

WST_AB_MB_SK

THAT'S THE WAY

SAFeway



Sobeys

VERIFIED **3.99** /lb



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

VERIFIED **11.88** /lb



Fresh Boneless Beef Striploin Halves cryovac cut from Canada AA grade beef while supplies last 26.19/kg

4 Day sale!
THUR 2 FRI 3 SAT 4 SUN 5

value size

VERIFIED **12.88** /lb



Fresh Boneless Striploin Premium Oven Roast or Grilling Steak Family Size cut by your meat expert from Canada AA grade beef while supplies last 28.40/kg

BUY 1 GET 1 FREE
of equal or lesser value



COMPLIMENTS Cooked or Raw Shrimp 31-40 ct per lb 340 g or Bay Scallops 80-120 ct per lb 340 g

3.99

Daffodils 10-stem bunch



VERIFIED **2.99** /lb



Extra Large Seedless Red or Black Grapes product of Chile or Peru 6.59/kg



VERIFIED **1.99** /lb, ea

Broccoli Crowns, Brussels Sprouts or Rapini product of Mexico or USA no 1 grade 4.39/kg

BUY MORE SAVE MORE
5.99

COMPLIMENTS Pies apple, pumpkin or apple crumble 650-750 g 6.99 ea



VERIFIED **4.99**

CHAPMAN'S Markdale Creamery Ice Cream 2 L, Collection 8 pk or Super Novelties 8-18 pk selected or COMPLIMENTS Ice Cream 1.5 L selected



VERIFIED **4/\$5**

CAMPBELL'S Broth 900 mL or Concentrated Broth 250 mL



VERIFIED **19.99**

NABOB Ground Coffee 915-930 g or Single Serve Pods 30 pk



VERIFIED **7.97**

ARMSTRONG Cheese 600 g, Shreds 450-500 g or SAPUTO Mozzarellissima 690 g



VERIFIED **2/\$5**

KRAFT Philadelphia Dips 227 g



SPEND \$100 OR MORE, GET
1,000 PTS

OFFER IS WAITING

Visit the **Sobeys** or **Safeway** app or [Sobeys.com/offers](https://sobeys.com/offers) or [Safeway.ca/offers](https://safeway.ca/offers)

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 2-8, 2026

VERIFIED **3.49**

KÜHNE Sauerkraut 720-796 mL or Pickled Onions 500 mL



LOWEST PRICE

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

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

Please check your local store or online for holiday hours.

THU 2 FRI 3 SAT 4 SUN 5 MON 6 TUE 7 WED 8

Prices and offers in effect April 2026



More deals!
Scan here for our full flyer



WST_AB2

happy EASTER

Fresh Atlantic Salmon
Fillets Family Size
subject to availability

2⁹⁹
/100 g

4 Day sale!

THUR 2 FRI 3 SAT 4 SUN 5



CHOOSE
CANADIAN
SEAFOOD



EXCLUSIVE TO
Sobeys
SAFEWAY

RAISED
WITHOUT
ANTI-
BIOTICS



2⁴⁹
/lb,
5.49/kg
**without
Scene+ Card**

MEMBERS SAVE 30¢/lb

2¹⁹
/lb
4.83/kg
**MEMBER
PRICING**

HAYTER'S FARM **Raised Without Antibiotics**
Frozen Grade A Turkeys all available sizes



7⁹⁹

LINDT Gold Bunny 100 g or Small
Bunnies 50 g while supplies last



12⁹⁹

COCA-COLA or PEPSI Soft Drinks
24x355 mL



400 PTS
when you buy 4



2⁷⁷

LAY'S Potato Chips 220-235 g



Scene+
MEMBER
= DAY =

GET 15% OFF

or 200 PTS

FOR EVERY \$20 SPENT[†] ON A MINIMUM
\$50 GROCERY PURCHASE![†]

See back page for details

TUESDAY, APRIL 7, 2026 ONLY!
EXCLUSIVELY FOR SCENE+ MEMBERS

Scene™

**TURN
POINTS
INTO
GROCERIES**



**SLICED
FRESH**

100 PTS
when you buy
200 g or more

3⁹⁹

/100 g

FANTINO & MONDELLO Capicollo
hot or mild



7⁹⁹

200 PTS
when you buy 2

SIMPLY ORANGE Juice 2.25 L

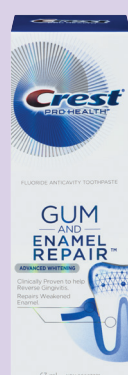


That's like
\$5
toward your
groceries

500 PTS
when you buy 2

11⁹⁹

ROYALE Bathroom Tissue 24=48 Rolls,
Paper Towel 6=12 Rolls or Facial Tissue 12 pk



200 PTS
when you buy 2

4⁹⁹

CREST or BURT'S BEES Toothpaste,
Pro-Health Rinse or ORAL-B
Toothbrushes 63-500 mL or
1-4 pk selected

1,000 Points = \$10 of free groceries

FL02_SBY_WK49_PRN_WST_AB_MB_SK

happy EASTER

9⁹⁹
/lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 22.02/kg

BUY 2 GET 3RD
of equal or lesser value
FREE

COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls, Spring Rolls or Burgers 252 g-2.27 kg

12⁹⁹

COMPLIMENTS Smoked Sausages 900 g, SCHNEIDERS or MAPLE LEAF Hams 600-700 g or SWISS CHALET or MONTANA'S Pork Back Ribs 600-650 g

200 PTS
when you buy 1

14⁹⁹

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

4⁹⁹

Strawberries 1 lb 454 g product of USA or Mexico no 1 grade

5⁹⁹

JOHNSONVILLE Breakfast, Dinner or Smoked Pork Sausages 250-500 g

2⁹⁹
/lb

COMPLIMENTS Hickory Smoked Bone-In Ham Portions or SCHNEIDERS Applewood Smoked Bone-In Ham 6.59/kg

5⁹⁹

BOURSIN 150 g, Cuisine 220 g or Kaukauna Cheese Balls 170 g

Get 500 PTS
When you spend \$20 or more on participating Deli Meat from the Service Case.*

*before taxes

That's like **\$5** toward your groceries

FRESH FROM OUR DELI CASE

15% off Entertainer or Nibbler Trays selected

50% OFF Fresh Pork or Chicken Sausages

Handcrafted in our Kitchens, bursting with bold and captivating flavours

4⁴⁹
MEMBER PRICING

CHRISTIE Family Size Cookies 374-520 g, Oreo Cakesters 285 g or Premium Plus Crackers 402-481 g

3⁴⁹

DEMPSTER'S Whole Grain or Protein Bread 600 g, Bagels 5-6 pk (excludes Protein Bagels) or NATURAL BAKERY Rye 500 g

6⁹⁹

LACTANTIA or MY COUNTRY Butter Sticks 454 g or LIBERTÉ Greek Yogurt 650-750 g or Méditerranée 900 g

2/\$5

DEL MONTE Canned Fruit 398 mL or MOTT'S Fruitsations Unsweetened Apple Sauce 620 mL or 6 pk

3⁴⁹

EARTH'S OWN Select Beverages 1.75-1.89 L

2/\$3

GREEN GIANT Canned Vegetables 341-398 mL or KRAFT Stove Top Stuffing 120 g

9⁹⁹

KICKING HORSE Organic Ground Coffee 284 g

2⁹⁹

NATURE VALLEY Sweet & Salty Granola, Protein or FIBRE 1 Bars 125-210 g selected

8⁹⁹

CADBURY Mini Eggs 400 g while supplies last price in effect until April 5th

5⁹⁹

KELLOGG'S Family Size Cereal 450-650 g, GENERAL MILLS Family Size Cereal 516-778 g or POST Family Size Cereal 368-650 g

5⁹⁹

KRAFT Peanut Butter 750 g-1 kg or BONNE MAMAN Jam 250-290 mL or Spreads 250-360 g

14⁹⁹

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

\$2

COMPLIMENTS Frozen Waffles 8 pk 280 g

\$4

COMPLIMENTS Instant Coffee 150 g

1⁵⁰

COMPLIMENTS Rice Crackers 100 g

\$7

BEST BUY Ice Milk 4 L

Look for the leaf to help you support Canada

Visit sobeys.com or safeway.ca for details

PROUDLY CANADIAN safeway.ca | sobeys.com

Scene+ Member Day: *Discount with minimum \$50 grocery purchase and Scene+ card. Minimum purchase must be made in a single transaction. See in-store for details. *Points with minimum \$50 grocery purchase and Scene+ card. Get 200 Scene+ points for every \$20 in eligible grocery purchases. Minimum purchase must be made in a single transaction. See in-store for details.

We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, April 2, 2026 to Wednesday, April 8, 2026. Advertised prices do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On deliveries, some restrictions may apply. On BUY ONE GET ONE FREE ("BOGO") items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental levies on the purchased and free items. Manufacturers' coupons apply to purchased items only - not free items. Limit one coupon per purchased item. The Scene+ Loyalty Program is available at all participating Sobeys or Safeway locations within Western Canada. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Western Canada regions, pre-paid cards, postal products and services, Western Union, McCafé®/Tim Hortons®/Starbucks® products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist.

the way to EASTER



**BUY MORE
SAVE MORE**
2.50 ea when you
buy 2 or more
COMPLIMENTS Herbs
product of Mexico or USA
assorted varieties 20-28 g
2.75 ea

300 PTS
when you spend
\$15 or more

9.99 /lb

Fresh Boneless Sirloin Tip Roast Royale
seasoned primed rib fat added cut by
your meat expert from Canada AAA
grade beef 22.02/kg

**READY
FOR
YOU**

8.99 /lb

Fresh Boneless Skinless Pork
Belly or Seasoned Pork
Tenderloin Porchetta
Roast 19.82/kg

\$25

BUTTERBALL Seasoned Boneless
Turkey Breast Roast frozen 1.2 kg



19.99

COMPLIMENTS
NATURALLY SIMPLE Black
Tiger Shrimp In Ring with
Sauce 515 g or Raw Black
Tiger Shrimp 8-12 ct per lb
454 g



18.99

TOFURKY Roast
& Gravy Combo
1.13 kg



24.99

COMPLIMENTS Wild Snow
Crab Clusters or Lobster
Claws 454 g or Large Cooked
Shrimp In Ring with Sauce
737 g



11.99

COMPLIMENTS Extra Large
Cooked Shrimp in Ring with
Sauce 312 g

Easter essentials



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

**BUY MORE
SAVE MORE**
3.49 ea when you
buy 2 or more
PILLSBURY Biscuits,
Rolls or Pizza Crust
318-391 g 3.99 ea
(excludes seasonal)



3.99 COMPLIMENTS Frozen
Vegetables selected
500-750 g



27.99 STARBUCKS
Ground Coffee
793 g



\$3 DARE Breton, Vinta or Simple
Goodness Crackers 160-225 g

**BUY MORE
SAVE MORE**
1.75 ea when you
buy 2 or more
MONTELLIER
Sparkling Water 1 L
1.79 ea



9.99
ST. REGIS
De-Alcoholized
Wine 750 mL



3.49 Bread Cubes 340 g or
Dinner Rolls 12 pk

easter BLOOMS



12.99 Tulips Assorted Colours
10-stem bunch grown
in Canada



**STARTING AT
19.99**

Easter Arrangements assorted colours
and styles selection may vary by store

*Card must be registered. Offer valid and available to be loaded from April 2-April 8, 2026 at all Sobeys or Safeway locations in Western Canada. Minimum qualifying purchase \$100 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Spending \$100 or more awards only one 1,000 Scene+ points allotment. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

11⁹⁹
Prepared Fresh Daily Fruit or Vegetable Trays 925 g-1.3 kg

READY FOR YOU

100 PTS
when you buy 2

4⁵⁹
Dinner, Tray or Butter Topped Buns 12 pk 425-530 g

BAKED IN STORE

100 PTS
when you buy 2

5⁹⁹
Chocolate Chip with Mini Eggs Cookies or Shortbread with Mini Eggs Cookies 8 pk 325 g

BAKED IN STORE
LIMITED TIME ONLY

75 PTS
when you buy 2

5⁹⁹
Hot Cross Buns 6 pk 515-545 g

BAKED IN STORE
LIMITED TIME ONLY

HOT OR CHILLED

200 PTS
when you buy 400 g or more

1⁵⁹ / 100 g
Whole Maple Baked Ham sold by 100 g

2⁹⁹ / 100 g
Cheese Balls Prepared In-Store Pistachio Cranberry or Everything Bagel and Bacon Flavour sold by 100 g

400 PTS
when you buy 2

11⁹⁹
PANACHE Antipasto Tray product of Italy 200 g

500 PTS
when you spend \$25 or more

MCCORMICK GOURMET, CLUB HOUSE or LAGRILLE Spices 0.5-270 g

100 PTS
when you buy 2

1⁹⁹
COMPLIMENTS Broth 900 mL

2⁴⁹
OCEAN SPRAY Cranberry Sauce 348 mL or DOLE Pineapple 398 mL

4⁴⁹
STRUB'S Pickles 500 mL

12⁹⁹
LIV 99 Extra Virgin Olive Oil 500 mL

100 PTS
when you buy 2

COMPLIMENTS Cream Soup or Broth 284 mL

2⁴⁹
COMPLIMENTS Parchment Paper 35 ft or Foil Wrap 25 ft

100 PTS
when you buy 2

10% off
HANDI-FOIL Pans selected

STARTING AT 16⁹⁹
Phalaenopsis Orchids assorted colours and sizes

STARTING AT 14⁹⁹
Easter Bouquets assorted colours and styles selection may vary by store

14⁹⁹
Easter Lily Plant 6" pot grown in British Columbia

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit [Sobeys.com/offers](https://www.sobeys.com/offers) or [Safeway.ca/offers](https://www.safeway.ca/offers) or the Sobeys or Safeway app.

P03_SBY_WK49_PRN_WST_AB_MB_SK

LARGE

We offer cored or whole pineapples for the same price

5⁹⁹

Whole or Cored Pineapple product of Costa Rica

3⁹⁹ /lb

Extra Large Green Seedless Grapes product of Chile or Peru 8.80/kg

100% fresh GUARANTEE

2 LB

500 PTS when you buy 2

5⁹⁹

HALOS Clementines or Mandarins product of USA 907 g 2 lb bag

2⁹⁹ /lb

Tomatoes on the Vine product of Western Canada 6.59/kg

3 PACK

ANDY BOY

ORGANIC 5⁹⁹

4⁹⁹

Romaine Hearts product of Mexico or USA 3 pk

1⁹⁹ /lb

Sweet Potatoes product of USA 4.39/kg

4⁹⁹

COMPLIMENTS Broccolini Tray product of USA 170 g

2/\$5

Bulk Avocados product of Mexico

3⁹⁹

Carrots product of USA or Canada, Canada no 1 grade or Onions product of Canada, Canada no 1 grade 3 lb

4⁴⁹ /lb

Red, Orange or Yellow Peppers product of Western Canada 9.90/kg

3⁹⁹ /lb

Honeycrisp Apples product of Canada Canada extra fancy grade 8.80/kg

2/\$6

Red Mangoes product of Mexico

3⁹⁹ /lb

Red or Black Plums product of Chile no 1 grade 8.80/kg

2⁴⁷ /lb

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

5⁹⁹ **200 PTS** when you buy 2

COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

7⁹⁹ **200 PTS** when you buy 2

FRESH ATTITUDE Caesar or Spring Mix Salad Kits Family Size 342-413 g prepared in Canada

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

Prepared Fresh Daily Mango Salsa or Guacamole assorted sizes

BUY 2 GET 3RD of equal or lesser value
FREE

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

2⁷⁹ /lb

Papaya product of Mexico or Guatemala 6.15/kg

3⁷⁷ /lb

Plantain product of Mexico or Guatemala 8.31/kg

100 PTS when you buy 2

4⁹⁹

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

200 PTS when you buy 2

4⁴⁴

COMPLIMENTS ORGANIC Sliced White or Crenini Mushrooms product of Canada 227 g

300 PTS when you buy 2

7⁹⁹

NUTS FOR CHEESE Dips 210 g assorted

4⁹⁹

POM Pomegranate Juice selected 473 mL

600g VALUE PACK / FORMAT ÉCONOMIQUE

7⁹⁹

OCEAN SPRAY Craisins Sweet Cranberry 680 g

200 PTS when you buy 2

7⁹⁹

COMPLIMENTS Roasted Cashews or Almonds salted or unsalted 275 g

floral

Available at most stores

14⁹⁹

Easter Egg Potted Mum 6" pot grown in British Columbia

15⁹⁹

Spring Bouquet assorted colours grown in British Columbia

19⁹⁹

Hydrangea assorted colours 6" pot grown in British Columbia

14⁹⁹

Lemon Pot with Flowering assorted varieties 4" pot grown in British Columbia

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards or safeway.ca/giftcards for details

CERTIFIED TENDER*
TENDRETÉ CERTIFIÉE

Sterling SILVER
PREMIUM BEEF

HAND-SELECTED CANADA AAA BEEF

Well-marbled · Aged to perfection
Exclusive to Sobeys & Safeway

500 PTS
when you spend \$50 or more

19⁹⁹
/lb

STERLING SILVER Fresh Boneless Striploin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 44.07/kg

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

CERTIFIED TENDER*
TENDRETÉ CERTIFIÉE

10% off

4⁹⁹
/lb

COMPLIMENTS Fresh **AIR-CHILLED** Chicken Drumsticks or Thighs 11.00/kg

15% off

Flattened Chicken various flavours

5⁹⁹
/lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg

value size

3⁹⁹
/lb

Fresh Pork Shoulder Blade Roasts or Steak Family Size 8.80/kg

9⁹⁹
/lb

Fresh Extra Lean Ground Beef Family Size 22.02/kg

\$13

COMPLIMENTS Value Size Breakfast, Mild or Honey Garlic Pork Sausages 1-1.4 kg

10% off

NOBLE Premium Bison 226 g selected varieties

\$6 ea when you buy 2 or more

COMPLIMENTS Ground Pork 454 g starting at 6.99 ea

BUY MORE SAVE MORE

THE WAY to your feast

4 Day sale!
THUR 2 FRI 3 SAT 4 SUN 5

2⁷⁷ /lb

HAYTER'S FARM Raised Without Antibiotics Fresh Grade A Turkeys all available sizes while supplies last 6.11/kg

3⁷⁷ /lb

BUTTERBALL Fresh Turkey all available sizes while supplies last 8.31/kg

2⁷⁷ /lb

BUTTERBALL Turkey regular or stuffed frozen all available sizes 6.11/kg

HAM IT UP

4⁹⁹ /lb **500 PTS** when you buy 1

That's like **\$5** toward your groceries

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg

6⁴⁹ /lb **100 PTS** when you spend \$10 or more

COMPLIMENTS Honey Hams or Bone-In Ham Steaks 14.31/kg

8⁴⁹ /lb **500 PTS** when you buy 1

That's like **\$5** toward your groceries

PANACHE Simple-Carve Ham 18.71/kg

quick & easy

STARTING AT 3⁴⁹

COMPLIMENTS Sliced Meats 175 g selected

3⁴⁹

COMPLIMENTS Regular or Jumbo Wieners 450 g

6⁹⁹ **200 PTS** when you buy 2

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g

EXCLUSIVE

6⁹⁹ **200 PTS** when you buy 2

COMPLIMENTS Pepperoni Sticks 300 g

7⁹⁹

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

10⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Beef, Chicken or Vegetable Lasagna or Macaroni & Cheese 1 kg

12⁹⁹ **130 PTS** when you buy 1

COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g

16⁹⁹

GOOD FORK Shepherd's Pie 907 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



9⁹⁹
PREMIER SEAFOODS Smoked Pink Salmon Nuggets maple, honey garlic or tequila lime & pepper previously frozen 150 g



400 PTS
when you spend \$25 or more
13⁹⁹
Cooked Whole Lobsters frozen or previously frozen 350-400 g
CHOOSE CANADIAN SEAFOOD



200 PTS
when you spend \$15 or more
Wild Icelandic Cod Fillets previously frozen or frozen



300 PTS
when you buy 2
12⁹⁹
In-Store Prepared Seacuterie Boards with Smoked Salmon, Shrimp and Crab Flavoured Seafood 350-380 g



11⁹⁹
300 PTS
when you buy 2
Tuna Tataki Trays with Ponzu Sauce made in-store 300 g



STARTING AT
\$7
500 PTS
when you buy 4

PANACHE Coconut Or Butterfly Breaded Shrimp, Crispy Calamari, Bang Bang Shrimp, Tempura Shrimp, Spring Rolls, Crab Rangoon or Truffle Shrimp 252-355 g or COMPLIMENTS Cooked Shrimp in Ring with Sauce 255 g selected varieties only

bakery



21⁹⁹
Dessert Cakes 1.2-1.49 kg



5⁹⁹
75 PTS
when you buy 2
Hot Cross Buns 6-8 pk 450-515 g



2⁹⁹ **MEMBER PRICING**
3²⁹ without Scene+ Card
Ciabatta or Artisan Style Baguettes 325-380 g



200 PTS
when you buy 2
2/\$25
Real Cream Layered Cakes 510-705 g



12⁹⁹ ea when you buy 2 or more
17.99 ea
Cheesecakes 6" 720-975 g



3⁴⁹ ea when you buy 2 or more
Bagels 4 pk 450 g 3.99 ea



4⁹⁹ **100 PTS**
when you buy 2
ACE BAKERY Rolls 5 pk 400-530 g

deli & kitchen



5²⁹ **MEMBER PRICING**
6²⁹ without Scene+ Card
MAIN STREET DELI Sliced Meats selected 200-300 g



5⁹⁹ **50 PTS**
when you buy 2
SNACK FACTORY Pretzel Crisps selected 155-200 g



7⁴⁹
SARDO Olives selected 500 mL



4⁴⁹ /100 g
MASTRO GENOA SALAMI hot or mild



BUY 2 GET 3RD FREE
BALDERSON Cheddar 250-280 g selected



6⁹⁹
CASTELLO Aged Gouda, Havarti, Tickler 1 yr or Extra Mature Tickler 200 g or Blue Cheese selected 113-150 g



5⁹⁹
COMPLIMENTS Feta 200 g regular or light



50 PTS
when you buy 2
GRIMM'S PEPPERONI STICKS mild or honey garlic



10⁹⁹ **MEMBER PRICING**
12⁹⁹ without Scene+ Card
Meat Cabbage Rolls 4 pk available chilled



1⁹⁹
FONTAINE SANTÉ Snacks 129 g



1⁹⁹ /100 g
Thai Peanut Broccoli Salad or other select varieties from the service case



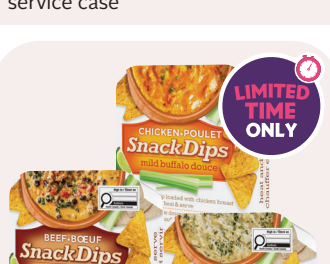
4⁴⁹ **100 PTS**
when you buy 2
FONTAINE SANTÉ or LANTANA Topped Hummus, Regular Hummus or Dips 227-283 g



9⁹⁹ **250 PTS**
when you spend \$15 or more
OLIVIERI Pasta or Gnocchi 520-700 g or Sauce 600 mL 8.99 ea



300 PTS
when you buy 2
STARTING AT
7⁹⁹
Ready For You Soups or Chili 680 mL



7⁹⁹
GOLD LABEL Heat-and-Serve Snack Dips 375 g



300 PTS
when you buy 3
NANA'S SAMOSAS sold by individual piece available hot or chilled from the service case

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit [Sobeys.com/offers](https://www.sobeys.com/offers) or [Safeway.ca/offers](https://www.safeway.ca/offers) or the Sobeys or Safeway app.

meal makers

**8⁹⁹**
KELLOGG'S Jumbo
Cereal 700 g-1.1 kg**10⁹⁹**
JAKEMAN'S Pure Maple Syrup
500 mL**3⁴⁹**
COMPLIMENTS
Peanut Butter 500 g**3⁹⁹**
DEL MONTE Jam
280 mL

HERSHEY'S Chipits 200-270 g

6⁴⁹ **100 PTS**
when you buy 2**Measure
With Your
Heart****100 PTS**
when you buy 2**2⁴⁹**COMPLIMENTS Evaporated Milk 354 mL, KRAFT Marshmallows
250 g or BETTY CROCKER Super Moist Cake Mix selected 375-404 g**3¹⁹**
FRENCH'S Flavoured Mustard
325 mL or Yellow Squeeze 550 mL**6⁹⁹**
COMPLIMENTS Ranch Dressing
1.06 L or FIREBARN'S Hot Sauce
300 mL**2⁴⁹** **100 PTS**
when you buy 3
CAMPBELL'S Condensed Soup
selected varieties 284 mL**4⁹⁹**
CHOLULA Salsa 325 mL or
Hot Sauce 150 mL**6⁴⁹**
MAILLE Dijon Mayonnaise
330 mL**4⁹⁹**
DEMPSTER'S 10" Tortillas
366-610 g or STONEMILL Breads
454-550 g**2⁴⁹** **50 PTS**
when you buy 2
COMPLIMENTS White or Whole
Wheat Bread 570 g**4⁹⁹**
P.F. CHANG'S Sauces 350 mL
selected varietiesWE'RE FULL OF
C
compliments**75 PTS**
when you buy 1
COMPLIMENTS Apple
Cider Vinegar 1 L**100 PTS**
when you buy 2
1⁹⁹
COMPLIMENTS Canned
Potatoes 540 mL**15% off**
COMPLIMENTS Baking
Nuts 350 g or selected
Raisins, Currants, Dates
or Prunes 375 g-1 kg**5⁹⁹**
COMPLIMENTS Bagged
Cereal 400-794 g

natural health

**8⁹⁹**
BARNEY Butter 284 g**4⁹⁹** **100 PTS**
when you buy 2
KIND Healthy Grains Bars
5 pk 175 g**26⁹⁹**
KICKING HORSE Ground Coffee
708 g or Whole Bean 850 g**2⁹⁹**
COMPLIMENTS Veggie Snax 142 g**4⁴⁹**
AMY'S Organic Soups 398 mL**4⁹⁹** **200 PTS**
when you buy 2
DAIYA Cheese Style Shreds, Slices
or Blocks 185-220 g**4⁹⁹**
SILK Plant-Based Yogurt 4 pk**8⁴⁹** **100 PTS**
when you buy 1
COMPLIMENTS ORGANIC Frozen
Fruit 450-600 g**11⁴⁹** **100 PTS**
when you buy 1
MUSCLE MILK Protein Shake 4 pk**9⁹⁹**
KIND 5 pk, Minis or Thins 10 pk or
NUUN Electrolyte Tablets 10 pk**16⁹⁹** **100 PTS**
when you buy 1
ONE-A-DAY or FLINTSTONES
Vitamin Gummies 80-130 pk
selected**19⁹⁹** **200 PTS**
when you buy 1
CENTRUM MultiGummies
90-130 pk selected**Scene GET 500 PTS FOR EVERY \$50 SPENT IN GOOGLE PLAY GIFT CARDS**

Offer valid during April 2 - 8, 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.

P07_SBY_WK49_PRN_WST_AB_MB_SK

drinks & snacks

**4⁴⁹**
CADBURY Fingers 114 g, MARIA Biscuits 600 g or CHRISTIE Ritz Snackwiches 8 pk**2/\$9** **200 PTS**
when you buy 2
RUFFLES Potato Chips 180-200 g or SMARTFOOD Popcorn 150-220 g**3⁴⁹** ea when you buy 3 or more
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 3.99 ea**3⁹⁹** LA COCINA Tortilla Chips 300-400 g or TWIGZ Pretzels 130 g**2/\$5** SUNRYPE Apple Juice 1 L**4⁹⁹** TWININGS Tea 20 pk**2/\$3** SPARKLING ICE Sparkling Water 503 mL**100 PTS**
when you buy 2 GATORADE 8x355 mL**4⁴⁹** MAYNARDS Sour Patch Kids 308-315 g**100 PTS**
when you buy 2 **4⁹⁹** OMG! Clusters 100 g**200 PTS**
when you buy 2 **6⁴⁹** FERRERO Squares 105 g**2⁹⁹** **150 PTS**
when you buy 3 COMPLIMENTS Fruit Bars 300 g, Granola Bars 131-175 g, Crispy Rice Squares 176 g or Protein Bars 160 g

frozen & dairy

**4⁹⁹**
NATREL Creamers 1 L**100 PTS**
when you buy 2 **4⁴⁹**
KRAFT Cool Whip Aerosol Topping 225 g**\$2** MITCHELL'S Pot Pies 190 g**3⁴⁹** COMPLIMENTS Hash Browns 650 g**4⁹⁹**
NATREL Lactose Free Cream 10-35% 473 mL-1 L**5⁹⁹** **150 PTS**
when you buy 2 INTERNATIONAL DELIGHT Creamers 946 mL, Cold Foam 369-396 g or SILK Cold Foam 369 g**5⁹⁹** IÖGO Frozen Yogurt 946 mL or Novelties 4-8 pk selected or KELLOGG'S Eggo Waffles 560 g or Protein Waffles 280 g**2/\$12**
SCHNEIDERS Breakfast Sandwiches or Bites 224-288 g**3⁹⁹** MINUTE-MAID Lemonade or Fruit Punch no sugar added 1.5 L**200 PTS**
when you buy 2 **5⁴⁹**
COMPLIMENTS Free Run Large White Eggs 12 pk**5⁴⁹**
HUNGRY-MAN Frozen Dinners or XL Bowls 360-455 g**6⁴⁹**
DR. OETKER Casa Di Mama or Ristorante Pizza 320-410 g

Here for your budget and lifestyle

**8⁹⁹** **400 PTS**
when you buy 2 COMPLIMENTS Roast & Ground Coffee 300 g**3⁹⁹** **150 PTS**
when you buy 2 COMPLIMENTS Cookies 300-350 g**100 PTS**
when you buy 4 **4/\$5**
COMPLIMENTS Spring Water 1.5 L**100 PTS**
when you buy 2 COMPLIMENTS Potato Chips Extraaa! Flavour or Kettle Chips 200 g**50 PTS**
when you buy 1 **3⁴⁹** COMPLIMENTS Sour Cream 500 mL**50 PTS**
when you buy 1 **4⁹⁹** COMPLIMENTS Cheese 250-270 g**\$4** COMPLIMENTS Fries 650 g**5⁴⁹**
PANACHE Premium Ice Cream 1 L or Novelties 4-6 pk selected

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

home & pet care

100 PTS
when you buy 211⁹⁹ GLAD Waste Bags
20-40 pk or
Compost Bags
44 pk100 PTS
when you buy 113⁴⁹ ZIPLOC Mega Packs 60-270 pk26⁹⁹CHARMIN Bathroom Tissue
16=64 rolls or BOUNTY Paper
Towels 6-8 rolls or 8=16 rolls10⁹⁹ SCOTTIES
Ultra Soft Facial
Tissue 4 pk6⁴⁹LYSOL Wipes 75-84 pk,
Disinfectant Spray 350 g or
Multipurpose Cleaners 950 mL
selected34⁹⁹TIDE Pods 85-112 pk or Power
Pods 63 pk4⁷⁹ 100 PTS
when you buy 2

CLOROX Bleach 1.27 L

STARTING AT 11⁹⁹ 100 PTS
when you buy 1PALMOLIVE Dish Detergent
4.27 L or FLEECE 3.5 L or
Sheets 200 pk18⁹⁹ARM & HAMMER Hard Clumps
Cat Litter 12.7 kg200 PTS
when you buy 213⁴⁹IAMS Proactive Health Dry
Cat Food 1.36-1.59 kg8⁹⁹CALEDON FARMS Dog Treats
90-554 g100 PTS
when you buy 132⁹⁹

IAMS Dry Dog Food 6.1-6.8 kg

health, beauty & baby

5⁹⁹ 200 PTS
when you buy 3SENSODYNE Whitening or
Pronamel Toothpaste 75-100 mL
selectedSTARTING AT 4⁹⁹DEGREE, OLD SPICE or GILLETTE
Deodorant 76-108 g or DOVE
Soap Bar 2 pk selected17⁹⁹OLD SPICE or SECRET Deodorant
68-99 g selected3⁹⁹ 100 PTS
when you buy 2CREST Pro Health Toothpaste
or ORAL-B Floss or Picks
100-130 mL or 1-75 pk selectedSTARTING AT 5⁴⁹U BY KOTEX Pads, Liners or
Tampons 14-64 pk selected600 PTS
when you spend \$20 or moreDOVE Body Wash 400-710 mL,
Soap Bar 6 pk or Deodorant
107-113 g selected300 PTS
when you buy 221⁹⁹ORAL-B Pro Health Battery
Powered Toothbrushes 1 pk
selected300 PTS
when you buy 210⁹⁹AVEENO Lotion
354 mL or Night
Cream 208 mL9⁹⁹

PEDIASURE Complete 4 pk

26⁹⁹SIMILAC Go & Grow Step 3
Powders 850 g400 PTS
when you buy 178⁹⁹ENFAMIL A+ NeuroPro
Ready to Feed 18x237 mLBUY MORE
SAVE MORE3⁴⁹ 50 PTS
when you buy 2COMPLIMENTS Baby Wipes
64-72 pk 3.99 ea

pharmacy

Only available at Pharmacy Locations
*Select products are only available when a pharmacist is on duty.10% off 500 PTS
when you buy 2NICORETTE Gum or Lozenges
80-105 pk, QuickMist or
NICODERM 7 pk selected300 PTS
when you buy 122⁹⁹COLD-FX
45-60 pk400 PTS
when you buy 219⁹⁹DEPEND Underwear or
POISE Pads
selected200 PTS
when you buy 1

15% off

ALEVE Pain Relief
110 or 170 pk or
ASPIRIN 81mg
Tablets 180 pk*10% off 250 PTS
when you buy 2TYLENOL Pain Relief 40-200 pk
or MOTRIN Muscle & Body 40 pk
selected*10% off 200 PTS
when you buy 2BAND-AID Characters 20 pk or
Flex Fabric 30 pk

WARNING: This product contains nicotine. Nicotine is highly addictive.
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The nicotine pouch that
can help you quit smoking.

120 pouch box **\$64.95** +TAX

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This product may not be right for you. Always read and follow the label. 18+

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Get
200 PTS
when you buy 2

COMPLIMENTS Flavoured Tuna 85 g

**SAVE
25%**

LOAD THIS OFFER AND SAVE 25% ON
COMPLIMENTS Whole Bean Coffee 907 g



Offer valid April 2nd to April 8th, 2026 at all Sobeys or Safeway locations in Western Canada. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Offer must be loaded to a registered Scene+ card prior to purchase. Limit one digital offer per Scene+ membership card. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

HAPPY VAISAKHI



\$5

Red Mangoes product of Mexico 3 pk



1.79
/lb

Long Squash product of Mexico or Red Carrots product of China 3.95/kg



1.29

Garlic product of China 5 pk



3.99

COMPLIMENTS Mini Naan 200 g



4.99

CHALO! Roti 750 g



19.99

AASHIRVAAD Whole Wheat Flour 9.07 kg



7.49

DAINTY Basmati Rice 900 g selected



3.50

ea when you buy 2 or more

THE SPICE TAILOR Keralan Coconut Curry 215 mL, Classic Lentil Tarka Daal 375 mL, Punjabi Chickpea Masala 375 mL or Classic Butter Chicken 285 mL 3.99 ea



4.79

KFI Cooking Sauces 375-395 mL selected



1.49

HALDIRAM'S Indian Snacks 150 g selected



1.99

MAGGI Masala Noodles Family Pack 280 g



2.79

RUBICON Juice Drink 1 L or Juice Boxes 4x200 mL selected



3.79

BESTROPICS Coconut Water 1 L



1.29

PARLE-G Biscuits 300 g

Explore our new authentic British assortment from Sainsbury's Exclusively at Sobeys or Safeway



4.49

SAINSBURY'S Red Label Tea Bags 80 pk



1.79

SAINSBURY'S Baked Beans In Tomato Sauce Original 400 g or Reduced Salt & Sugar 200 g



1.99

SAINSBURY'S Biscuits selected varieties 200 g



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with apps!

We make it easy!

Beautiful Bites!

Our most popular cheeses cubed for easy nibbling. Mild Cheddar, Provolone, Creamy Havarti, Swiss and Marble Cheddar.

Small serves 8-10
Large serves 15-20

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60+

Made-to-order trays!

Get **1,000** PTS

When you spend \$75

or

Get **2,500** PTS

When you spend
\$150 or more

That's like

\$25

toward your
groceries

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An appetizing assortment of freshly prepared wraps, including Chicken Caesar, Crispy Chicken, Turkey Club, Buffalo Chicken and Seven-Grain Veggie.

Ask in store for full selection.

Small serves 5
Large serves 10

Nature's Bounty!

A beautifully presented variety of Fresh Berries, Pineapple, Red and Green Seedless Grapes, Kiwi, Cantaloupe, Watermelon and Honeydew.

Small serves 20

Family faves
everyone will
enjoy!

Dessert Bars!

Our Hand-cut Squares are a welcome addition to any table.

Small serves 15
Large serves 20

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Fresh from the Deli

Ready to serve –
no slicing, styling,
or stress!

Our boards are
gourmet, featuring
premium cheeses, meats,
nuts, and fruits, tied
together with honey for
a delightful mix of sweet,
savory, creamy, and
crunchy textures
and flavours.



Sweet Stinger
Charcuterie Board

Perfect for entertaining,
corporate meetings,
celebrations,
or cozy nights in.



Classic Charcuterie Board

EASTER made sweeter



16⁹⁹

HERSHEY'S Eggies 670-900 g



13⁹⁹

CADBURY Chocolate Mini Eggs
362-381 g



5⁴⁹

HERSHEY'S Bunnies or Eggs 120-170 g



5⁴⁹

NESTLÉ Hide Me Eggs 100-153 g or
Novelty Chocolate 85-132 g



200 PTS
when you buy 2
12⁴⁹

KINDER Maxi, Plush or Egg Hunt 116-186 g



5⁹⁹

LINDT Chocolate Eggs 100 g or Bunny 50 g



17⁹⁹

NESTLÉ Hide Me Eggs 500 g



150 PTS
when you buy 3
5²⁹

FERRERO Chocolate Eggs 90-100 g



100 PTS
when you buy 4
2/2²²

CADBURY Singles 33-60 g or Mini Eggs 33-34 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

THE WAY to your feast



200 PTS
when you buy 1

14⁹⁹

BEST BUY Smoked
Boneless Hams 1.2 kg



BUY
MORE
SAVE
MORE

12⁹⁹

ea when you
buy 2 or more

PILLER'S Naturally Smoked
Boneless Hams 800 g 14.99 ea



\$25

BUTTERBALL Seasoned
Boneless Turkey Breast Roast
frozen 1.2 kg



10⁹⁹

GOLD LABEL Hams 800 g



2⁷⁷

/lb

BUTTERBALL
Turkey regular
or stuffed frozen
all available
sizes 6.11/kg



3⁷⁷

/lb

Fresh BUTTERBALL Turkey
all available sizes
while supplies last 8.31/kg



2⁷⁷

/lb

HAYTER'S FARM Fresh
Raised Without
Antibiotics
Grade A Turkeys all
available sizes while
supplies last 6.11/kg



2¹⁹

/lb

4.83/kg

MEMBER
PRICING

2⁴⁹

/lb,

5.49/kg

without
Scene+ Card

HAYTER'S FARM Raised Without Antibiotics
Frozen Grade A Turkeys all available sizes

Make every day CATurday

Treat your cat with love



NEW

1⁹⁹

PURINA Fancy Feast
Gems 114 g



150 PTS
when you buy 1

8⁴⁹

COMPLIMENTS
Dry Cat Food 1.8-2 kg



5⁹⁹

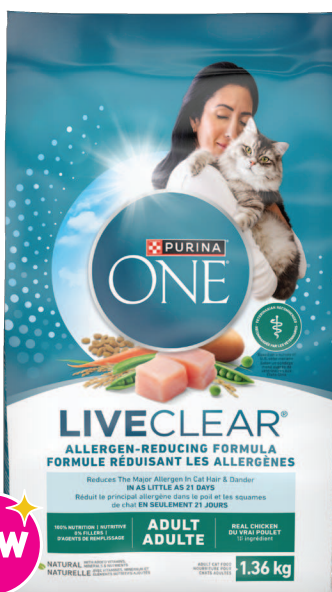
WHISKAS TEMPTATIONS
Cat Treats 454 g



50 PTS
when you buy 1

3⁹⁹

COMPLIMENTS
Scoopable Cat Litter
unscented 4 kg



NEW

19⁹⁹

PURINA ONE Live Clear
Dry Cat Food 1.36 kg



2⁹⁹

200 PTS
when you buy 2

COMPLIMENTS
Meaty Cat Treats 35 g



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GIVEAWAYS



SOBEYS



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IT'S GAME TIME



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

COMPLIMENTS
8" Pies
or Butter Tarts
510-750 g



COMPLIMENTS
Fizzy Sparkling
Water
Beverage 1 L

NO PURCHASE NECESSARY. Full Contest rules found at sobeys.com/grocerygiveaways or safeway.ca/grocerygiveaways. Contest runs from 03/26/26 – 04/29/26. Open to legal residents across provinces of Canada excluding Quebec who have a valid Scene+ account and have reached the age of majority. Total of 32 prizes to be won: 6x 1,000,000 Scene+ points (\$10,000 CAD ea), 3x Cineplex Showtime Cards (\$3,650 CAD ea), 2x \$5,000 Scotiabank Cash Prizes, 20x \$500 Home Hardware GCs, and 1x 1,000,000 Scene+ points that can be used for Travel (\$10,000 CAD). Contest is in no way sponsored, endorsed or administrated by Scotiabank, Cineplex Inc., Home Hardware Stores Limited, Apple Inc. or Google LLC. Apple Inc.* and Google LLC are completely released of all liability by each entrant in this Contest.

OKA

CELEBRATE EASTER
THE
CANADIAN
WAY



200 PTS
when you buy 2



**LIMITED
EDITION**

9⁹⁹

Oka Classique, Original, Mushrooms & Truffle
or Maple 190 g

200 PTS
when you spend
\$15 or more



3⁴⁹
/100 g

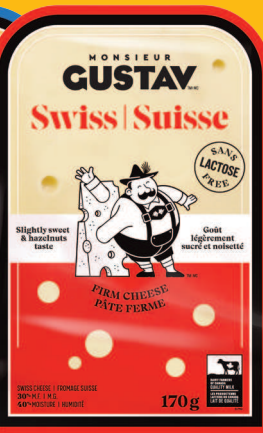
Oka Original Swiss-Style or
L'EXTRA Brie Double Crème 190 g

Have a
Gouda Easter!



MONSIEUR
GUSTAV

100 PTS
when you buy 2



**SANS
LACTOSE
FREE**

6⁹⁹

MONSIEUR GUSTAV
Gouda, Swiss
selected varieties 170 g

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