Chips 205-300 g

**2.99**

DEMPSTER'S 7" Tortillas 240-340 g or TIA ROSA Tortillas 220-328 g

Celebrate the taste of Mexico May 5

**10.99** /lb, ea

From Newfoundland Fresh Steelhead Trout Fillets 24.23/kg or MIRABEL Cooked Shrimp 71-90 ct per lb 400 g

**3.99**

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

**7.99**

JANES Pub Style Breaded Chicken & Wings, COMPLIMENTS Spring or Egg Rolls, Cheese Sticks, Pickle Spears, Blooming Onion Pearls or Potato Skins 325-700 g

**3.99** **100 PTS** when you buy 2

PHILADELPHIA Cream Cheese 227-250 g selected or KRAFT Singles 410 g

**6.99**

GAY LEA Butter Sticks salted or unsalted 454 g

**2/\$5**

COMPLIMENTS Pasta 900 g or HUNT'S Thick & Rich Pasta Sauce or Tomato Sauce 680 mL or Tomato Paste 369 mL

**3.49**

EARTH'S OWN Select Beverages 1.75-1.89 L

**2/8.50**

COCA-COLA or PEPSI Soft Drinks 6x710 mL

**10.99**

NUTELLA Hazelnut Spread 1 kg, COMPLIMENTS Honey 750-1 kg or KRAFT Peanut Butter 2 kg

**3.99**

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

**6.99** **100 PTS** when you buy 1

IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

**27.99**

VAN HOUTTE Coffee Pods 48 pk or MCCAFÉ Roast & Ground Coffee 875 g

**3/\$5**

CLOVER LEAF Flavoured Tuna 85 g or Skipjack Light Tuna 170 g

**9.99** **500 PTS** when you buy 2

GAIN Liquid Detergent 2.6 L, TIDE Simply 2.72 L, DOWNY or GAIN Fabric Enhancers or Softener 303-379 g or 1.66-2.63 L or DOWNY, GAIN or BOUNCE Sheets 120-200 pk

**10.99**

PURINA Tidy Cats Litter 2.72 kg

**12.99**

MOLSON CANADIAN Cold Shots 8x222 mL cans

**21.99**

MILLER LITE Lager 8x355 mL cans

**17.99**

CUTWATER Tequila Margarita 4x355 mL cans

**4.69** **50 PTS** when you buy 2

HAPPY DAD Seltzer Fruit Punch or Crown Royal Whisky & Cola 473 mL

**19.99** **200 PTS** when you buy 2

DON DAVID Malbec or Cabernet Sauvignon 750 mL

PLEASE DRINK RESPONSIBLY. You must be 19 years or older to purchase alcohol. Pricing excludes taxes & refundable container deposit

**Scene GET 750 PTS FOR EVERY \$50 SPENT IN EDO JAPAN, REITMANS & JOEY RESTAURANTS GIFT CARDS**

**We have 2X as many Canadian-origin products as competing stores\***

\*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin LDC 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 MarketTrack Product Insights, Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIO through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh Canadian Origin Store Items for the 12 weeks ending November 15, 2025. Copyright © 2025 Nielsen Consumer LLC.

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24 Hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within New Brunswick. 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 Atlantic 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-countable 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. Printed with vegetable based inks. New Brunswick. Supplement to The Telegraph Journal, The Daily Gleaner & The Chronicle Herald. P06\_SBY\_WK01\_PRN\_ATL\_NB



**400 PTS** when you buy 1  
**24<sup>99</sup>**  
Premium Ecuadorian Roses  
50 cm 1 dozen

**STARTING AT 8<sup>99</sup>**  
Assorted Mother's Day Flowering in Ceramics selection may vary by store grown in Canada

**Just for Moms!**  
Fresh blooms to make their day!

**STARTING AT 11<sup>99</sup>**  
Chrysanthemum in Ceramic available in 4" or 6" pots grown in Canada

**STARTING AT 16<sup>99</sup>**  
Multi-Bloom Hydrangeas available in 5" or 6.5" grown in Canada

**300 PTS** when you buy 1  
**24<sup>99</sup>**  
Petals of Gratitude Bouquet

# So much value

**100% FRESH GUARANTEE**

**4<sup>77</sup>** /lb Extra Large Red or Black Seedless Grapes product of Chile 10.52/kg

**4<sup>99</sup>** Green Kiwi product of Greece or Italy 454 g

**3<sup>99</sup>** Raspberries product of Mexico or USA 170 g

**2<sup>99</sup>** /lb, ea Brussels Sprouts product of Mexico or USA no 1 grade 6.59/kg or Spinach Bunch product of Mexico

**6<sup>99</sup>** HIIROS Cherry Tomatoes on the Vine product of Canada 340 g

**4<sup>99</sup>** COMPLIMENTS Potatoes product of Canada, Canada no 1, 5 lb

**BUY 1 GET 1 FREE**  
of equal or lesser value  
COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA 3.99 ea

**2<sup>27</sup>** /lb Bulk Vidalia Onions or Bulk Sweet Potatoes product of USA no 1 grade 5.00/kg

**1<sup>99</sup>** /lb Green Zucchini product of Mexico or USA 4.39/kg

**3<sup>99</sup>** **200 PTS** when you buy 2  
COMPLIMENTS ORGANIC Cremini or White Sliced Mushrooms product of Canada 227 g

**2<sup>49</sup>** /lb Eggplant product of Mexico or USA 5.49/kg

**5<sup>49</sup>** Whole or Cored Pineapple product of Costa Rica

**2<sup>47</sup>** /lb Forelle Pears product of South Africa extra fancy grade 5.45/kg

**\$4** Large Cantaloupe product of Guatemala or Honduras no 1 grade

**6<sup>49</sup>** **100 PTS** when you buy 2  
COMPLIMENTS Gala, McIntosh, Cortland or Red Delicious Apples product of Canada, Canada fancy grade 1.36 kg 3 lb bag

**6<sup>99</sup>** MANN'S Sugar Snap Peas product of USA 425 g

**5<sup>99</sup>** COMPLIMENTS Single Cut Green Leaf or Romaine Lettuce product of USA 198 g

**25% OFF**  
Prepared Fresh Daily Taco or Guacamole Dip or Pineapple Salsa assorted sizes

**FREE**  
Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

**\$8** /lb Sugar Mangoes product of Colombia 17.64/kg

**1<sup>49</sup>** /lb Napa Cabbage or Bok Choy product of USA 3.28/kg

**2<sup>99</sup>** Bulk Organic Avocado product of Mexico

**4<sup>99</sup>** Organic Grape Tomatoes pint product of Canada

**\$4** LIGHTLIFE Smart Veggie Dogs 340 g

**5<sup>99</sup>** RENÉE'S Dressing selected 350-355 mL

**2/\$6** FRESH GOURMET Croutons 128-142 g

**11<sup>99</sup>** NATURSOURCE Almonds or Mixed Nuts selected 450-600 g

## floral

Available at most stores

**STARTING AT 24<sup>99</sup>**  
Mother's Day Indoor Gardens selection may vary by store

**STARTING AT 14<sup>99</sup>**  
Phalaenopsis Orchids in Ceramic various sizes grown in Canada

**300 PTS** when you buy 1  
**16<sup>99</sup>**  
Pansy Bowl 10" grown in New Brunswick

**2/\$45**  
Premium Annuals Hanging Basket 11" grown in New Brunswick

\*Receive 1000 Scene+ points, when you load the offer and make the specified minimum purchase amount based on your individual shopping history, on eligible grocery purchases at participating Sobeys locations in Atlantic Canada in a single transaction before applicable taxes and charges and after deducting any discounts or coupons. Scene+ card must be valid and registered. Offer valid from April 30-May 6, 2026. Offer must be loaded to a registered Scene+ card prior to transaction. Offer excludes taxes, tobacco products, gift cards, bottle deposits, prescriptions, lottery, alcoholic beverages, fuel, Western Union and any other non-discountable product excluded by law. No base Scene+ points earned. Void if sold, transferred, or altered. Digital Offer has no cash value. Scene+ registered digital or physical card must be presented at time of transaction. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. We reserve the right to rescind the offer, if we determine, in our sole discretion, there is abuse of the offer or unauthorized or ineligible use of the offer and is subject to change without notice. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

# So.tender

*Sterling SILVER* PREMIUM BEEF

## HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection  
Exclusive to Sobeys

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

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 26.43/kg

**10% off**

STERLING SILVER Fresh Beef Tenderloin Premium Oven Roast or Grilling Steak cut by your meat expert from Canada AAA grade beef

**100 PTS** when you spend \$10 or more

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

COMPLIMENTS Fresh AIR-CHILLED Chicken Legs 8.80/kg

Try it with our In-Store Souvlaki Marinade

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

Fresh Store Made Boneless Skinless Chicken Breast or Thigh Kabobs with Vegetables 24.23/kg

**150 PTS** when you spend \$10 or more

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

Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg

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

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

Fresh Pork Side Ribs breast bone removed 11.00/kg

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

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

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

**STARTING AT 12<sup>49</sup>**

NOBLE Premium Bison selected varieties 226 g

**12<sup>99</sup>**

SUNGOLD Lamb Tonight 284-375 g

**10% off**

Frozen Grade A Duck

## Stir-fry Made Easy

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

Fresh Beef Hip Boneless Stir-Fry Strips 30.84/kg

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

Fresh Boneless Skinless Chicken Breast Stir-Fry 22.02/kg

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

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

Fresh Boneless Pork Loin Centre Stir-Fry Strips 30.84/kg

## fresh from our Kitchens

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

Fresh Maple Chipotle or BBQ Whisky Marinated Boneless Pork Loin Centre Chops 11.00/kg

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

Marinated Fresh Boneless Skinless Chicken Breast 17.61/kg

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

Fresh Beef Hip Boneless Korean BBQ Marinated or Three Pepper Glazed Stir Fry Strips 30.84/kg

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

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

Fresh Korean BBQ Marinated Pork Side Ribs breast bone removed sweet & sour cut 12.10/kg

# quick & easy

**BUY MORE SAVE MORE**

**3<sup>50</sup>** ea when you buy 3 or more

SCHNEIDERS or GREENFIELD Snack Kits or Lunchmate Stackers 74-120 g selected 3.99 ea

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

SUNRISE Sliced Bologna 375 g

**3<sup>99</sup>** MEMBER PRICING

**4<sup>99</sup>** without Scene+ Card

COMPLIMENTS Boneless Smoked Ham Slices 375 g

**STARTING AT 4<sup>99</sup>**

BUTTERBALL Turkey Franks, Bacon or Rasher 300-450 g

**200 PTS** when you buy 2

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

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g

**300 PTS** when you buy 2

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

COMPLIMENTS Chicken Balls 700 g

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

SWISS CHALET Chicken or Beef Pot Pies 650-655 g

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

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\*

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



**2.99** MEMBER PRICING  
without Scene+ Card

COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



**4.99** MEMBER PRICING  
without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g

## Choose Canadian Seafood!

CHOOSE CANADIAN SEAFOOD

We work hard to bring you quality Canadian Seafood from Coast-to-Coast. Explore our delicious offerings to make tonight a seafood night.

**13.99** COMPLIMENTS Newfoundland and Labrador Cooked Wild Cold Water Shrimp product of Canada 340 g

**16.99** /lb From Nova Scotia SUSTAINABLE BLUE Land-Raised Fresh Atlantic Salmon Fillets product of Nova Scotia subject to availability 37.46/kg

**2.49** /lb From Atlantic Canada Fresh Mussels product of Atlantic Canada 5.49/kg

**14.99** /lb From Atlantic Canada Fresh Wild Haddock Fillets Family Size subject to availability 33.05/kg

**\$12** 120 PTS when you buy 1

BEST BUY Breaded Popcorn Shrimp, Squid Rings or Breaded Sole Fillets 800-860 g

**14.99**

CEDAR BAY Air Fryer Salmon Bites, Fish & Chips or Salmon & Broccoli 283-510 g

**7.99**

CEDAR BAY Planked Atlantic Salmon applewood orange or hickory maple 141 g

**12.99** 100 PTS when you buy 1

COMPLIMENTS Breaded or Battered Haddock or Pan Seared Haddock, Cod, Sole or Salmon Fillets 460-680 g

**7.99** 100 PTS when you buy 1

HIGH LINER Breaded or Battered Haddock or Pollock, Butterfly or Popcorn Shrimp, Chips & Fish or Fish Cakes 330-700 g

**\$23** EVERYDAY VALUE

OCEAN JEWEL Pacific White Shrimp cooked 50-70 ct per lb 908 g

# deli & kitchen

**3.99** MEMBER PRICING  
without Scene+ Card

5.99 without Scene+ Card

THE LAUGHING COW 8 pk 140 g or KIRI Portions 144 g

**30% off** 200 PTS when you spend \$12 or more

L'EXTRA Brie, Double Crème Brie, OKA Original or L'Artisan Swiss-Style prices as marked

**7.99**

PILLER'S Kolbassa Sausage turkey, extra lean or regular 250-375 g

Spend \$12 or more on participating deli meat from the service case

**Get 1 FREE**

Kaiser Buns 6 pk 430 g save up to 4.69

BAKED IN STORE

Made with 100% Canadian flour

**5.99** MEMBER PRICING  
without Scene+ Card

6.79 without Scene+ Card

Snack or Classic Meal Boxes selected 300-320 g

**7.99** 200 PTS when you buy 2

PANACHE Italian Sliced Meats 100 g selected

**5.99**

GARDEN FRESH GOURMET Salsa 324-473 mL

Get 100 PTS when you buy 300 g  
OR  
Get 250 PTS when you buy 500 g or more

Service Case Salads selected sold by 100 g

**6.49** 250 PTS when you buy 2

YUCATAN Guacamole or Avocado Salsa 227-340 g

**BUY 2 GET 3RD FREE**

SUMM! Asian Appetizers 250-350 g available chilled

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](https://sobeys.com/giftcards) for details

# drinks & snacks



**9.49**

120 PTS when you buy 2

NESCAFÉ Espresso Concentrate 500 mL, Gold Instant Coffee 95-100 g or STARBUCKS Nespresso Pods 10 pk



**9.99**

FOLGERS Single Serve Coffee Pods 12 pk, Roast & Ground Coffee 272 g or TAYLORS OF HARROGATE Yorkshire Gold Tea 80 pk



**16.49**

120 PTS when you buy 2

JUMPING BEAN Single Serve Coffee Pods 20 pk



**2/7.50**

ALLEN'S Apple Juice 1.89 L or Juice Boxes 8x200 mL tetra



**7.99**

50 PTS when you buy 2

GATORADE 8x355 mL




**9.99**

ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL or OLE Mocktails 4x355 mL



**2/5.50**

PRIME Hydration Drink 500 mL



**9.99**

CELSIUS Energy Drink 4x355 mL



**\$3**

150 PTS when you buy 3

KELLOGG'S Cheez-It Crackers 191-200 g



**5.99**

PANACHE Cracker Assortment Classic Collection 250 g or BOULANGERIE GRISSOL Melba Toast 350-400 g



**2.99**

100 PTS when you buy 2

VOORTMAN BAKERY Turnover or Wafer Cookies 300 g



**2/\$7**

LECLERC Celebration Cookies 200-350 g



**2/\$9**

CHEETOS 170-285 g or SMARTFOOD Popcorn 150-220 g



**6.99**

100 PTS when you buy 2

MCSWEENEY'S Jerky 70 g




**3.99**

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



**3.49**

COMPLIMENTS Ready to Eat Popcorn 190-250 g



**5.99**

50 PTS when you buy 1

COMPLIMENTS Mixed Nuts 40% cashews 200 g



**4.99**

CADBURY Bagged Chocolate 144-200 g, KINDER Bueno Minis 145 g, Bueno Bars multi-pack 129 g or KINDER Surprise 3 pk



**2.99**

BUY MORE SAVE MORE

MAYNARDS Candy 135-154 g 3.99 ea



**2.99**

BUY MORE SAVE MORE

MAYNARDS Candy 135-154 g 3.99 ea



**2.99**

NESTLÉ Tablet Bars 95-105 g




**10.99**

MARS or M&M'S Pouches 324-400 g



**5.49**

NUTELLA B-ready Bars 6 pk



**3.69**

200 PTS when you buy 2

LECLERC Go Pure Bars 140-175 g

## Here for your budget and lifestyle



**9.99**

400 PTS when you buy 2

COMPLIMENTS Roast & Ground Coffee 300 g



**5.99**

100 PTS when you buy 1

COMPLIMENTS Apple Juice 2.84 L



**3.49**

200 PTS when you buy 2

COMPLIMENTS Cookie Dunkers 150 g or Cracker Sticks 130 g



**7.99**

100 PTS when you buy 3

BEST BUY Wafers 227 g



**6.99**

100 PTS when you buy 2

COMPLIMENTS Sparkling Water 12x355 mL



**4/\$5**

100 PTS when you buy 4

BIG 8 Spring Water 1 L



**2.49**

100 PTS when you buy 2

COMPLIMENTS Potato Chips 200 g



**8.99**

300 PTS when you buy 2

COMPLIMENTS Mega Mix Candy 800 g while supplies last

Scene GET 1,500 PTS FOR EVERY \$100 SPENT ON HOME HARDWARE GIFT CARDS

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.

# deli & kitchen



**100 PTS**  
when you buy 2

**5<sup>99</sup>** COMPLIMENTS Goat Cheese  
113 g or Feta 200 g



**STARTING AT**  
**8<sup>79</sup>** COWS CREAMERY Aged Cheddar  
1-3 Year Old 200 g



**SLICED FRESH**

**3<sup>79</sup>** /100 g COMPLIMENTS German,  
Hungarian or Peppercorn Salami



**8<sup>49</sup>** DAWN Cooked Ham 300 g



**2<sup>99</sup>** HOBBS PICKLES selected 90 mL



**SLICED FRESH**

**100 PTS**  
when you buy 200 g or more

**2<sup>69</sup>** /100 g LARSEN Country Style Salami

## celebrate Cinco de Mayo



**100 PTS**  
when you buy 1

**13<sup>99</sup>** Al Pastor Whole Roasted  
Chicken 900 g available hot



**5<sup>99</sup>**  
Al Pastor Pulled  
Pork Loaded Fries  
405 g available hot

**Al Pastor**  
When sweet meets heat!  
Bold, tangy, and slightly spicy

Hot Churro Bites  
with Caramel and  
Chocolate Dipping  
Sauce for \$3  
(regular retail \$4.99)

**GET 1**



**WHEN YOU BUY ANY 1**  
Al Pastor Item from Our  
Kitchen Department



**200 PTS**  
when you buy 1

**2<sup>09</sup>** /100 g Al Pastor Chicken  
Taco Kit available chilled



**200 PTS**  
when you buy 2

**\$7** Al Pastor Pulled Pork  
Flatbread or Selected  
Varieties 230-305 g

Celebrate the taste of Mexico - May 5

# bakery



- European inspired flaky puff pastry dough
- Bursting with a selection of real fruit fillings
- No artificial flavours, colours or preservatives

**BAKED IN STORE**

**2/\$7**  
Strudel Fingers, Turnovers or  
Mini Strudel 4-6 pk 228-272 g



**4<sup>99</sup>** MEMBER PRICING  
**5<sup>99</sup>** without Scene+ Card

Filled Donut Bites Birthday Cake, Chocolate or French Toast 12 pk 440 g



**BUY MORE SAVE MORE**

**2<sup>99</sup>** ea when you buy 2 or more  
Mini Croissants 8 pk  
250-260 g 3.49 ea

**BAKED IN STORE**

**BUY 1 GET 1 FREE**  
of equal or lesser value



Brownies 550-585 g or  
Brownie Cakes 310-390 g



**21<sup>99</sup>** Dessert Carrot Cake 1.49 kg



**200 PTS**  
when you buy 2

**7<sup>49</sup>** COMPLIMENTS Pecan or Raisin  
Butter Tarts 510 g

**EVERYDAY VALUE**



**\$2** COMPLIMENTS English Muffins  
6 pk



**3<sup>49</sup>** COMPLIMENTS Grain Breads  
600 g or Dinner Rolls 12 pk

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

# meal makers



**100 PTS**  
when you buy 2

**8.99** FLOURISH Pancake Mix 430 g



**5.99** POST Family Size Cereal 368-650 g



**2.99** APPLESNAX Fruit Cups 6 pk



**4.99**  
SMUCKER'S Pure Jam 250 mL selected, ADAMS Peanut Butter 500 g or JIF Peanut Butter 500 g



**3.49**  
KRAFT Jet-Puffed Marshmallows 400 g or BETTY CROCKER Whipped Cream Cheese Frosting selected 340-450 g



**5.49** LAURA SECORD Chocolate Chips 250 g



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



**2.99** HOSTESS Snacks 121-225 g



**7.88**  
BEN'S ORIGINAL Fast & Fancy Rice 132 g



**2/\$6**  
BEN'S ORIGINAL Bistro Express Rice 240-250 g or TASTY BITE Side Dish 285 g



**2/\$5.50**  
AYLMER Tomatoes 796 mL or Accents 398-540 mL



**8.99** SCHÄR Gluten-Free Bread or Buns selected 200-400 g



**50 PTS**  
when you buy 1

**5.99** EAST SIDE MARIO'S Pasta Sauce 410-650 mL



**50 PTS**  
when you buy 1

**7.99** TRE STELLE Parmesan Shaker 200 g



**3.99**  
CATELLI Protein+ Pasta or BARILLA Gluten Free Pasta 340 g



**12.49** BEN'S ORIGINAL Rice selected 1.6 kg

WE'RE FULL OF compliments



**3.99**  
COMPLIMENTS Canned Fruit 796 mL



**15% off**  
COMPLIMENTS Baking Nuts 100 g selected (excludes pine nuts)



**2/\$4**  
COMPLIMENTS Broth 900 mL



**6.99** COMPLIMENTS Pickles 2 L or Ranch Dressing 1.06 L

# natural health



**7.49**  
KASHI GoActive Cereal 349-501 g or Organic Cereal 360-510 g



**9.99**  
UNDERGROUND Kombucha 355 mL 4 pk or 2.99 ea



**500 PTS**  
when you buy 2

**14.99**  
ETHICAL BEAN COFFEE Pods 12 pk




**BUY MORE SAVE MORE**

**\$3** ea when you buy 3 or more

**200 PTS**  
when you buy 3

**3.99** ea  
GUAYAKI Beverages 458 mL 3.99 ea



**100 PTS**  
when you buy 2

**5.99** IMAGINE Chicken Bone Broth 946 mL




**3.29** RISE Organic Kombucha 414 mL



**200 PTS**  
when you buy 2

**STARTING AT 5.49**  
OLYMPIC Organic Original or Greek Yogurt 650 g




**100 PTS**  
when you buy 2

**7.99** MID-DAY SQUARES 4 pk



**400 PTS**  
when you buy 1

**39.99** PERFECT SPORTS Diesel New Zealand Whey Protein Powder 908 g



**100 PTS**  
when you buy 2

**2/\$7**  
PROBAR Real Food, Protein, Energy Chews or GRENADE Protein Bars 60-85 g



**200 PTS**  
when you buy 2

**14.99**  
COMPLIMENTS Multivitamin Supplements 90-130 pk (excludes prenatal)



**200 PTS**  
when you buy 2

**20% off**  
ONE A DAY or FLINTSTONES Multivitamin Supplements 60-180 pk

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](http://sobeys.com/giftcards) for details

# frozen & dairy



**100 PTS**  
when you buy 2  
**4.99** COMPLIMENTS Cozy Coop Large White Eggs 12 pk



**4.49** **100 PTS**  
when you buy 2  
COMPLIMENTS Tropical Blends 1.75 L



**4.99**  
FARMERS, NORTHUMBERLAND, BAXTER or SCOTSBURN Chocolate Milk 2 L assortment varies by province



**3.99** **200 PTS**  
when you buy 3  
YOPLAIT Source 630 g or Minigo or Tube Yogurt 6-8 pk



**2.99**  
LACTANTIA Flavoured Butter 125 g



**5.99**  
BEAVERTAILS Cookie Dough 350 g



**5/\$5**  
YOPLAIT YOP Drinkable Yogurt 200 mL



**5.99**  
ASTRO Balkan Yogurt 12 pk



**5.99** **50 PTS**  
when you buy 1  
COMPLIMENTS BALANCE Non-Hydrogenated or Olive Oil Margarine 850 g



**3.99**  
KOZY SHACK Rice Pudding 624 g Tub or 4 pk



**5.49**  
DANONE Activia Yogurt 8 pk



**4.49** **100 PTS**  
when you buy 2  
SIGGI'S Icelandic Style Skyr Yogurt 4 pk



**5.99**  
NANAPOPS! Frozen Bars 4 pk selected



**6.99**  
RIGHTEOUS Gelato or Sorbetto 473 mL selected



**6.79**  
MCCAIN Deep'n Delicious Cakes 510 g selected



**100 PTS**  
when you buy 2  
SCHNEIDERS Breakfast Sandwiches or Egg Bites 224-288 g



**12.99**  
EL MONTEREY Taquitos 567-588 g



**6.99**  
PILLSBURY Pizza Pops 8 pk



**7.29**  
TINA'S Burritos 113 g



**4.99**  
TAST!EZ Frozen Snacks 311 g



**3.99**  
MCCAIN Superfries 454-800 g



**7.99** **50 PTS**  
when you buy 1  
POPSICLE Ice Pops 18 pk selected



**5.69**  
HUNGRY-MAN Frozen Dinner or XL Bowls 360-455 g



**4.99**  
COMPLIMENTS Moxii Ice Pops 6 pk selected



**3.29**  
COMPLIMENTS Dough'chi Bites 6 pk selected



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



**4.49** **50 PTS**  
when you buy 1  
COMPLIMENTS Aerosol Whipped Cream 225 g



**3.99**  
COMPLIMENTS Frozen Vegetables selected 500-750 g



**4.99**  
COMPLIMENTS Traditional Crust Pizza 352-446 g



**4.99**  
BUY MORE SAVE MORE  
COMPLIMENTS Cheese 250-270 g 5.99 ea



**100 PTS**  
when you buy 2  
**4.99**  
COMPLIMENTS BALANCE Egg Whites 500 g

WE'RE FULL OF compliments

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](http://sobeys.com/giftcards) for details

# home & pet care



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



**8.99** PURINA Cat or Kitten Chow 1.6-2 kg or Dentalife Dog Chews or Treats 404-595 g



**13.49** IAMS Proactive Health Dry Cat Food 1.36-1.59 kg



**200 PTS** when you buy 1  
**54.99** BLUE BUFFALO Dry Dog Food 9.9 kg

carton cards | PAPYRUS  
April 16 - May 6, 2026  
**SAVE \$5\***  
when you buy 3 Carlton Cards  
*\*details in participating stores*



**4.99** ZIPLLOC Bags 10-100 pk selected



**7.49** GLAD Kitchen Bags 26-52 pk or Compostable 10 pk



**24.99** CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towel 6=18 or 8=16 rolls



**3.49** DAWN Dish Soap 431-502 mL



**STARTING AT 5.99** WINDEX Glass Cleaner 765-950 mL or BON AMI Glass Cleaner 560 g



**5.79** LYSOL Toilet Bowl Cleaner 946 mL, Powder Odour Fight 710 mL or Air Freshener 283 g selected



**14.99** FLEECY Fabric Softener 4.7 L

# health, beauty & baby



**4.49** **150 PTS** when you buy 2  
CREST 3D White or Pro-Health Toothpaste or ORAL-B Toothbrushes, Floss or Picks 63-120 mL or 1-75 pk selected



**100 PTS** when you buy 2  
**STARTING AT 7.79** SENSODYNE, Pronamel or Clinical Strength Toothpaste 75 mL selected



**STARTING AT 5.49** SOFTSOAP, IRISH SPRING Body Wash 591 mL or PANTENE or GARNIER Hair Care 150-370 mL selected



**STARTING AT 3.49** GARNIER Fructis or HERBAL ESSENCES Shampoo or Conditioner 346-370 mL or SECRET or OLD SPICE Deodorant 73-96 g selected



**500 PTS** when you buy 2  
**15.99** ALWAYS Pads, Liners or Tampons 10-216 pk selected



**STARTING AT 8.49** OLD SPICE Body Wash 532-709 mL or AUSSIE Shampoo or Conditioner 778 mL or OLD SPICE, SECRET or GILLETTE Deodorant 45-216 g selected



**7.99** **100 PTS** when you buy 1  
DR TEAL'S Epsom Salts or Foaming Bath 1.36-1.81 kg or 1 L selected



**200 PTS** when you buy 2  
**20% off** CERAVE Moisturizers or Cleansers selected



**400 PTS** when you buy 1  
**78.99** ENFAMIL A+ NeuroPro Ready-To-Feed Bottles 18 pk



**200 PTS** when you buy 1  
**28.99** PAMPERS Super Pack Diapers 42-116 pk



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



**100 PTS** when you buy 2  
**3.99** PAMPERS Baby Wipes 56-72 pk

# pharmacy

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



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



**15% off** **150 PTS** when you buy 2  
TYLENOL, BENLIN or SINUTAB Cough, Cold & Sinus selected\* or VISINE Eye Care selected 15 mL



**10% off** **250 PTS** when you buy 2  
VOLTAREN Emulgel 60-150 g or FLONASE 60 dose\*



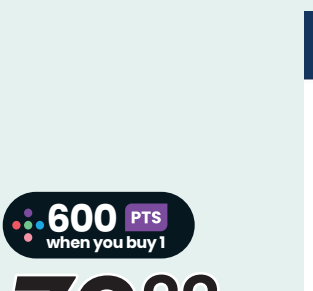
**10% off** **250 PTS** when you buy 1  
COLD-FX 45-60 pk



**15% off** **250 PTS** when you buy 1  
NICORETTE Gum or Lozenges 160-210 pk or QuickMist Duo\*



**400 PTS** when you buy 2  
**21.99** CLARITIN Allergy Relief 15-30 pk or AERIUS 24 pk\*



**600 PTS** when you buy 1  
**79.99** A&D Blood Pressure Monitor UA1040TCNBLE or UA810CNBLE 1 ea

**A&D Medical** VOICE GUIDED  
**Blood Pressure Monitor**  
Premium Upper Arm  
Bluetooth  
CLINICAL GRADE ACCURACY  
Measurement Accuracy, Atrial Fibrillation, 90 Reading Memory, Includes Batteries

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

Scene+  
**DIGITAL EXCLUSIVE**

# LOAD IT TO GET IT!

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

Activate your offers in the Sobeys app or at [Sobeys.com/offers](https://www.sobeys.com/offers)

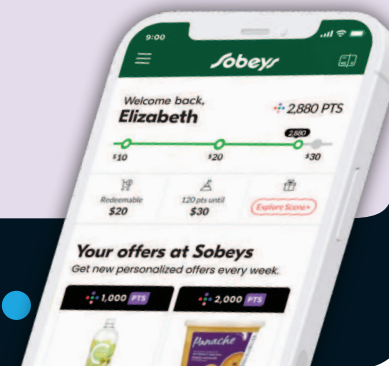


**SAVE**  
**\$2.79**

LOAD THIS OFFER  
AND SAVE \$2.79 ON  
BEST BUY Napkins  
500 pk

Get  
**800 PTS**  
when you buy 2

COMPLIMENTS Laundry  
Scent Booster Beads 422 g



Offer valid April 30th to May 6th, 2026 at all Sobeys locations in Atlantic 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. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

# celebrate Cinco de Mayo



**100 PTS**  
when you buy 2

**3.99**

Limes product of Colombia or Brazil 1 lb 454 g



**5.99**  
/lb

Jalapeño Peppers product of Mexico or USA 13.21/kg



**1.99**  
/lb

Red Onion product of Canada or USA no 1 grade 4.39/kg



**\$6**

ea when you buy 2 or more

COMPLIMENTS Lean Ground Pork, Extra Lean Ground Chicken or Extra Lean Minced Turkey, LAMB TONIGHT Lean Ground Lamb, JOHNSONVILLE Sausage Meat, NOBLE PREMIUM Lean Ground Bison or FONTAINE Lean Ground Veal 226-454 g starting at 6.99 ea



**7.99**  
/lb

Fresh Lean Ground Beef Family Size 17.61/kg



**14.99**  
/lb

AL PASTOR In-Store Marinated Fresh Atlantic Salmon Fillets 33.05/kg



**2.09**  
/100 g

AL PASTOR Chicken Taco Kit available chilled



**5.97**

CRACKER BARREL Shreds 250-320 g



**1.25**

AL PASTOR Marinated Raw Shrimp Skewers previously frozen 45 g



**4.99**

CHOLULA Salsa 325 mL or Hot Sauce 150 mL



**4.99**

TACO BELL Dinner Kits 260-420 g



**1.99**

OLD EL PASO Seasonings 24 g or CHOLULA Taco Seasoning 28 g



**3.49**

WINDSOR Grinders selected 34-70 g



**100 PTS**  
when you buy 1

COMPLIMENTS Pickled Jalapeños 375 mL



**5.99**

FIREBARNS Hot Sauce 200 mL



**2.99**

LA COSTEÑA Refried Beans 546 mL



**3.99**

JARRITOS Soft Drink selected 1.5 L



**4.49**

PACO Tortillas 650 g or CASA BONITA Corn Tortillas 250-450 g not available in all stores



**1.99**

HUNT'S Heirloom Tomatoes or Manwich Sloppy Joe Sauce 398 mL or ROTEL Tomatoes 284 mL

**100 PTS**  
when you buy 2

Celebrate the taste of Mexico - May 5



# Your destination for variety and value



**\$8** /lb

Sugar Mangoes product of Colombia 17.64/kg



**1.99**

Bean Sprouts product of Canada 325 g



**7.99**

DERLEA Chopped Garlic 1 kg



**10% off**

NEW ZEALAND SPRING LAMB frozen



**150 PTS** when you spend \$10 or more

**3.99** /lb

Fresh Pork Hock 8.80/kg



**4.88**

EIGHT TREASURES Basa Steaks 500 g



**2.49**

AROY-D Coconut Milk 400 mL



**11.48**

BILLY BEE Natural Honey 1 kg



**3.28**

EIGHT TREASURES Sweetened Condensed Milk 300 mL



**2.98**

CHINA LILY Soya Sauce 483 mL



**2.98**

CHEN KE MING Ramen or Udon Noodles 800 g



**3.98**

GOLDEN DRAGON Sauce selected 455 mL



**4.78**

HORMEL FOODS Tocino-Flavoured Spam 340 g



**3.48**

INDOMIE Instant Noodles 400-425 g selected varieties



**2.98**

FOCO Coconut Water 1 L



**2.48**

CHACHA Sunflower Seeds 260 g selected varieties



**8.98**

DAN-D PAK Cashews salted or unsalted 454 g



**4.79**

ORION Turtle Chips 160 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

# TRY OUR TRI TIP! IT'S FLAVOURFUL, VERSATILE AND AFFORDABLE!

Minimum  
21 day aged

## DID YOU KNOW?

- This triangular cut comes from the bottom of the sirloin.
- It boasts a rich meaty flavour.
- It's lean and lower in fat.
- It's a chef favourite for its versatility.

**17<sup>99</sup>**  
/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 39.66/kg

**Learn more**

Visit [www.sobeys.com/articles/different-cuts-of-beef](http://www.sobeys.com/articles/different-cuts-of-beef)

Make your own "Steak Bites" at home

Get **250** **PTS**  
when you spend \$25 or more on these products

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

Fresh Boneless Bottom Sirloin Tri Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 41.86/kg

**18<sup>99</sup>**  
/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 41.86/kg

A predominant note of soy sauce enhanced with ginger, garlic and sesame flavour, the attractions of tasty Asian cuisine

## 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)

### HOW TO COOK A TRI TIP:

- ROAST IT:** Sear on the stovetop, then go low and slow.
- BRAISE IT:** Cook it, shred it and savour the sauciness!
- GRILL IT:** The tried-and-true quick and easy method.
- SMOKE IT:** Pick the dry rub and wood, and give it time!

**READY FOR YOU**

# East coast lobster is coming May 7!



First  
of the  
Season



# Sobeys

**1,000+ ITEMS ARE  
PRICE LOCKED**

until June 3, 2026



100 PTS  
when you buy 2

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

COMPLIMENTS Lemonade  
1.36-1.54 L



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

TWIGZ Pretzels  
130 g



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

DEMPSTER'S Signature Buns  
6-12 pk



**2/\$8**

RED BULL Energy Drink  
355 mL



100 PTS  
when you buy 2

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

COMPLIMENTS Dry Lentils or Beans  
450 g



**2/\$4**

COMPLIMENTS Prepared  
Mustard 400 mL



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

KELLOGG'S Jumbo Cereal 700 g-1.1 kg



BUY MORE  
SAVE MORE

200 PTS  
when you buy 2

**6<sup>99</sup>**  
ea when you  
buy 2 or more

E.D. SMITH Pie Filling selected 540 mL  
8.29-9.29 ea



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

COMPLIMENTS Sour Cream 250 mL



**3<sup>79</sup>**  
ea when you  
buy 2 or more

MIO, KOOL-AID or CRYSTAL LIGHT  
Water Enhancers Liquids 48 mL or  
Powders 4-10 pk 4.69 ea



100 PTS  
when you buy 2

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

HEINZ Hot Bites 198 g



**15<sup>99</sup>**

FINISH Dish Tabs 30-55 pk or  
Jet-Dry 946 mL



**So much value in every shop**

# Sobeys

**1,000+ ITEMS ARE PRICE LOCKED**

until June 3, 2026



**\$8**  
/lb

Sugar Mangoes product of Colombia 17.64/kg



**\$2**  
/lb

Ginger Root product of China 4.41/kg



MEMBERS SAVE \$1  
**13<sup>99</sup>**  
MEMBER PRICING

**14<sup>99</sup>**  
without Scene+ Card

COMPLIMENTS Sliced Cheeses 440 g



**\$4**

Garlic Bread 540 g

Made with 100% Canadian Flour



**\$4**

Large Cantaloupe product of Guatemala or Honduras no 1 grade



**\$4**

THE LITTLE POTATO COMPANY Kits 454 g product of Canada, Canada no 1



**\$6**

FIELD ROAST Plant-Based Burgers 184 g



**12<sup>50</sup>**

OCEAN JEWEL Shrimp Skewers 454 g



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

ULTRA NATURAL Fair Trade Honduras Cooked Shrimp with Garlic & Parsley or Asian-Style Marinade 454 g



**200 PTS**  
when you buy 2

**16<sup>49</sup>**

Ribs full rack 710 g available hot or chilled



**BUY 1 GET 1 FREE**  
of equal or lesser value

Cream Pies 5" 260-370 g

So much value in every shop

# Rachelle Béry

Feel good, all season long.

Rachelle Béry wellness boutique



**200 PTS** when you buy 1

**20% off**

PROGRESSIVE VITAMIN C, OMEGA, SUPERFOODS GREENS OR YOUTHEORY GUMMIES SELECTED VARIETIES AND SIZES

**200 PTS** when you buy 1

**15% off**

ST FRANCIS HERB FARM DIGEST OR DETOX SUPPLEMENTS SELECTED VARIETIES AND SIZES

**20% off**

HAVN LIFE MUSHROOM SUPPLEMENTS 60-90 PK

**15.99**

ENER-C VITAMIN DRINK MIX OR ENER-B OR ENER-D 16.99, 30 PK

**500 PTS** when you buy 1

**29.99**

GENUINE HEALTH MARINE OR BOVINE COLLAGEN POWDER 140-160 G

**NEW**

**24.99**

THE LITTLE CACAO CO. VITAMIN CHOCOLATES 20 PK

**15% off**

AURA CACIA ESSENTIAL OILS OR SKIN CARE SELECTED VARIETIES AND SIZES

**15% off**

GREEN BEAVER ORAL CARE, DEODORANT OR ANTIPERSPIRANT SELECTED VARIETIES (EXCLUDES MENS AND CASTILLE SOAPS)

**15% off**

SPA DENT NATURALS ORAL CARE SELECTED VARIETIES AND SIZES



A selection of organic and natural products made to enrich your life

Products available at select locations only.

Browse a Rachelle Béry boutique at your local Sobeys store

**40 YEARS OF DELIGHT**

**100 PTS** when you buy 2

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

INTERNATIONAL DELIGHT  
946 mL or Cold Foam  
369-396 g

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

**YOUR COFFEE'S CREAMY GOODNESS**

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

SILK Creamers  
890 mL or Cold Foam  
369 g

Silk® © 2026 WhiteWave Services, Inc. All rights reserved.

**MAKING EVERY BITE COUNT**

BUY A CADBURY PRODUCT, HELP DONATE A MEAL

**5<sup>49</sup>** ea when you buy 2 or more

**5<sup>29</sup>**

CADBURY Sharing Bars  
180-200 g  
6.99 ea

**200 PTS** when you buy 2

CADBURY Multipacks  
152-200 g

Cadbury is donating \$100,000 to Food Banks Canada, and you can help raise \$100,000 more for select affiliate food banks within Canada. A portion of proceeds from the purchase of Cadbury products between April 6th - May 16th, 2026, will be donated, up to a maximum of \$100K. Food Banks Canada meal metric, \$1 = 2 meals. NHLPA and the NHLPA logo are registered trademarks of the National Hockey League Players' Association. © NHLPA. All rights reserved.

**THE TASTE OF PERFECTION**

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

OIKOS 4x95 g or 4x100 g

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

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

ACTIVIA 8x100 g

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**THE SNACK OF THE MOST INTENSE FANS**

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

Takis Fuego  
Takis Pickle Punch

**talenti CRAFTED TO TASTE**  
*as good as it looks*

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

TALENTI Sorbetto or Gelato  
473 mL selection may vary by store

**SUMMER OF SAVINGS**

SAVE ALL SUMMER ON YOUR FAVOURITE Kraft/Heinz PRODUCTS

**4<sup>97</sup>**

HEINZ Ketchup 750 mL-1 L  
Miracle Whip Spread 650-890 mL or Picnic Pack 3x375 mL any variety

**\$4**

KRAFT Salad Dressing 425 mL or HEINZ Mayonnaise-Style Sauces 340 mL any variety

**\$3**

KRAFT BBQ Sauce 455 mL any variety

**ARMSTRONG**

**HIGH IN PROTEIN Marble Cheddar Cheese**

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

ARMSTRONG Shredded Cheese 300-320 g

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

ARMSTRONG Sticks 210 g, Nibblers 200 g, Swirls 283-340 g or Combos 180 g

Winner Cheese category. Survey of 4,000 people by Kantar.

**ONE SIP AND YOU'RE MATCH READY**

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

FUZE Iced Tea 12x341 mL

**21<sup>99</sup>**

POWERADE Beverages 24x591 mL

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**NEW CRACKER BARREL Signature**

PERFECT FOR SNACKING, SPREADING & DIPPING

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

CRACKER BARREL Monterey Jack Spreads 200 g

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

CRACKER BARREL Cheese Slices 500 g

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

COCA-COLA Beverages 6x222 mL

**50 PTS** when you buy 1

**21<sup>99</sup>**

POWERADE Beverages 24x591 mL

Offer valid from April 30th to May 6th, 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.

**NEW FLAVOURS!**

**Häagen-Dazs EXTRÄAZ**

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

HÄAGEN-DAZS Ice Cream 400-450 mL selection may vary by locations

\*Häagen-Dazs trademarks reproduced under license by Nestlé Canada Inc., North York, ON M2N 6S8. ©HDP 2026.

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

YOPLAIT Source Yogurt 16 pk or Méditerranée Yogurt 900 g

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

KRAFT Philadelphia Dips 227 g

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

FILLO'S Beans or Lentils 283 g

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

LA COCINA Tortilla Chips 300-400 g

**12<sup>49</sup>**

SAPPORO Non-Alcoholic Beer 6x355 mL

**2/\$7**

**50 PTS** when you buy 2

GURU Energy Drink 355 mL

**6<sup>49</sup>**

DR. OETKER Casa di Mama or Ristorante Pizza 288-410 g

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

RED BULL Energy Drink 4x250 mL

**Drink in the FIFA World Cup 26™**

\*Coca-Cola Ltd., used under license.

**15<sup>49</sup>** GLACEAU smartwater Beverages 6x1 L  
**100 PTS** when you buy 1

**6<sup>99</sup>** AHA Sparkling Water Beverages 12x355 mL  
**100 PTS** when you buy 1

**2/4<sup>50</sup>** POWERADE Beverages 710 mL

**2/4<sup>50</sup>** COCA-COLA Beverages 1 L

Offer valid from April 30th to May 6th, 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.

**Dare**

**500 PTS** when you buy 4

**\$3** BRETON Bites 160-200 g

**6<sup>49</sup>** DARE Family Pack Cookies 336-630 g

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**YOU COULD WIN FIFA WORLD CUP 26™ TICKETS AND MORE**

**300 PTS** when you buy 3

**3<sup>69</sup>** QUAKER Instant Oatmeal 232-344 g selected or Standard Oats 709 g-1 kg selected

**BUY MORE SAVE MORE**

**3<sup>49</sup>** CRISPY MINIS Rice Snacks 90-100 g selected 4.29 ea

Tickets are for games played in Toronto or Vancouver. Entry close for tickets is June 23, 2026. <sup>1</sup> No purchase necessary. Canadian residents, 18+. Details at [www.ScoreWithSobeys.ca](http://www.ScoreWithSobeys.ca).

**HELLMANN'S OFFICIAL CONDIMENT OF CANADA**

**100 PTS** when you buy 2

HELLMANN'S Flavoured Mayonnaise 325-445 mL

**100 PTS** when you buy 2

HELLMANN'S Mayonnaise 750-890 mL

**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.

\*NO PURCHASE NECESSARY. Full Contest rules found at <https://www.sobeys.com/hellmannscanadasoceerspringcontest>. Contest runs from 03/12/2026-05/06/2026. Open to legal residents across provinces of Canada including QC with a valid Scene+ account and who have reached the age of majority. 1 grand prize of 1,000,000 Scene+ points (ARV: \$10,000.00), 1 secondary prize of 500,000 Scene+ points (ARV: \$5,000.00), 110 tertiary prizes of Canada Soccer gift cards (ARV: \$50.00 each). 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.

**Knorr**

**5<sup>99</sup>** KNORR Pastes 311 g

**2<sup>99</sup>** KNORR Rice & Pasta Cups 73 g

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**Fire-up THE FLAVOUR!**

**3<sup>98</sup>** VH Sauces 341-380 mL

**5<sup>99</sup>** PAM Cooking Sprays 113-170 g

**GO TEAM**

**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<sup>49</sup>** ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 340-492 g or Gourmet Popping Corn 850 g

**150 PTS** when you buy 2

**3<sup>99</sup>** ORVILLE REDENBACHER Ready to Eat Popcorn 116-220 g

NO PURCHASE NECESSARY. While supplies last. Contest begins on March 22, 2026 (12:00 a.m. ET) and ends June 13, 2026 (11:59:59 p.m. ET). Open to residents of Canada (age of majority). Enter online and full rules (including details on how to enter without purchase) at [www.orvillecontest.ca](http://www.orvillecontest.ca). One prize available (ARV: \$18,430 CAD). Odds depend on number of eligible entries. Skill-testing question required. VOID WHERE PROHIBITED.

**GRILL TIME**

**3<sup>49</sup>** TABASCO Pepper Sauce 57 mL

**4<sup>99</sup>** NANDO'S Perinaise 450 mL

**4<sup>99</sup>** MAILLE Mustard 200 mL

**5<sup>49</sup>** BRIANNA'S Salad Dressing 355 mL

**7<sup>99</sup>** CATTLEBOYZ Original BBQ Sauce 490 mL

**SCORE REWARDS WITH GENERAL MILLS & SCENE+**

BUY A GENERAL MILLS PARTICIPATING PRODUCT FOR A CHANCE TO **WIN CANADA SOCCER MERCH** AND FREE GENERAL MILLS PRODUCTS!

Spend **\$15** and get **500 Scene+ POINTS** On General Mills™ participating products

**5<sup>99</sup>** GENERAL MILLS Family Size Cheerios or Selected Varieties 475-778 g

**3<sup>99</sup>** OLD EL PASO Taco Kits 250-510 g

**2<sup>99</sup>** NATURE VALLEY Lunch Box, Crunchy or Trail Mix Granola Bars or BETTY CROCKER Fruit, Gushers or MOTT'S 120-230 g selected varieties

\*Must redeem online. Offer ends July 31, 2026. See participating products for details.

**4<sup>99</sup>** CHAPMAN'S Yukon Novelties 5-8 pk selected

**3<sup>99</sup>** SMART ONES Frozen Entrées 241-283 g

**200 PTS** when you buy 4

**4/\$10**

**ANNIE'S Mac & Cheese** 149-170 g excludes Gluten Free, Vegan and SuperMac

**ANNIE'S SHELLS & WHITE CHEDDAR COQUILLES ET CHEDDAR BLANC** 170 g

**ANNIE'S SHELLS & REAL AGED CHEDDAR COQUILLES ET VRAI CHEDDAR VIEILLI** 170 g

**2/\$8** KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g

**PRICE LOCK**

**4<sup>29</sup>** NERDS Gummy Clusters 142 g

**9<sup>99</sup>** SUNKIST Fruit Snacks Club Pack 792 g

**200 PTS** when you buy 2

**12<sup>99</sup>** HEINEKEN Non-Alcoholic Beer 6x330 mL

**200 PTS** when you buy 2

# Make every day CATurday

Give them love, and they'll give you a lifetime of purrs



100 PTS when you buy 1

COMPLIMENTS Cat Litter 7 kg



1.49

PURINA Friskies Lil' Soups 34 g



19.99

PURINA ONE Live Clear Dry Cat Food 1.36 kg



100 PTS when you buy 2

5.99

WHISKAS Temptations Cat Treats 454 g



88¢

WHISKAS Wet Cat Food Pouches 85 g



6.99

PURINA Friskies Lil' Lickables 140 g



1.97

PURINA Fancy Feast Gems 114 g



1.89

BLUE BUFFALO Tasteful Wet Cat Food 155 g



200 PTS when you buy 1

10.99

COMPLIMENTS Cat Litter 15 kg





Dove  
MEN  
+care



OFFICIAL SPONSOR

YOU COULD

# WIN

## TICKETS TO THE FIFA World Cup 26™

Full rules and entry details at  
[JoinTeamFresh.ca](http://JoinTeamFresh.ca)

\*Terms and conditions apply.

6<sup>99</sup>

DOVE Body Wash  
325 mL



6<sup>99</sup>

DOVE Soap Bars  
3 pk selected



6<sup>49</sup>

DOVE Shampoo  
355 mL or  
Deodorant 45 g



START FRESH.

STAY FRESH.



5<sup>49</sup>

DEGREE Body Wash  
600 mL selected

AXE

SMELL IRRESISTIBLE  
ALL DAY



5<sup>99</sup>

AXE Body Wash 473 mL



5<sup>49</sup>

AXE Shampoo 473 mL



5<sup>99</sup>

AXE Deodorant 85 g or Body Spray 113 g



# MONSIEUR GUSTAV™

Celebrate Cinco de Mayo the Gouda way



**100 PTS**  
when you buy 2



SANS LACTOSE FREE



**6.99**

MONSIEUR GUSTAV  
Swiss Cheese  
Gouda Cheese  
selected varieties  
170g



**5.99**

**100 PTS**  
when you buy 2

MONSIEUR GUSTAV  
Double Crème Brie  
125g, JARLSBERG Slices  
selected varieties 120g  
or FRICO Slices selected  
varieties 150g

# GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



\*Conditions Apply





# BRING HOME THE BELL

Spend \$20  
or more and

Save  
**\$10**



using your Scene+ card



**SHOP NOW**

**OFFER VALID APRIL 30 – MAY 6, 2026**

Product availability may vary in each participating Sobeys or Safeway store. All products must be purchased within the same transaction between April 30 and May 6, 2026 using a Scene+ card in order to qualify. The offer can only be redeemed three times per Scene+ cardholder during the duration of the program between April 30 and May 6, 2026.

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