

ATL\_NB\_BIL

# 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  
Côtelettes fraîches désossées de longe de porc, coupes du centre et de bouts de côtes format familial

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

Fresh AIR-CHILLED Boneless Skinless Chicken Breasts Family Size 14.20/kg  
Poitrines de poulet fraîches sans peau, désossées, REFOIDIES À L'AIR format familial

**Verified**  
**9.99**

BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g or COMPLIMENTS Smoked Sausages 900 g  
Côtes de dos de porc BBQ ou au miel et à l'ail LA SÉLECTION DU BOUCHER ou saucisses fumées COMPLIMENTS

**Verified**  
**3.99**

**3 PACK**

COMPLIMENTS Rainbow Peppers 3 pk product of Canada or Mexico  
COMPLIMENTS Poivrons assortis produit du Canada ou Mexique

**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  
Crevettes sauvages d'Argentine crues MARINA DEL REY facile à décortiquer ou chair de crevettes ou morceaux de poisson salés SHOAL WATER SEAFOODS

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

Large Avocados or Large Red Haden Mangoes product of Mexico  
Gros avocats ou grosses mangues rouges Haden produit du Mexique

**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  
Café torréfié et moulu NABOB ou café en grains COMPLIMENTS

**Verified**  
**2.77**

DEMPSTER'S White or Whole Wheat Bread, Texas Toast Bread 675 g or Hot Dog or Hamburger Buns 8 pk  
Pain blanc DEMPSTER'S, pain de blé entier ou pain Texas Toast ou pains à hot-dog ou à hamburger

**Verified**  
**3.99**

CHAPMAN'S Premium or No Sugar Added Ice Cream, Frozen Yogurt or Sorbet 1-2 L selected  
Crème glacée Premium CHAPMAN'S ou sans sucre ajouté, yogourt glacé ou sorbet certaines variétés

**Verified**  
**11.99**

CASHMERE Bathroom Tissue 24=48 or 12=48 Rolls, SPONGETOWELS 6=12 Rolls or SCOTTIES Facial Tissue 12 pk  
Papier hygiénique CASHMERE, essuie-tout SPONGETOWELS ou mouchoirs SCOTTIES

**Verified**  
**5.97**

CRACKER BARREL Cheese 340-400 g, Shreds 250-320 g or BLACK DIAMOND Cheestrin Ficcello 12-16 pk  
Fromage CRACKER BARREL, fromage râpé ou Ficcello BLACK DIAMOND

**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  
Ketchup HEINZ ou paquet pique-nique ou Miracle Whip KRAFT ou mayonnaise

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

Visit the Sobeys app or MyGroceryOffers.ca

Scan QR code to download or open the app

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

**Scene+ DIGITAL EXCLUSIVE**

OFFER AVAILABLE APRIL 30-MAY 6, 2026

**Global Market**

**Verified**  
**12.98**

EIGHT TREASURES Thai Jasmine Rice 8 kg  
Riz au jasmin thaï EIGHT TREASURES

\*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\_BIL

# 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  
Bacon MAPLE LEAF ou SCHNEIDERS, bacon Ready Crisp MAPLE LEAF, bacon cuit SCHNEIDERS ou saucisses Juicy Jumbos ou saucisses fumées certaines variétés



**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  
Quartiers ou tranches de melon d'eau, préparés chaque jour certains formats



**MEMBERS SAVE 77¢**  
**2.22**  
MEMBER PRICING

**2.99**  
without Scene+ Card

CHRISTIE Snacking or Mini Crackers selected 162-200 g  
Craquelins collation ou mini CHRISTIE certaines variétés



**MEMBERS SAVE 44¢**  
**7.25**  
MEMBER PRICING

**7.69**  
without Scene+ Card

MICHELINA'S Frozen Entrées 128-284 g  
Repas surgelés MICHELINA'S

**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<sup>99</sup>

ASIAN INSPIRATIONS  
Entrées 400 g  
Repas surgelés  
ASIAN INSPIRATIONS



MEMBERS SAVE \$4  
13<sup>99</sup>  
MEMBER  
PRICING

17<sup>99</sup>  
without  
Scene+ Card

H&H Dried Fruit Thai Honey Mango 1 kg  
Fruits séchés Thai Honey Mango H&H



2/\$9

MISS VICKIE'S Kettle  
Chips 190-200 g  
Croustilles cuites à la  
marmite MISS VICKIE'S



2/\$8

KELLOGG'S Eggo Waffles,  
French Toast Sticks or  
Pancakes 270-330 g  
Gaufres Eggo KELLOGG'S,  
bâtonnets de pain doré ou  
crêpes



2<sup>99</sup>

KELLOGG'S Nutri-Grain Bars,  
Rice Krispies Squares,  
Pop-Tarts or Pastry Crisps  
selected 125-384 g  
Barre de céréales Nutri Grains  
KELLOGG'S, carrés aux Rice  
Krispies, Pop-Tarts ou barres  
croquantes certaines variétés



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  
Bœuf haché maigre frais disponible uniquement en tube de 5 lb

**value size**



**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  
Rôti de triangle de bas de surlonge frais déossé de choix à cuire au four ou bifteck à griller format familial coupés par votre expert boucher, coupe de bœuf Canada AAA



**100 PTS**  
when you buy 2

**3.99**

Limes product of Colombia or Brazil 454 g  
1 lb bag  
Limes produit de Colombie ou du Brésil



**3.99**

OLD EL PASO Dinner Kits 250-510 g or Salsa 650 mL  
Ensemble de repas OLD EL PASO ou salsa



**3.49**

BAXTER, SCOTSBURN or NORTHUMBERLAND Sour Cream 500 mL assortment may vary by province  
Crème sure BAXTER, SCOTSBURN ou NORTHUMBERLAND peut varier d'une province à l'autre



**5.99**

AL PASTOR Pulled Pork Loaded Fries 405 g available hot  
Frites garnies au porc effiloché  
AL PASTOR disponibles chaudes



**200 PTS**  
when you buy 2

AL PASTOR Pulled Pork Flatbread or Select Varieties 230-305 g  
Pain plat au porc effiloché  
AL PASTOR ou certaines variétés



**2/\$7**

TOSTITOS  
Tortilla Chips 205-300 g  
Croustilles de tortilla TOSTITOS



**2.99**

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



## 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  
Filets de truite steelhead fraîche de Terre-Neuve ou crevettes cuites MIRABEL



**3.99**

Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g  
Pain croûte au beurre, hollandais croustillant, italien moelleux ou garni de graines de sésame



**BAKED IN STORE**

**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  
Poulet pané style pub et ailes JANES, rouleaux de printemps COMPLIMENTS ou pâtés impériaux, bâtonnets de fromage, cornichons en pointe, petits oignons florissants ou pelures de pommes de terre



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

PHILADELPHIA Cream Cheese 227-250 g selected or KRAFT Singles 410 g  
Fromage à la crème PHILADELPHIA certaines variétés ou Singles KRAFT



**6.99**

GAY LEA Butter Sticks salted or unsalted 454 g  
Beurre en bâton GAY LEA salé ou non salé



**2/\$5**

COMPLIMENTS Pasta 900 g or HUNT'S Thick & Rich Pasta Sauce or Tomato Sauce 680 mL or Tomato Paste 369 mL  
Pâtes COMPLIMENTS ou sauce pour pâtes Épaisse et riche HUNT'S ou sauce tomate ou pâte de tomates



**3.49**

EARTH'S OWN Select Beverages 1.75-1.89 L  
Boissons EARTH'S OWN certaines variétés



**2/8.50**

COCA-COLA or PEPSI Soft Drinks 6x710 mL  
Boissons gazeuses COCA-COLA ou PEPSI



**10.99**

NUTELLA Hazelnut Spread 1 kg, COMPLIMENTS Honey 750-1 kg or KRAFT Peanut Butter 2 kg  
Pâte à tartiner aux noisettes NUTELLA, miel COMPLIMENTS ou beurre d'arachide KRAFT



**3.99**

GENERAL MILLS Premium or Core Cereal 297-437 g or KELLOGG'S Cereal 210-525 g selected (excludes Family Size)  
Céréales de qualité supérieure GENERAL MILLS ou de base ou céréales KELLOGG'S certaines variétés (à l'exception du format familial)



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

IMPERIAL Soft Margarine or Squares 1.28-1.36 kg  
Margarine molle IMPERIAL ou carrés



**27.99**

VAN HOUTTE Coffee 48 pk or MCCAFFÉ Roast & Ground Coffee 875 g  
Dosettes de café VAN HOUTTE ou café torréfié et moulu MCCAFFÉ



**3/\$5**

CLOVER LEAF Flavoured Tuna 85 g or Skipjack Light Tuna 170 g  
Thon aromatisé CLOVER LEAF ou thon pâle listao



**500 PTS**  
when you buy 2

**9.99**

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  
Détergent liquide GAIN, Simply TIDE, rehausseurs de parfum DOWNY ou GAIN ou assouplissants ou feuilles DOWNY, GAIN ou BOUNCE



**10.99**

PURINA Tidy Cats Litter 2.72 kg  
Litière Tidy Cats PURINA



**12.99**

MOLSON CANADIAN Cold Shots 8x222 mL cans  
Cold Shots MOLSON CANADIAN canettes



**21.99**

MILLER LITE Lager 8x355 mL cans  
Bière MILLER LITE canettes



**17.99**

CUTWATER Tequila Margarita 4x355 mL cans  
Margarita à la tequila CUTWATER canettes



**50 PTS**  
when you buy 2

**4.69**

HAPPY DAD Seltzer Fruit Punch or Crown Royal Whisky & Cola 473 mL  
Seltzer punch aux fruits HAPPY DAD ou whisky et cola Crown Royal



**200 PTS**  
when you buy 2

**19.99**

DON DAVID Malbec or Cabernet Sauvignon 750 mL  
Malbec CASILLERO DON DAVID ou cabernet sauvignon



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 UPC 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 Nielsen's CA-SOBEYS-CROSS CATEGORY database by Nielsen's MarketTrack Product Insights, Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by Nielsen through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh Canadian Origin. States 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, McCafe@/Tim Hortons@/Starbucks@ products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit https://www.sceneplus.ca/terms-and-conditions. All offers are subject to change and may be withdrawn without notice. 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\_BIL

**400 PTS**  
when you buy 1

**24<sup>99</sup>**

Premium Ecuadorian Roses 50 cm 1 dozen  
Roses d'Équateur de qualité supérieure  
50 cm, une douzaine

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

Assorted Mother's Day Flowering in Ceramics  
selection may vary by store grown in Canada  
Fleurs assorties de la fête des Mères, dans un  
pot en céramique sélection variant selon le  
magasin, cultivées au 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  
Chrysanthème dans un pot en céramique  
disponible en ou pots, cultivé en Canada

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

MANN'S Sugar Snap Peas  
product of USA 425 g  
Pois sucrés MANN'S  
produit des É.-U.

**\$8**  
/lb

Sugar Mangoes product of  
Colombia 17.64/kg  
Mangues Sugar produit de  
Colombie

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

Multi-Bloom Hydrangeas available in  
5" or 6.5" grown in Canada  
Hortensias à multiples fleurs disponible  
en ou cultivés en Canada

**\$4**

LIGHTLIFE Smart Veggie Dogs  
340 g  
Saucisses à base de plantes  
Smart Veggie Dogs LIGHTLIFE

**300 PTS**  
when you buy 1

**24<sup>99</sup>**

Petals of Gratitude Bouquet  
Bouquet Pétales de gratitude

# So much value

**100% fresh GUARANTEE**

**4<sup>77</sup>**  
/lb

Extra Large Red or Black  
Seedless Grapes product of  
Chile 10.52/kg  
Très gros raisins rouges ou noirs  
sans pépins produit du Chili

**100 PTS**  
when you buy 2

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

Green Kiwi product of  
Greece or Italy 454 g  
Kiwi vert produit de  
Grèce ou d'Italie

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

Raspberries product of  
Mexico or USA 170 g  
Framboises produit du  
Mexique ou des É.-U.

**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  
Salade du jardin COMPLIMENTS ou  
salade de chou produit des É.-U.

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

COMPLIMENTS Potatoes  
product of Canada, Canada  
no 1, 5 lb  
Pommes de terre  
COMPLIMENTS produit du  
Canada, catégorie Canada no 1

**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  
Choux de Bruxelles produit du Mexique ou É.-U.,  
catégorie no 1 ou botte d'épinards produit du Mexique

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

HIROS Cherry Tomatoes on the Vine  
product of Canada 340 g  
Tomates cerises sur vigne HIROS  
produit du Canada

**2<sup>27</sup>**  
/lb

Bulk Vidalia Onions or Bulk  
Sweet Potatoes product of USA  
no 1 grade 5.00/kg  
Oignons Vidalia en vrac ou  
patates douces en vrac  
produit des É.-U., catégorie no 1

**1<sup>99</sup>**  
/lb

Green Zucchini product of  
Mexico or USA 4.39/kg  
Courgette verte produit du  
Mexique ou des É.-U.

**3<sup>99</sup>** **200 PTS**  
when you buy 2

COMPLIMENTS ORGANIC Cremini  
or White Sliced Mushrooms  
product of Canada 227 g  
Champignons tranchés cremini  
biologiques COMPLIMENTS ou  
blancs produit du Canada

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

Eggplant product of Mexico or  
USA 5.49/kg  
Aubergine produit du Mexique  
ou des É.-U.

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

Whole or Cored Pineapple  
product of Costa Rica  
Ananas entier ou évidé  
produit du Costa Rica

We offer  
cored or whole  
pineapples for  
the same price

**2<sup>47</sup>**  
/lb

Forelle Pears product of South  
Africa extra fancy grade 5.45/kg  
Poires Forelle produit d'Afrique  
du Sud, catégorie extra de  
fantaisie

**\$4**

Large Cantaloupe product of  
Guatemala or Honduras no 1 grade  
Gros cantaloup produit du  
Guatemala ou Honduras,  
catégorie no 1

**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  
Pommes Gala COMPLIMENTS,  
McIntosh, Cortland or Red  
Delicious produit du Canada,  
catégorie Canada de fantaisie, sac

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

COMPLIMENTS Single Cut  
Green Leaf or Romaine Lettuce  
product of USA 198 g  
Laitue frisée verte Feuille entière  
COMPLIMENTS ou romaine  
produit des É.-U.

**BUY 1 GET 2ND 25% OFF**  
of equal or lesser value

Prepared Fresh Daily Taco or  
Guacamole Dip or Pineapple  
Salsa assorted sizes  
Taco ou trempette de guacamole  
ou salsa à l'ananas préparé  
chaque jour certains formats

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

Prepared Fresh Daily Roasters or  
BBQ Grillers assorted sizes  
Aliments à rôti ou griller sur le  
barbecue préparés chaque jour  
certains formats

**\$8**  
/lb

Sugar Mangoes product of  
Colombia 17.64/kg  
Mangues Sugar produit de  
Colombie

**1<sup>49</sup>**  
/lb

Napa Cabbage or Bok Choy  
product of USA 3.28/kg  
Chou napa ou pak-choi  
produit des É.-U.

**2<sup>99</sup>**

Bulk Organic Avocado  
product of Mexico  
Avocat biologique en vrac  
produit du Mexique

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

Organic Grape Tomatoes pint  
product of Canada  
Tomates raisins biologiques  
Chopine, produit du Canada

**\$4**

LIGHTLIFE Smart Veggie Dogs  
340 g  
Saucisses à base de plantes  
Smart Veggie Dogs LIGHTLIFE

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

RENÉE'S Dressing selected  
350-355 mL  
Vinaigrette RENÉE'S  
certaines variétés

**2/\$6**

FRESH GOURMET Croutons  
128-142 g  
Croûtons FRESH GOURMET

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

NATURSOURCE Almonds or  
Mixed Nuts selected 450-600 g  
Amandes NATURSOURCE ou  
noix mélangées certaines variétés

## floral fleurs

Available at most stores  
Disponibles dans la plupart des magasins

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

Mother's Day Indoor Gardens  
selection may vary by store  
Jardins d'intérieur de la fête des  
Mères sélection variant selon le  
magasin

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

Phalaenopsis Orchids in Ceramic  
various sizes grown in Canada  
Orchidées phalaenopsis, en pot  
de céramique diverses tailles,  
cultivées au Canada

**300 PTS**  
when you buy 1

**16<sup>99</sup>**

Pansy Bowl 10" grown in  
New Brunswick  
Bol de pensées cultivées au  
Nouveau-Brunswick

**2/\$45**

Premium Annuals Hanging Basket  
11" grown in New Brunswick  
Panier suspendu de vivaces de  
qualité supérieure cultivées au  
Nouveau-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



## HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection  
Exclusive to Sobeys



**CERTIFIED TENDER**  
**TENDRETÉ CERTIFIÉE**

10% off

# 11.99

/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  
Rôti d'intérieur de ronde frais désossé à cuire au four STERLING SILVER ou bifteck à mariner format familial coupés par votre expert boucher, coupe de boeuf Canada AAA

STERLING SILVER Fresh Beef Tenderloin Premium Oven Roast or Grilling Steak cut by your meat expert from Canada AAA grade beef  
Rôti à cuire au four STERLING SILVER ou bifteck à griller de filet mignon de boeuf de choix frais coupés par votre expert boucher, coupe de boeuf Canada AAA



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

# 3.99

/lb

COMPLIMENTS Fresh AIR-CHILLED Chicken Legs 8.80/kg  
Cuisses de poulet fraîches refroidies à l'air COMPLIMENTS



Try it with our In-Store Souvlaki Marinade

**READY FOR YOU**

# 10.99

/lb

Fresh Store Made Boneless Skinless Chicken Breast or Thigh Kabobs with Vegetables 24.23/kg  
Brochettes fraîches de poitrine de poulet ou hauts de cuisse désossés et sans peau avec légumes, préparées en magasin



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

# 5.99

/lb

Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg  
Escalopes de centre de longe de porc désossée fraîches, format familial



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

# 4.99

/lb

Fresh Pork Side Ribs breast bone removed 11.00/kg  
Côtes de flanc de porc fraîches sternum enlevé



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

# 8.99

/lb

Fresh Lean Ground Beef Burgers Family Size 100% pure no additives or fillers 4 pk 19.82/kg  
Burgers de bœuf haché maigre frais format familial, pur à 100%, sans additifs ni agents de remplissage



**STARTING AT**

# 12.49

NOBLE Premium Bison selected varieties 226 g  
Bison NOBLE PREMIUM certaines variétés



**12.99**

SUNGOLD Lamb Tonight 284-375 g Agneau ce soir SUNGOLD



**10% off**

Frozen Grade A Duck Canard de catégorie A surgelé

## Stir-fry Made Easy



**13.99** /lb

Fresh Beef Hip Boneless Stir-Fry Strips 30.84/kg  
Lanières de hanche de bœuf désossées fraîches pour sauté



**9.99** /lb

Fresh Boneless Skinless Chicken Breast Stir-Fry 22.02/kg  
Lanières de poitrines de poulet fraîches désossées et sans peau pour sauté

**BUY 2 GET 3RD FREE**



**200 PTS** when you buy 2

**7.99**

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g  
Saucisses MARCANGELO ou SCHNEIDERS surgelées



## fresh from our Kitchens



**4.99** /lb

Fresh Maple Chipotle or BBQ Whisky Marinated Boneless Pork Loin Centre Chops 11.00/kg  
Côtelettes de longe de porc désossées marinées fraîches, coupe du centre, érablé et chipotle ou barbecue et whisky



**7.99** /lb

Marinated Fresh Boneless Skinless Chicken Breast 17.61/kg  
Poitrine de poulet fraîche désossée et sans peau marinée



**13.99** /lb

Fresh Beef Hip Boneless Korean BBQ Marinated or Three Pepper Glazed Stir-Fry Strips 30.84/kg  
Lanières à sauter de bœuf frais désossées marinées BBQ à la coréenne ou glacées aux trois poivres



**5.49** /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  
côtes de flanc de porc fraîches marinées barbecue à la coréenne sternum enlevé, coupe aigre-douce

# quick & easy rapide et facile



**3.50** ea when you buy 3 or more

SCHNEIDERS or GREENFIELD Snack Kits or Lunchmate Stackers 74-120 g selected 3.99 ea  
Troussets de collection ou Lunchmate Stackers SCHNEIDERS ou GREENFIELD certaines variétés



**4.99**

SUNRISE Sliced Bologna 375 g  
Bologne tranché SUNRISE



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

COMPLIMENTS Boneless Smoked Ham Slices 375 g  
Tranches de jambon fumé désossé COMPLIMENTS



**STARTING AT 4.99**

BUTTERBALL Turkey Franks, Bacon or Rasher 300-450 g  
Saucisses de dinde BUTTERBALL, bacon ou tranches



**200 PTS** when you buy 2

**7.99**

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g  
Saucisses MARCANGELO ou SCHNEIDERS surgelées



**9.99** **300 PTS** when you buy 2

COMPLIMENTS Chicken Balls 700 g  
Boulettes de poulet COMPLIMENTS



**10.99**

SWISS CHALET Chicken or Beef Pot Pies 650-655 g  
Pâtés au poulet SWISS CHALET ou au bœuf



**13.99**

BELMONT Homestyle Beef Burgers angus, prime rib or sirloin 852 g  
Burgers de bœuf maison BELMONT Boeuf Angus, côte ou surlonge

## 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

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 fruits de mer



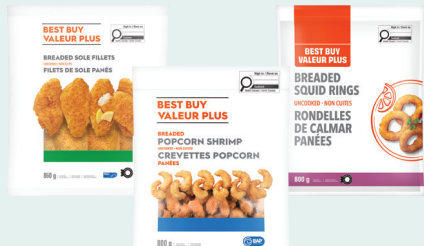
**2.99** MEMBER PRICING  
**3.49** without Scene+ Card  
OCEAN WISE RECOMMENDED

COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g  
Gorgebe d'Alaska à saveur de crabe ou homard  
COMPLIMENTS



**4.99** MEMBER PRICING  
**5.99** without Scene+ Card  
OCEAN WISE RECOMMENDED

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g  
Filets de tilapia Simple Naturellement  
COMPLIMENTS, pangasius ou gorgebe



**\$12** **120 PTS** when you buy 1  
BEST BUY Battered Popcorn Shrimp, Squid Rings or Battered Sole Fillets 800-860 g  
Crevettes panées VALEUR PLUS, rondelles de calmar ou filets de sole panés



**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  
Filets d'aiglefin panés ou en pâte COMPLIMENTS ou filets d'aiglefin, de morue, de sole ou de saumon saisis à la poêle

# 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  
Crevettes nordiques sauvages cuites  
COMPLIMENTS produit de Terre-Neuve-et-Labrador produit du Canada

Get **100 PTS** When you spend \$10-24.99  
OR  
Get **300 PTS** When you spend \$25 or more



**16.99** /lb  
SUSTAINABLE BLUE Land-Raised Fresh Atlantic Salmon Fillets product of Nova Scotia subject to availability 37.46/kg  
Filets de saumon de l'Atlantique frais élevé en aquaculture terrestre SUSTAINABLE BLUE produit de la Nouvelle-Ecosse, selon les arrivages



**2.49** /lb  
Fresh Mussels product of Atlantic Canada 5.49/kg  
Moules fraîches produit du Canada atlantique



**14.99** /lb  
Fresh Wild Haddock Fillets Family Size subject to availability 33.05/kg  
Filets d'aiglefin sauvage frais format familial, selon les arrivages



**14.99**  
CEDAR BAY Air Fryer Salmon Bites, Fish & Chips or Salmon & Broccoli 283-510 g  
Bouchées de saumon pour friteuse à air CEDAR BAY, poisson-frites ou saumon et brocoli



**7.99**  
CEDAR BAY Planked Atlantic Salmon applewood orange or hickory maple 141 g  
Saumon de l'Atlantique à la plancha CEDAR BAY bois de pommier, orange et gingembre ou érable fumé



**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  
Aiglefin pané ou en pâte HIGH LINER ou gorgebe, crevettes papillons ou pop-corn, frites et poisson à l'anglaise ou fricadelles de poisson



**\$23**  
OCEAN JEWEL Pacific White Shrimp cooked 50-70 ct per lb 908 g  
Crevettes blanches du Pacifique OCEAN JEWEL cuites

# deli charcuterie & kitchen cuisine



**3.99** MEMBER PRICING  
**5.99** without Scene+ Card  
THE LAUGHING COW 8 pk 133 g, Dippers 4 pk 140 g or KIRI Portions 144 g  
LA VACHE QUI RIT, Dippers ou portions KIRI



**200 PTS** when you spend \$12 or more  
**30% off**  
L'EXTRA Brie, Double Crème Brie, OKA Original or L'Artisan Swiss-Style prices as marked  
Brie L'EXTRA, brie double crème, fromage original OKA ou L'Artisan de style suisse prix comme indiqués



**7.99**  
PILLER'S Kolbassa Sausage turkey, extra lean or regular 250-375 g  
Saucisse kolbassa PILLER'S dinde, extra-maigre ou ordinaire



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  
Petits pains kaiser  
BAKED IN STORE  
Made with 100% Canadian flour



**5.99** MEMBER PRICING  
**6.79** without Scene+ Card  
Snack or Classic Meal Boxes selected 300-320 g  
Boîtes collations ou repas classiques certaines variétés



**200 PTS** when you buy 2  
**7.99**  
PANACHE Italian Sliced Meats 100 g selected  
Viandes tranchées italiennes PANACHE certaines variétés



**5.99**  
GARDEN FRESH GOURMET Salsa 324-473 mL  
Salsa GARDEN FRESH GOURMET



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  
Salades du comptoir de service certaines variétés, vendues par



**250 PTS** when you buy 2  
**6.49**  
YUCATAN Guacamole or Avocado Salsa 227-340 g  
Guacamole YUCATAN ou salsa à l'avocat



**BUY 2 GET 3RD FREE**  
SUMMI! Asian Appetizers 250-350 g available chilled  
Hors-d'œuvre asiatiques SUMMI! disponibles réfrigérés

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

# drinks & snacks

# boissons et grignotines



**9.49**

NESCAFÉ Espresso Concentrate 500 mL, Gold Instant Coffee 95-100 g or STARBUCKS Nespresso Pods 10 pk Espresso concentré NESCAFÉ, café soluble Gold ou dosettes de café Nespresso STARBUCKS



**9.99**

FOLGERS Single Serve Coffee Pods 12 pk, Roast & Ground Coffee 272 g or TAYLORS OF HARROGATE Yorkshire Gold Tea 80 pk Dosettes de café à usage unique FOLGERS, café torréfié et moulu ou thé Yorkshire Gold TAYLORS OF HARROGATE



**120 PTS** when you buy 2

**16.49**

JUMPING BEAN Single Serve Coffee Pods 20 pk Dosettes de café JUMPING BEAN




**2/7.50**

ALLEN'S Apple Juice 1.89 L or Juice Boxes 8x200 mL tetra Jus de pomme ALLEN'S ou boîtes de jus tetra



**7.99** **50 PTS** when you buy 2

GATORADE 8x355 mL GATORADE



**9.99**

ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL or OLE Mocktails 4x355 mL Bière sans alcool ATHLETIC BREWING CO. ou cocktails sans alcool OLE



**2/5.50**

PRIME Hydration Drink 500 mL Boisson d'hydratation PRIME



**9.99**

CELSIUS Energy Drink 4x355 mL Boisson énergisante CELSIUS



**\$3** **150 PTS** when you buy 3

KELLOGG'S Cheez-It Crackers 191-200 g Craquelins Cheez-it KELLOGG'S



**5.99**

PANACHE Cracker Assortment Classic Collection 250 g or BOULANGERIE GRISSOL Melba Toast 350-400 g Assortiment de craquelins PANACHE collection Classique ou Toast Melba BOULANGERIE GRISSOL



**2.99** **100 PTS** when you buy 2

VOORTMAN BAKERY Turnover or Wafer Cookies 300 g Chaussons VOORTMAN BAKERY ou gaufrettes



**2/\$7**

LECLERC Celebration Cookies 200-350 g Biscuits Célébration LECLERC



**2/\$9**

CHEETOS 170-285 g or SMARTFOOD Popcorn 150-220 g CHEETOS ou maïs soufflé SMARTFOOD



**6.99** **100 PTS** when you buy 2

MCSWEENEY'S Jerky 70 g Viande séchée MCSWEENEY'S



**3.99**

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



**3.49**

COMPLIMENTS Ready to Eat Popcorn 190-250 g Maïs soufflé COMPLIMENTS



**5.99** **50 PTS** when you buy 1

COMPLIMENTS Mixed Nuts 40% cashews 200 g Noix mélangées COMPLIMENTS 40 % noix de cajou



**4.99**

CADBURY Bagged Chocolate 144-200 g, KINDER Bueno Minis 145 g, Bueno Bars multi-pack 129 g or KINDER Surprise 3 pk Chocolat en sachet CADBURY, minis Bueno KINDER, barres Bueno en emballage multiple ou Surprise KINDER



**2.99** ea when you buy 2 or more

MAYNARDS Candy 135-154 g 3.99 ea Friandises MAYNARDS



**2.99**

MAYNARDS Candy 135-154 g 3.99 ea Friandises MAYNARDS



**2.99**

NESTLÉ Aero Scoops 95-105 g Barres de chocolat NESTLÉ



**10.99**

MARS or M&M's Pouches 324-400 g Sachets MARS ou M&M's



**5.49**

NUTELLA B-ready Bars 6 pk Barres B-Ready NUTELLA



**3.69** **200 PTS** when you buy 2

LECLERC Go Pure Bars 140-175 g Barres Go Pure LECLERC

## Here for your budget and lifestyle



**9.99** **400 PTS** when you buy 2

COMPLIMENTS Roast & Ground Coffee 300 g Café torréfié et moulu COMPLIMENTS



**5.99**

COMPLIMENTS Apple Juice 2.84 L Jus de pomme COMPLIMENTS



**3.49** **200 PTS** when you buy 2

COMPLIMENTS Cookie Dunkers 150 g or Cracker Sticks 130 g Biscottes à tremper COMPLIMENTS ou bâtonnets de craquelins



**7.99** **100 PTS** when you buy 3

BEST BUY Wafers 227 g Gaufrettes VALEUR PLUS



**6.99** **100 PTS** when you buy 2

COMPLIMENTS Sparkling Water 12x355 mL Eau pétillante COMPLIMENTS



**4/\$5**

BIG 8 Spring Water 1 L Eau de source BIG 8



**2.49** **100 PTS** when you buy 2

COMPLIMENTS Potato Chips 200 g Croustilles COMPLIMENTS



**8.99** **300 PTS** when you buy 2

COMPLIMENTS Mega Mix Candy 800 g while supplies last Friandises format méga COMPLIMENTS jusqu'à épuisement des stocks

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 charcuterie & kitchen cuisine



**100 PTS**  
when you buy 2

**5<sup>99</sup>** COMPLIMENTS Goat Cheese 113 g or Feta 200 g  
Fromage de chèvre COMPLIMENTS ou feta

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

**SLICED FRESH**

**3<sup>79</sup>** /100 g COMPLIMENTS German, Hungarian or Peppercorn Salami  
Salami allemand COMPLIMENTS, hongrois ou au poivre

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

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

**SLICED FRESH**

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

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

## celebrate Cinco de Mayo

**100 PTS** when you buy 1

**13<sup>99</sup>** Al Pastor Whole Roasted Chicken 900 g available hot  
Poulet entier rôti Al Pastor disponible chaud

**5<sup>99</sup>** Al Pastor Pulled Pork Loaded Fries 405 g available hot  
Frites garnies au porc effiloché Al Pastor disponibles chaudes

**200 PTS** when you buy 1

**2<sup>09</sup>** /100 g Al Pastor Chicken Taco Kit available chilled  
Ensemble à tacos au poulet Al Pastor disponibles réfrigérées

**200 PTS** when you buy 2

**\$7** Al Pastor Pulled Pork Flatbread or Selected Varieties 230-305 g  
Pain plat au porc effiloché Al Pastor ou certaines variétés

**GET 1**

Hot Churro Bites with Caramel and Chocolate Dipping Sauce for \$3 (regular retail \$4.99)  
Bouchées de churros chaudes avec sauce caramel et chocolat pour tremper pour 3 \$ (prix de détail courant 4,99 \$)

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

**Celebrate the taste of Mexico - May 5**

# bakery boulangerie

- 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  
Doigts de strudel, chaussons ou mini-strudel

**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  
Bouchées de beignes fourrées Gâteau d'anniversaire, chocolat ou pain doré

**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  
Mini-croissants

**BAKED IN STORE**

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

Brownies 550-585 g or Brownie Cakes 310-390 g  
Brownies ou gâteaux au brownie

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

**200 PTS** when you buy 2

**7<sup>49</sup>** COMPLIMENTS Pecan or Raisin Butter Tarts 510 g  
Tartelettes aux pacanes COMPLIMENTS ou aux raisins secs

**EVERYDAY VALUE**

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

**3<sup>49</sup>** COMPLIMENTS Grain Breads 600 g or Dinner Rolls 12 pk  
Pain de céréales COMPLIMENTS ou petits pains

**RECIPES, STORIES, TIPS & TRICKS** and more, all at [Sobeys.com](http://Sobeys.com)

# meal makers alliés-repas



**100 PTS**  
when you buy 2

**8.99** FLOURISH Pancake Mix 430 g  
Préparation pour crêpes FLOURISH



**5.99** POST Family Size Cereal 368-650 g  
Céréales POST format familial



**2.99** APPLESNAX Fruit Cups 6 pk  
Coupes de fruits APPLESNAX



**4.99**  
SMUCKER'S Pure Jam 250 mL selected, ADAMS Peanut Butter 500 g or JIF Peanut Butter 500 g  
Confiture Pure SMUCKER'S certaines variétés, beurre d'arachide ADAMS ou JIF



**3.49**  
KRAFT Jet-Puffed Marshmallows 400 g or BETTY CROCKER Frosting selected 340-450 g  
Guimauves Jet-Puffed KRAFT ou glaçage BETTY CROCKER certaines variétés



**5.49** LAURA SECORD Chocolate Chips 250 g  
Brisures de chocolat LAURA SECORD



**5.99**  
CLUB HOUSE La Grille Seasonings 65-248 g or Spice Blends selected 111-203 g  
Assaisonnements La Grille CLUB HOUSE ou mélanges d'épices, certaines variétés



**2.99** HOSTESS Snacks 121-225 g  
Petits gâteaux HOSTESS



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



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



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



**8.99**  
SCHÄR Gluten-Free Bread or Buns selected 200-400 g  
Pain ou petits pains sans gluten SCHÄR certaines variétés



**5.99** **50 PTS** when you buy 1  
EAST SIDE MARIO'S Pasta Sauce 410-650 mL  
Sauce pour pâtes EAST SIDE MARIO'S



**50 PTS** when you buy 1  
**7.99**  
TRE STELLE Parmesan Shaker 200 g  
Parmesan à saupoudrer TRE STELLE



**3.99**  
CATELLI Protein+ Pasta or BARILLA Gluten Free Pasta 340 g  
Pâtes Protein+ CATELLI ou pâtes sans gluten BARILLA



**12.49**  
BEN'S ORIGINAL Rice selected 1.6 kg  
Riz BEN'S ORIGINAL certaines variétés



**3.99**  
COMPLIMENTS Canned Fruit 796 mL  
Fruits en conserve COMPLIMENTS



**15% off**  
COMPLIMENTS Baking Nuts 100 g selected (excludes pine nuts)  
Noix grillées COMPLIMENTS certaines variétés (à l'exclusion des noix de pin)



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



**6.99** **value size**  
COMPLIMENTS Pickles 2 L or Ranch Dressing 1.06 L  
Cornichons COMPLIMENTS ou vinaigrette ranch

# natural health santé naturelle



**7.49**  
KASHI GoActive Cereal 349-501 g or Organic Cereal 360-510 g  
Céréales GoActive KASHI ou céréales biologiques



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



**500 PTS** when you buy 2  
**14.99**  
ETHICAL BEAN COFFEE Pods 12 pk  
Dosettes de café ETHICAL BEAN COFFEE



**200 PTS** when you buy 3  
**\$3** ea when you buy 3 or more  
GUAYAKI Beverages 458 mL 3.99 ea  
Boissons GUAYAKI



**100 PTS** when you buy 2  
**5.99**  
IMAGINE Chicken Bone Broth 946 mL  
Bouillon d'os de poulet IMAGINE




**3.29**  
RISE Organic Kombucha 414 mL  
Kombucha biologique RISE



**STARTING AT 5.49** **200 PTS** when you buy 2  
OLYMPIC Organic Original or Greek Yogurt 650 g  
Yogurt original biologique OLYMPIC ou grec



**100 PTS** when you buy 2  
**7.99**  
MID-DAY SQUARES 4 pk  
MID-DAY SQUARES



**400 PTS** when you buy 1  
**39.99**  
PERFECT SPORTS Diesel Whey Protein Powder 908 g  
Protéine de lactosérum en poudre Diesel PERFECT SPORTS



**100 PTS** when you buy 2  
**2/\$7**  
PROBAR Real Food Protein, Energy Chews or GRENADE Protein Bars 60-85 g  
Barres Real Food PROBAR, protéines, bouchées énergétiques ou barres protéinées GRENADE



**200 PTS** when you buy 2  
**14.99**  
COMPLIMENTS Multivitamin Supplements 90-130 pk (excludes prenatal)  
Suppléments de multivitamines COMPLIMENTS (à l'exception des vitamines prénatales)



**200 PTS** when you buy 2  
**20% off**  
ONE A DAY or FLINTSTONES Multivitamin Supplements 60-180 pk  
Suppléments de vitamines ONE-A-DAY ou FLINTSTONES

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

# frozen & dairy produits surgelés et laitiers



**4.99** **100 PTS**  
when you buy 2

COMPLIMENTS Cozy Coop Large White Eggs 12 pk  
Gros œufs blancs Poulailler douillet COMPLIMENTS



**4.49** **100 PTS**  
when you buy 2

COMPLIMENTS Tropical Blends 1.75 L  
Mélanges tropicaux COMPLIMENTS



**4.99**  
FARMERS, NORTHUMBERLAND, BAXTER or SCOTSBURN Chocolate Milk 2 L assortment varies by province  
Lait au chocolat FARMERS, NORTHUMBERLAND, BAXTER ou SCOTSBURN choix des produits variant selon la province



**3.99** **200 PTS**  
when you buy 3

YOPLAIT Source 630 g or Minigo or Tube Yogurt 6-8 pk  
Yogourt Source YOPLAIT ou yogurt Minigo ou Tubes



**2.99**  
LACTANTIA Flavoured Butter 125 g  
Beurre aromatisé LACTANCIA



**5.99**  
BEAVERTAILS Cookie Dough 350 g  
Pâte à biscuits BEAVERTAILS



**5/\$5**  
YOPLAIT YOP Drinkable Yogurt 200 mL  
Yogourt à boire Yop YOPLAIT



**5.99**  
ASTRO Balkan Yogurt 12 pk  
Yogourt balkan ASTRO



**5.99** **50 PTS**  
when you buy 1  
COMPLIMENTS BALANCE Non-Hydrogenated or Olive Oil Margarine 850 g  
Margarine non hydrogénée Équilibre COMPLIMENTS ou à l'huile d'olive



**3.99**  
KOZY SHACK Rice Pudding 624 g  
Tub or 4 pk  
Pouding au riz KOZY SHACK contenant



**5.49**  
DANONE Activia Yogurt 8 pk  
Yogourt Activia DANONE



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



**5.99**  
NANAPOPS! Frozen Bars 4 pk selected  
Barres glacées NANAPOPS! certaines variétés



**6.99**  
RIGHTEOUS Gelato or Sorbetto 473 mL selected  
Gelato ou sorbet RIGHTEOUS certaines variétés



**6.79**  
MCCAIN Deep'n Delicious Cakes 510 g selected  
Gâteaux Deep'n Delicious MCCAIN certaines variétés



**100 PTS**  
when you buy 2  
SCHNEIDERS Breakfast Sandwiches or Egg Bites 224-288 g  
Sandwichs déjeuner SCHNEIDERS ou bouchées déjeuner aux œufs



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



**6.99**  
PILLSBURY Pizza Pops 8 pk  
Pizza Pops PILLSBURY



**7.29**  
TINA'S Burritos 113 g  
Burritos TINA'S



**4.99**  
TASTIEZ Frozen Snacks 311 g  
ou collations surgelées TASTIEZ



**3.99**  
MCCAIN Superfries 454-800 g  
Superfrites MCCAIN



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



**5.69**  
HUNGRY-MAN Frozen Dinner or XL Bowls 360-455 g  
Repas surgelés ou bols XL HUNGRY-MAN



**4.99**  
COMPLIMENTS Moxii Ice Pops 6 pk selected  
Sucettes glacées Moxii COMPLIMENTS certaines variétés



**3.29**  
COMPLIMENTS Dough'chi Bites 6 pk selected  
Bouchées Dough'chi COMPLIMENTS certaines variétés



**100 PTS**  
when you buy 1  
COMPLIMENTS Pure Orange Juice 2.5 L  
Jus d'orange pur COMPLIMENTS



**4.49** **50 PTS**  
when you buy 1  
COMPLIMENTS Aerosol Whipped Cream 225 g  
Crème fouettée en aérosol COMPLIMENTS

**WE'RE FULL OF compliments**

**3.99**  
COMPLIMENTS Frozen Vegetables selected 500-750 g  
Légumes surgelés COMPLIMENTS certaines variétés

**4.99**  
COMPLIMENTS Traditional Crust Pizza 352-446 g  
Pizza à croûte classique COMPLIMENTS

**4.99**  
ea when you buy 2 or more  
COMPLIMENTS Cheese 250-270 g 5.99 ea  
Fromage COMPLIMENTS

**4.99** **100 PTS**  
when you buy 2  
COMPLIMENTS BALANCE Egg Whites 500 g  
Blancs d'œuf Équilibre COMPLIMENTS

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

# home & pet care

## produits ménagers et pour animaux domestiques



**9.99**  
PURINA Beneful Dry Dog Food 1.6-1.8 kg  
Nourriture sèche pour chiens Beneful PURINA



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



**13.49**  
IAMS Proactive Health Dry Cat Food 1.36-1.59 kg  
Nourriture sèche pour chats ProActive Health IAMS



**200 PTS** when you buy 1  
**54.99**  
BLUE BUFFALO Dry Dog Food 9.9 kg  
Nourriture sèche pour chiens BLUE BUFFALO

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



**4.99**  
ZIPLOC Bags 10-100 pk selected  
Sacs ZIPLOC certaines variétés



**7.49**  
GLAD Kitchen Bags 26-52 pk or Compostable 10 pk  
Sacs pour la cuisine GLAD ou compostables



**24.99**  
CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towel 6=18 or 8=16 rolls  
Papier hygiénique CHARMIN ou essuie-tout BOUNTY



**3.49**  
DAWN Dish Soap 431-502 mL  
Savon à vaisselle DAWN



**STARTING AT 5.99**  
WINDEX Glass Cleaner 765-950 mL or BON AMI Glass Cleaner 560 g  
Nettoyant pour verre WINDEX ou nettoyant à vitres BON AMI



**5.79**  
LYSOL Toilet Bowl Cleaner 946 mL, Powder Odour Fight 710 mL or Air Freshener 283 g selected  
Nettoyant pour cuvette de toilette LYSOL, Puissant+ combat les odeurs ou assainisseur d'air certaines variétés



**14.99**  
FLEECY Fabric Softener 4.7 L  
Assouplissant textile FLEECY

# health, beauty & baby santé, beauté et bébé



**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  
Dentifrice 3D White CREST ou Pro-Santé ou brosses à dents ORAL-B, soie dentaire ou fil dentaire ou certaines variétés



**100 PTS** when you buy 2  
**STARTING AT 7.79**  
SENSODYNE, Pronamel or Clinical Strength Toothpaste 75 mL selected  
Dentifrice SENSODYNE, Pro-émail ou Clinical certaines variétés



**STARTING AT 5.49**  
SOFTSOAP, IRISH SPRING Body Wash 591 mL or PANTENE or GARNIER Hair Care 150-370 mL selected  
Nettoyant pour le corps SOFTSOAP, IRISH SPRING ou soins capillaires PANTENE ou GARNIER certaines variétés



**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  
Shampooing FRUCTIS GARNIER ou HERBAL ESSENCES ou revitalisant ou déodorant SECRET ou OLD SPICE certaines variétés



**500 PTS** when you buy 2  
**15.99**  
ALWAYS Pads, Liners or Tampons 10-216 pk selected  
Serviettes ALWAYS, protège-dessous ou tampons certaines variétés



**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  
Nettoyant pour le corps OLD SPICE ou shampooing AUSSIE ou revitalisant ou déodorant OLD SPICE, SECRET ou GILLETTE certaines variétés



**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  
Sels d'Epsom DR TEAL'S ou bain moussant ou certaines variétés



**200 PTS** when you buy 2  
**20% off**  
CERAVE Moisturizers or Cleansers selected  
Hydratants CERAVE ou nettoyants certaines variétés



**400 PTS** when you buy 1  
**78.99**  
ENFAMIL A+ NeuroPro Ready-To-Feed Bottles 18 pk  
Bouteilles pour nourrissons prêtes à l'emploi NeuroPro ENFAMIL A+



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



**2.22**  
BABY GOURMET Organic Baby Pouches or Jars 92-128 mL  
Sachets ou pots d'aliments pour bébé biologiques BABY GOURMET



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

# pharmacy pharmacie

Only available at pharmacy locations. \*Select products only available when a pharmacist is on duty. Seulement disponibles dans les magasins avec pharmacie. \*Les produits sélectionnés sont disponibles uniquement quand un pharmacien est de garde.



**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\*  
Soulagement de la douleur TYLENOL, dissolution facile ou MOTRIN, certaines variétés\*



**15% off** **150 PTS** when you buy 2  
TYLENOL, BENLYN or SINUTAB Cough, Cold & Sinus selected\* or VISINE Eye Care selected 15 mL  
TYLENOL, BENLYN ou SINUTAB pour la toux, rhume et sinus certaines variétés\* ou soins oculaires VISINE certaines variétés



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



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



**15% off** **250 PTS** when you buy 1  
NICORETTE Gum or Lozenges 160-210 pk or QuickMist Duo\*  
Gomme ou pastilles NICORETTE ou duo Vapo-Eclair\*



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

**A&D Medical** VOICE GUIDED  
**Blood Pressure Monitor**  
Premium Upper Arm  
Bluetooth  
Hypertension friendly  
**600 PTS** when you buy 1  
**79.99**  
A&D Blood Pressure Monitor UA1040TCNBL or UA810CNBL 1 ea  
Tensiomètres A&D UA1040TCNBL ou UA810CNBL

**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)

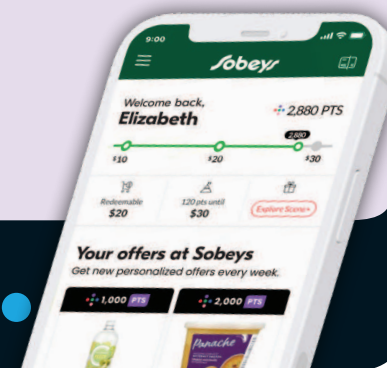


**SAVE**  
**\$2.79**

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**

**200 PTS**  
when you buy 1

/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** POIDS NET 400 mL

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

**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  
**13.99**  
MEMBER PRICING

**14.99**  
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



**12.50**

OCEAN JEWEL Shrimp Skewers 454 g



**11.99**

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



**200 PTS**  
when you buy 2

**16.49**

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.

**Cadbury MAKE EVERY BITE COUNT**

BUY A CADBURY PRODUCT, HELP DONATE A MEAL!

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

**CADBURY Sharing Bars**  
180-200 g 6.99 ea

**200 PTS** when you buy 2

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

**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**

Activia® used under lic. © 2026 Die Gervais Danone. All rights reserved.

**THE SNACK OF THE MOST INTENSE FANS**

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

**Takis**  
FUEGOS 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

**HEINZ ESTD 1869**

**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 1902**

**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!**

**fuze**

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

**fuze Iced Tea** 12x341 mL

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

**POWERADE Beverages** 24x591 mL

©Coca-Cola Ltd., used under license.

**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

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

**fuze Iced Tea** 12x341 mL

**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

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

**GURU Energy Drink** 355 mL

**50 PTS** when you buy 2

**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**  
OFFICIAL PARTNER

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

**Dare**

**Hot Wheels**  
Proudly Canadian

**500 PTS**  
when you buy 4

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

**6.49**  
DARE Family Pack  
Cookies 336-630 g

**15.49**  
GLACEAU smartwater  
Beverages 6x1 L

**100 PTS**  
when you buy 1

**6.99**  
AHA Sparkling Water  
Beverages 12x355 mL

**100 PTS**  
when you buy 1

**2/4.50**  
POWERADE  
Beverages 710 mL

**2/4.50**  
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.

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

**300 PTS**  
when you buy 3

**3.69**  
QUAKER Instant Oatmeal  
232-344 g selected or  
Standard Oats 709 g-1 kg selected

**3.49**  
BUY MORE SAVE MORE  
when you buy 3 or more

**CRISPY MINIS**  
Rice Snacks  
90-100 g selected  
4.29 ea

**HELLMANN'S CANADA**  
OFFICIAL CONDIMENT OF

**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

**Fire-up THE FLAVOUR!**

**3.98**  
VH Sauces  
341-380 mL

**5.99**  
PAM Cooking  
Sprays  
113-170 g

**GO TEAM**

**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/hellmanns-canada-soccer-spring-contest. 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.

**YOU COULD WIN A TRIP FOR 4 TO TENERIFE, SPAIN**  
ENTER FOR A CHANCE TO WIN AT [WWW.ORVILLECONTEST.CA](http://WWW.ORVILLECONTEST.CA)

**6.49**  
ORVILLE REDENBACHER  
Microwave Popcorn  
5-8 pk 340-492 g or  
Gourmet Popping  
Corn 850 g

**150 PTS**  
when you buy 2

**3.99**  
ORVILLE REDENBACHER  
Ready to Eat  
Popcorn  
116-220 g

**Knorr**

**5.99**  
KNORR  
Pastes 311 g

**2.99**  
KNORR  
Rice & Pasta  
Cups 73 g

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**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

**GRILL TIME**

**3.49**  
TABASCO  
Pepper Sauce  
57 mL

**4.99**  
NANDO'S  
Perinaise  
450 mL

**4.99**  
MAILLE  
Mustard  
200 mL

**5.49**  
BRIANNA'S  
Salad Dressing  
355 mL

**7.99**  
CATTLEBOYZ  
Original  
BBQ Sauce  
490 mL

**5.99**  
GENERAL MILLS  
Family Size Cheerios  
or Selected Varieties  
475-778 g

**3.99**  
OLD EL PASO Taco  
Kits 250-510 g

**2.99**  
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.

**CHAPMAN'S**  
YUKON NOVELTIES  
French vanilla to cover  
between chocolate wafers  
Crème glacée vanille fraîche  
entre gaufrettes au chocolat

**4.99**  
CHAPMAN'S Yukon Novelties  
5-8 pk selected

**SMART ONES**  
Frozen Entrées

**3.99**  
**200 PTS**  
when you buy 4

SMART ONES Frozen Entrées  
241-283 g

**80% Organic ingredients**  
Ingrédients biologiques à 80%

**4/\$10**

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

**PRICE LOCK**

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

**NERDS**  
Gummy Clusters

**4.29**  
NERDS Gummy Clusters 142 g

**SUNKIST**  
FRUIT SNACKS

**9.99**  
**200 PTS**  
when you buy 2

SUNKIST Fruit Snacks Club Pack  
792 g

**HEINEKEN**  
Non-Alcoholic Beer

**200 PTS**  
when you buy 2

**12.99**  
HEINEKEN Non-Alcoholic Beer  
6x330 mL

# 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.

**6.99**

DOVE Body Wash  
325 mL



**6.99**

DOVE Soap Bars  
3 pk selected



**6.49**

DOVE Shampoo  
355 mL or  
Deodorant 45 g



START FRESH.  
**STAY FRESH.**



**5.49**

DEGREE Body Wash  
600 mL selected

**AXE**

SMELL IRRESISTIBLE  
ALL DAY



**5.99**

AXE Body Wash 473 mL



**5.49**

AXE Shampoo 473 mL



**5.99**

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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