

FRESH CO

Lowering food prices

Flyer in effect April 23-29, 2026

Prices in effect in Western Canada

LOWEST
PRICE

OR WE'LL BEAT IT*

SHOP WITH US FOR THE
LOWEST PRICES, EVERY DAY.

Guaranteed with our Price Match policy*

SAVE \$3.01 /LB

\$2.98 /lb

Fresh Pork
Tenderloin
Cryovac 6.57/kg
reg 5.99/lb
WHILE SUPPLIES
LAST

SAVE \$1.50

\$1.49

Italpasta 900 g
or Catelli Garden
Select Pasta Sauce
600 mL
reg 2.99



SAVE UP TO \$4

\$2.99

Red Baron Classic
Crust Pizza
584-597 g or
McCain Premium
Breakfast Potatoes
600-650 g or
Premium Specialty
Fries 540-800 g
reg 4.99-6.99



Strawberries
907 g
Product
of USA
No. 1 Grade

\$5.99



Mini Seedless
Cucumbers 6 pk
Product of Canada,
Canada No. 1
Grape Tomatoes
283 g or
Medley Tomatoes Pint
Product of
Canada or Mexico

\$2.49



MarcAngelo
Souvlaki
Chicken Breast
or Pork Kabobs
480-640 g
reg 14.00

\$7.97



Armstrong
Cheese Bars
400 g or
Shreds 320 g
reg 7.49-7.99

SAVE UP TO \$3
\$4.99



Coca-Cola
Soft Drinks 6x710 mL or
Mini Cans 6x222 mL
reg 4.79-6.17

200 PTS
when you buy 2

SAVE UP TO \$2.18
\$3.99



Purex Bathroom
Tissue 30-50 rolls or
SpongeTowels 6-12 rolls
reg 17.99-19.99

SAVE \$7
\$10.99
without
Scene+ Card \$17.99



Dempster's
Whole Grain,
Signature or
Protein Breads
600 g or
Bagels 5-6 pk
Selected
Varieties
reg 4.19-4.99

SAVE UP TO \$1.50
\$3.49



Eight Treasures
Thai Jasmine
Rice 18.1 kg
reg 38.99

SAVE \$14.11
\$24.88

PRODUCT SELECTION MAY VARY BY LOCATION

Locally Owned
& Operated



BY PROUD CANADIANS



Learn more



Pharmacy care right where you shop

- ✓ Prescriptions
- ✓ Immunizations
- ✓ Medication reviews
- ✓ Custom pill packaging

[Explore our services](#)



FRESH CO

Fee for some services may apply

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply





Doritos 210-280 g
Ruffles 180-200 g reg 4.49-4.79

SAVE UP TO \$2.58
2/\$7



Coca-Cola or Pepsi Soft Drinks 12x355 mL
Selected Varieties

Scene+ MEMBER
\$7.99
without Scene+ Card \$8.99



Campbell's Chunky Soup
515 mL

SAVE 50¢
\$2.99



Healthy Choice
Gourmet Steamers
269-306 g reg 5.29

SAVE \$1.50
\$3.79



Old Dutch Laundry Detergent
4 L reg 6.79

SAVE \$1.80
\$4.99

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



Imperial Margarine
800 g

100 PTS
when you buy 1
SAVE \$3
\$4.99



Quaker Crispy
Minis 100 g or
Rice Cakes
127-199 g
reg 3.79

150 PTS
when you buy 3
SAVE \$1.54
\$2.25



Nescafé Gold
Instant Coffee 95-100 g
Espresso Concentrate 500 mL or
Starbucks by Nespresso 10 pk
reg 9.99-10.99



200 PTS
when you buy 2
SAVE UP TO \$3.55
\$7.44



Black Diamond
Cheestrings
252-336 g

100 PTS
when you buy 2
SAVE \$2
\$6.49



Palmolive Dish Soap
591-828 mL reg 3.29

100 PTS
when you buy 2
SAVE 80¢
\$2.49

Scene+
DIGITAL
EXCLUSIVE

April 23-29, 2026
*terms and conditions apply



Load this offer and get 20 points
for every dollar spent on
Compliments Exceptional
Chocolate Chip Cookies 280 g

20*
pts

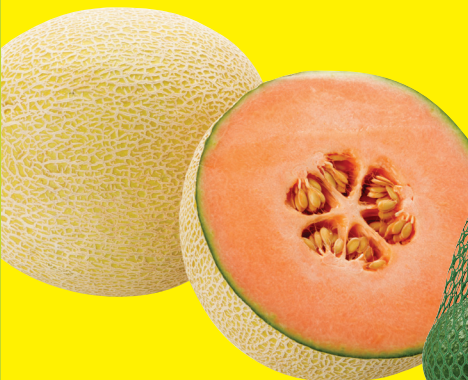


Load this offer and get
20% off for every
Compliments Raisin
Bread 650 g

20%*
off



The Scene+ Loyalty Program is available at all participating FRESHCO locations within WESTERN CANADA. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, McAfee/Tim Hortons/Starbucks products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Offers valid Thursday, April 23, 2026 to Wednesday, April 29, 2026. Prices in effect while supplies last. We reserve the right to limit quantities. No rainchecks except as advertised. All price savings shown in this flyer are measured against our lowest regular retail prices offered at our stores in the applicable trade area. Guarantee does not apply to banners named, operated or franchised by Sobeys Capital Incorporated. Savings offered may differ by region. We reserve the right to correct any unintentional errors in this flyer and make changes to any of our programs without prior notice. See in-store or [FreshCo.com](https://www.freshco.com) for details. Our reference to "lowest prices", "low prices" and other similar statements in our ads is as compared to the full-service banners operated by Sobeys Capital Incorporated. See in-store or [FreshCo.com](https://www.freshco.com) for full details of our Guarantee. All guarantees are applied at our absolute discretion and we reserve the right to define competitor, trade area and to limit quantities. Not to be combined with any other offers and subject to change without notice. Guarantees do not apply to third-party vendor products, prescriptions, gift cards, liquor, tobacco, clearance & limited-time products, loyalty and marketing initiatives and any products which may not be discounted by law (the "Limitations"). LOWEST PRICE GUARANTEE: Subject to the Limitations and excluding products sold by third-party vendor products sold within the store, if a discount competitor within the geographic trade area offers a lower price on an identical item by brand and size that we carry in this store, we will sell you that item for 1¢ less than the discount competitor's current advertised price in their flyer. Price matching will be done for the following banners: Ontario: No Frills, Food Basics, Real Canadian Superstore, and Wal-Mart British Columbia, Alberta, Saskatchewan, and Manitoba. No Frills, Real Canadian Superstore, Wal-Mart and Save-On Foods. Price match locations are subject to change based on regional circumstances. Does not apply to competitor errors. Limit of four (4) units of each price matched item per customer. DOUBLE FRESH GUARANTEE: Subject to Limitations, if you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can return the product with a receipt within 14 days of purchase and we will refund the purchase price and provide you with an identical replacement product (while supplies last). IN-STOCK GUARANTEE: Subject to Limitations and excluding seasonal and limited quantity products, if you find that we are out of stock of any product featured in that store's current flyer, we will provide you with a rain check that can be used to purchase the item for 10% off the current advertised price when the item is back in stock. PRICES IN EFFECT IN WESTERN CANADA



Avocados 5 pk
Product of Mexico or
Cantaloupe Product of Costa Rica
or Guatemala No. 1 Grade



50 PTS
when you buy 1
\$4.99



Sweet Bell Peppers
Red, Yellow, or Orange
Product of Canada 6.59/kg



\$2.99
/lb



Pink Lady Apples
Product of USA
Extra Fancy Grade or
Navel Oranges
Product of USA
4.39/kg

\$1.99
/lb



Pomegranate
Product of Peru

\$3.99
ea



Hothouse Tomatoes
Product of Canada,
Canada No. 1,
USA or Mexico No. 1
Grade 5.49/kg

\$2.49
/lb



Green or Grey
Zucchini or Eggplant
Product of Mexico
4.39/kg

\$1.99
/lb



Red Mangoes
Product of Mexico

100 PTS
when you buy 2
\$1.99
ea



Blueberries 170 g
Product of Mexico
No. 1 Grade or
Kiwi 454 g Product
of Italy or Greece

50 PTS
when you buy 1
\$4.99



Romaine
Hearts 3 pk
Product of USA

50 PTS
when you buy 1
\$4.99



Compliments Baby
Spinach or Spring Mix
312 g Product of USA

100 PTS
when you buy 2
\$5.99



Maple Lodge or
Zabiha Halal Chicken
Bologna or Wieners
375-450 g
reg 3.49-3.99

SAVE UP TO \$1.50
\$2.49



Fresh Centre, Rib
or Sirloin Pork Loin
Combo Chops 9.90/kg

\$4.49
/lb



Compliments
Pepperoni or
Salami Chub
500 g
reg 5.49

50 PTS
when you buy 1
SAVE 50¢
\$4.99



MarcAngelo
Italian Style Pork
Sausage 450 g or
Jumbo 675 g or
Pepper Parmesan
Pork Meatballs
Frozen 400 g

SAVE UP TO \$2
\$5



Hayter's Farm
Turkey Burgers or
Sausages Frozen
375-450 g
reg 6.99

SAVE \$1
\$5.99



High Liner
Family Favourites
Frozen 350-700 g
reg 9.99

SAVE \$3
\$6.99



Compliments
Thick Cut Naturally
Smoked Bacon
1 kg

\$13.99



Fontaine Santé
or Lantana Hummus
227-283 g
reg 4.49-4.99

SAVE UP TO \$1.50
\$3.49



Mastro
Salami 125-150 g
or San Daniele
Prosciutto 100 g
reg 5.99-6.99

SAVE UP TO \$3
\$3.99



Main Street Deli
200-250 g or
Variety Pack 300 g
reg 6.00

SAVE \$1
\$5



Tre Stelle
Mozzarella Ball or
Lactose Free 340 g
reg 8.99

SAVE \$2.50
\$6.49



Compliments
Buns 12 pk, English
Muffins 6 pk or
Tortillas 340-610 g

300 PTS
when you buy 3
STARTING AT
\$2.49



Natural Bakery
Canadian Sliced
Rye Bread
900 g reg 5.79

SAVE 80¢
\$4.99



Best Buy
Cookies 390 g,
Compliments
Two-Bite Snacks
319-370 g or Coconut
Macaroon Bites
300 g

\$5

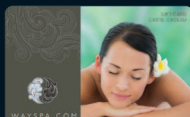


Compliments
Muffins 400-600 g
reg 6.50

SAVE \$1.01
\$5.49

SPEND \$25 IN
H&M & WAYSPA GIFT CARDS AND
GET 500 SCENE+ POINTS!

H&M



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.

SAVE UP TO \$1.50
\$2.99



Christie Cookies
Selected Varieties
224-303 g or
Peek Freans
Selected Varieties
275-350 g
reg 3.99-4.49



SAVE \$1.50
\$5.49

Kellogg's Cereal
Selected Varieties
450-650 g reg 6.99



Crave
Frozen Meals
200-340 g or
Kraft Dinner
Frozen Meals
340 g
reg 4.99

SAVE \$1
\$3.99



Quaker
Standard Oats
709 g-1 kg,
Instant Oatmeal
232-344 g
reg 3.99-4.99



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



Kellogg's
Town House Crackers 247-391 g or
Cheez-It Snap'd 213 g reg 4.29

200 PTS
when you buy 3
SAVE \$1.30
\$2.99



Nabob
Ground Coffee
915-930 g
without
Scene+ Card
\$19.99
\$22.99



Pepsi
Soft Drinks 2 L
Selected Varieties
reg 2.99

100 PTS
when you buy 2
SAVE 50¢
\$2.49



Oasis
Health Break
or Smoothie
1.6 L or
Del Monte
Juice 1.6 L
SAVE UP TO \$1
\$3.99



Twinings Tea
Bags 20 pk
reg 5.49

SAVE \$1.05
\$4.44



Tetley
Orange Pekoe
Tea 72 pk
reg 5.99

SAVE \$2
\$3.99



Old El Paso
Taco Kits 250-510 g
reg 4.99

SAVE \$1
\$3.99



Christie
Dad's Family Cookies
Selected Varieties 500-520 g
reg 6.79

100 PTS
when you buy 2
SAVE \$1.80
\$4.99

Silk
High Protein
1.42 L



SAVE \$1
\$6.99



Hellmann's
Mayonnaise
710-890 mL
reg 6.77

SAVE 78¢
\$5.99



Holiday
Luncheon Meat
340 g
reg 3.99

SAVE \$1.22
\$2.77



Purex Detergent 1.47-2.03 L or
Sunlight 1.84 L reg 8.99-10.99

SAVE UP TO \$3
\$7.99



Friskies 156 g or
Fancy Feast 85 g
Wet Cat Food

90¢

MORE WAYS TO SAVE!

HOT
PRICE

Scene+

Locked
&
Low

Look for these specially-marked
items throughout our stores

CHANCE TO WIN*
EVERY WEEK!

GROcery
GIVEAWAYS



Play on the FreshCo app now

IT'S GAME TIME



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

COMPLIMENTS
Dough'chi Bites
180 mL



COMPLIMENTS
BBQ Sauce
425 mL



NO PURCHASE NECESSARY. Full Contest rules found at freshco.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.

D1_FC_WK52_DIG_GAMIFICATION_WST_Z1

HOUSEHOLD SAVINGS

value size · format valeur

\$19.99

Compliments Bathroom Tissue 30=100 Rolls

value size · format valeur · value size · format valeur

\$20.99

Compliments Paper Towels 12=24 Rolls

Lysol Wipes
2 pk reg 14.99

SAVE \$3

\$11.99

Compliments Dishwashing Liquid
5 L reg 9.99

SAVE \$1

\$8.99

Gain Liquid Detergent
4.25 L reg 20.49

SAVE \$6

\$14.49

Bounce, Downy or Gain Dryer Sheets
120-200 pk reg 11.99-12.49

SAVE UP TO \$2.50

\$9.99

Downy Fabric Softener
4.16 L reg 21.79

SAVE \$3.80

\$17.99

Fleecy Fabric Softener 3.5 L or Dryer Sheets 200 pk
reg 12.49-12.99

100 PTS when you buy 1

SAVE UP TO \$2

\$10.99

Reynolds Parchment Paper 160'
reg 10.99 WHILE SUPPLIES LAST

SAVE \$1

\$9.99

Febreze Plug-Ins 2 pk
reg 12.99

200 PTS when you buy 2

SAVE \$2

\$10.99

Air Wick Plug-Ins 2 pk
reg 11.99-12.99

SAVE UP TO \$3

\$9.99

Glad Garbage Bags 100-160 pk
reg 23.99-24.99

SAVE UP TO \$3

\$21.99

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

\$4.99

Dare Family Pack Cookies
336-630 g
Selected Varieties
WHILE SUPPLIES LAST

Dare

PROUDLY CANADIAN OWNED AND MADE

\$2.49

Breton Bites 160-200 g
Dare Ultimate 290-300 g
Selected Varieties
WHILE SUPPLIES LAST

FLAVOURS OF LATIN AMERICA

Corona Sunbrew 0%
Non-Alcoholic Beer
12x355 mL

SAVE \$2

\$19.99



SAVE UP TO \$2.47 ON 3

3/\$5

Jarritos Soft
Drink 370 mL
reg 2.49



\$1.79
/lb

Plantain Bananas
Product of Guatemala
3.95/kg



\$1.99
/lb

Papaya
Product of Mexico
4.39/kg



La Cocina
Tortilla Chips
400 g reg 3.99



100 PTS
when you buy 2

SAVE 70%

\$3.29

Maseca
Corn Flour
2 kg reg 9.99



SAVE \$1

\$8.99



Chata Chilorio Shredded
Seasoned Pork 250 g
reg 7.79

SAVE \$1.30

\$6.49



Chata Refried
Pinto Beans 430 g reg 3.29

\$2.99



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

SAVE UP TO \$1

\$4.99



Herdez
Salsa 453 g
reg 3.99

SAVE 50%

\$3.49



Tajin
Chamoy
Chili Sauce
455 mL
reg 7.49

SAVE 50%

\$6.99



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

SAVE UP TO 70%

\$2.99



Old El Paso Taco
Sauce 243 mL,
Jalapeño Peppers
250 mL or Refried
Beans 398 mL
reg 3.49-3.99

SAVE UP TO \$1

\$2.99



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

SAVE UP TO 69%

\$1



75 PTS
when you buy 2

SAVE 50%

\$1.79

RO*TEL
Tomatoes 284 mL
reg 2.29



Lola's
Empanadas 380 g
reg 10.99

SAVE \$1

\$9.99

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



BRING HOME THE BELL



50 PTS
when you buy 2

\$4.49

Taco Bell Dip
425-445 g



50 PTS
when you buy 2

\$3.49

Taco Bell
Creamy Sauces
354 mL



50 PTS
when you buy 2

Taco Bell
Core Kits
260-420 g

\$3.49



\$1

Taco Bell
Seasonings
28 g



\$1.99

Taco Bell
Sauces
207 mL



50 PTS
when you buy 2

Taco Bell
Premium Kits
401-642 g

\$5.49