

WST_AB_MB_SK

THAT'S THE WAY

SAFEWAY

Sobeys



5.54 /lb

4 KG BOX

COMPLIMENTS Seasoned Boneless Skinless Chicken Breasts frozen 12.22/kg or \$48.88 per 4 kg box



3.99 /lb

VERIFIED

Fresh Pork Tenderloin Family Size cryovac or Fresh Pork Side Ribs breast bone removed 8.80/kg



9.99 MEMBER PRICING

MEMBERS SAVE \$2

11.99 without Scene+ Card

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



2.49 /lb

VERIFIED

Broccoli Crowns product of USA 5.49/kg



2.99

VERIFIED

100 PTS when you buy 2

THE LITTLE POTATO COMPANY Potatoes 680 g product of Canada



10.99

VERIFIED

Cooked Whole Lobsters frozen or previously frozen 350-400 g subject to availability



9.99

VERIFIED

Prepared Fresh Daily In-Store Fruit or Vegetable Trays 900 g-1.3 kg

READY FOR YOU



5.99

VERIFIED

ROYALE Bathroom Tissue 9-12=24 Rolls, Paper Towel 3=6 Rolls or Facial Tissue 6 pk



3.99

VERIFIED

DANONE Activia Yogurt 8 pk



1.88

VERIFIED

SMART ONES Frozen Entrées 241-283 g or HEINZ Hot Bites 198 g



5.49

VERIFIED

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL



9.99

VERIFIED

STARBUCKS Roast & Ground Coffee 340 g or K-Cup® Pods 10 pk or VAN HOUTTE Roast & Ground Coffee 340 g



3.47

VERIFIED

DR. OETKER Ristorante or Casa Di Mama Pizza 288-410 g or DR. OETKER Giuseppe Garlic Fingers 317 g

SPEND \$125 OR MORE ON GROCERIES, GET

1,000 PTS

That's like \$10 toward your groceries

Valid Thursday, April 16 - Sunday, April 19, 2026

Scene+ SPEND & GET

Offer valid April 16 to April 19, 2026 at all Sobeys or Safeway locations in Western Canada. Receive 1,000 Scene+ points when you spend a minimum qualifying purchase of \$125 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1,000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery 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. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/termsand-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 Offer subject to change and may be withdrawn without notice.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.

DON'T FORGET YOUR COUPON

Offer also available through mygroceryoffers.ca or on the Sobeys or Safeway app



7 70974 01262 9



4.99

VERIFIED

KEWPIE Japanese Mayonnaise 450 g or HUY FONG Sriracha Hot Chili Sauce 714 mL

Global Market

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

VERIFIED PRICE GUARANTEE

*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.

THU 16 | FRI 17 | SAT 18 | SUN 19 | MON 20 | TUE 21 | WED 22

Prices and offers in effect April 2026

More deals! Scan here for our full flyer




WST_AB_MB_SK

Scene

MEMBER

PRICING

Swipe your
Scene+ Card
and Save



20% off
MEMBER PRICING

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs or STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef



MEMBERS SAVE \$2
5.99
MEMBER PRICING

7.99
without
Scene+ Card

HIGH LINER Breaded or Battered Fish 350-700 g, Butterfly Breaded, Coconut Shrimp or Jumbo Popcorn Shrimp 315-330 g



MEMBERS SAVE 50¢
99¢
MEMBER PRICING

1.49
without
Scene+ Card

COMPLIMENTS Canned Legumes 540 mL



MEMBERS SAVE 50¢
3.49
MEMBER PRICING

3.99
without
Scene+ Card

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

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

Scene™

TURN
POINTS
INTO
GROCERIES



300 PTS when you buy 2

8⁹⁹

JANES Pub Style Breaded Chicken or Wings 660-700 g



That's like \$5 toward your groceries

500 PTS when you buy 3

5⁴⁹

COMPLIMENTS Dry Cured Salami selected 125 g



That's like \$5 toward your groceries

500 PTS when you buy 1

47⁹⁹

VEGA All-in-One Nutrition 827-876 g



150 PTS when you buy 2

3⁹⁹

AXE Body Wash or Shampoo 473 mL, DOVE Bar 2 pk, AXE or DEGREE Deodorant 76-113 g selected



300 PTS when you buy 1

26⁹⁹

HUGGIES Giga Diapers 36-128 pk

1,000 Points = \$10 of free groceries

pick from peak
FRESHNESS



It's fresh, or your money back



11.99 /lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 26.43/kg



13.99

COMPLIMENTS, EARL'S KITCHEN + BAR, BELMONT, MONTANA'S, TOP GRASS CATTLE CO, THE KEG or CARDINAL Burgers selected 680-906 g



7.49 /lb

500 PTS when you buy 1

Fresh Lean Ground Beef available only in 5 lb tube 16.51/kg



3.59 /100 g

Fresh Atlantic Salmon Fillets Family Size subject to availability



4.44 /lb

Extra Large Green Seedless Grapes product of Chile 9.79/kg

\$5

Red Mangoes product of Mexico 3 pk



7.99

Small Bar Cakes 325-575 g

BUY 2 GET 3RD FREE of equal or lesser value



BALDERSON Cheddar 250-280 g selected



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

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

FRESH FROM OUR DELI CASE



200 PTS when you buy 2

\$7 Flatbreads selected 230-305 g

15% off Chicken or Pork Schnitzel



100 PTS when you buy 1

6.99

BECEL Margarine 637-850 g



8.99

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



5.44

COMPLIMENTS Large White Eggs 18 pk or Large Free Run Eggs 12 pk



200 PTS when you buy 2

2/\$7

QUAKER Harvest Crunch Cereal 270-510 g



6.99

CHAPMAN'S Premium or No Sugar Added Ice Cream, Frozen Yogurt or Sorbet 1-2 L or COMPLIMENTS Ice Cream Sandwich 12 pk selected



2.99

LECLERC Celebration or DARE Viva Puffs, Simple Pleasures or Whippet Cookies 200-350 g



2.99

DEMPSTER'S White or Whole Wheat or Texas Toast Bread 570-675 g, English Muffins 6 pk or COMPLIMENTS Hot Dog or Hamburger Buns 12 pk



2.99

HEINZ Flavoured Mayo 340 mL



300 PTS when you buy 2

2/\$7

LAY'S Potato Chips 220-235 g or TOSTITOS Tortilla Chips 205-300 g



22.99

MCCAFÉ, VAN HOUTTE or LAVAZZA K-Cup Pods 30 pk or COMPLIMENTS Whole Bean Coffee 907 g



200 PTS when you buy 2

6.99

NATURE VALLEY Mid Size Granola Bars 340-525 g



5.99

SMUCKER'S Strawberry Jam 310-500 mL or COMPLIMENTS Honey 375-500 g



8.99

GENERAL MILLS Jumbo Cereal 825 g-1.3 kg, KELLOGG'S Jumbo Cereal 700 g-1.1 kg or POST Jumbo Cereal 1.1-1.24 kg



2/\$4

CAMPBELL'S Ready To Serve Soup 510-515 mL

PROUDLY CANADIAN safeway.ca | sobeys.com

We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, April 16, 2026 to Wednesday, April 22, 2026. Advertisements do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On deliveries, some restrictions may apply. On BUY ONE GET ONE FREE ("BOGO") items, customer must purchase the first item at full price to receive the second item free. BOGO offers are not 1/2 price sales. The free item must be of equal or lesser value to the purchase item. Customer must pay taxes, deposits and environmental levies on the purchased and free items. Manufacturers' coupons apply to purchased items only - not free items. Limit one coupon per purchased item. The Scene+ Loyalty Program is available at all participating Sobeys or Safeway locations within Western Canada. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Western Canada regions, pre-paid cards, postal products and services, Western Union, McCafé®/Tim Hortons®/Starbucks® products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. P06_SBY_WK51_PRN_WST_AB

bring on the GRILL

2,000 PTS when you buy 1
7⁹⁹ /lb
Fresh Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last 17.61/kg

value size

4⁴⁹ /lb
Fresh Pork Side Ribs breast bone removed sweet & sour cut 9.90/kg

6⁹⁹ /lb
Fresh Skinless Pork Belly Portion 15.41/kg

2⁴⁹ /100 g
Coho Salmon Fillets Responsibly Raised previously frozen or frozen product of Chile

500 PTS when you buy 2
COMPLIMENTS Fresh AIR-CHILLED Whole Chicken

7⁵⁰
Fresh Choice Oysters subject to availability

OCEAN WISE RECOMMENDED

CHOOSE CANADIAN SEAFOOD

300 PTS when you buy 3
2⁴⁹ COMPLIMENTS Foil Wrap 25 ft or Parchment Paper 35 ft

PARCHMENT PAPER / PAPIER PARCHEMIN 35 ft
ALUMINUM FOIL / PAPIER D'ALUMINIUM 25 ft/pi

100 PTS when you buy 2
\$6 BEN & JERRY'S Ice Cream 473 mL or MAGNUM Novelties 3-4 pk selected

MAGNUM DOUBLE CARAMEL
BEN & JERRY'S half baked

3⁴⁹ CLUB HOUSE La Grille Marinades 350 mL

CLUB HOUSE La Grille MONTREAL STEAK BIFTICK - MONTREAL teriyaki

200 PTS when you buy 2
6⁹⁹ COMPLIMENTS Soft Drinks 12x355 mL

COLA COLA
GINGER ALE SODA / GINGEMBRE

150 PTS when you buy 2
4⁹⁹ DEMPSTER'S Signature Buns 6-12 pk

Dempsters Signature PULL-APARTS CLASSIC BUN

6²⁹ FRITO-LAY Value Size Snacks 325-535 g

Smartfood WHITE CHEDDAR / CHEDDAR BLANC
Cheetos Puffs / Souffles

2/\$4 PANACHE Carbonated Water 750 mL-1 L

Panache

5⁹⁹ SIMPLY Lemonade 2.25 L

Simply Lemonade

3⁹⁹ COMPLIMENTS Worcestershire Sauce 285 mL or Pickles 1 L

COMPLIMENTS BABY DILL A L'ANETH

Scene **GET 1,000 PTS** FOR EVERY \$100 SPENT IN ONE4ALL ULTIMATE GIFT CARDS!

Offer valid during April 16 - 22, 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.

Early season favourites worth fring up



2.49 /lb
Green or Grey Zucchini product of Mexico or Eggplant product of Mexico or Canada 5.49/kg



1.99 /lb
Sweet Onions product of USA no 1 grade 4.39/kg



AVAILABLE AT OUR KITCHENS
AVAILABLE HOT OR CHILLED

\$15

Ribs full rack 710 g available hot or chilled



100 PTS when you buy 2

6.99
COMPLIMENTS Halloumi-Style Cheese 200 g

99¢ /100 g

Twice Baked Potatoes Value Size sold by 100 g available chilled

value size



Made with 100% Canadian flour



BAKED IN STORE

2/\$4

White or 100% Whole Wheat Bread 450 g



Place your brownie on the smoker for an extra indulgent treat! Then top with your favourite ice cream.

BUY 1 GET 1 FREE
of equal or lesser value

Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Mini Cornbread 228 g



200 PTS when you buy 2

1.99
CLARK Beans in Tomato Sauce or Maple Style 398 mL



5.49
MONTANA'S BBQ Sauce 350 mL



4.49
PANACHE Dijon Mustard 500 mL



100 PTS when you buy 2

5.99
ARMSTRONG Cheese Slices 220-240 g, Sticks 210 g, Swirls 283-340 g, Nibblers 200 g or Combos 180 g



100 PTS when you buy 1

COMPLIMENTS Everything Sauces 245 mL



4.49
COMPLIMENTS Ketchup 100% Canadian Tomatoes 1 L or 750 mL



2/\$5
KRAFT Pasta Salad 200 g



9.99
BBQ PIT BOYS Seasonings 240-408 g or SZN SPICE COMPANY Burger Binders, Seasonings or Spices 230-360 g

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit Sobeys.com/offers or Safeway.ca/offers or the Sobeys or Safeway app.

the way TO VALUE



örri

4.49 /lb
Sweet ORRI Clementines or Mandarins product of Israel 9.90/kg

2/\$6 **100 PTS** when you buy 4
Red Mangoes product of Mexico

7.99 Raspberries product of Mexico or USA no 1 grade 340 g

4.99 **100 PTS** when you buy 2
COMPLIMENTS Caesar Salad Kit product of USA 280 g

2.99
Iceberg Lettuce product of USA

5.99
HIROS Cherry Tomatoes on the Vine product of Canada 340 g

6.99
THE LITTLE POTATO COMPANY Potatoes product of Canada Canada no 1, 1.36 kg 3 lb

3.99 /lb
Brussels Sprouts product of Mexico or USA 8.80/kg

1.49
Green Onions product of Mexico

3.88 **100 PTS** when you buy 2
COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g

7.99 **200 PTS** when you buy 2
Green Cotton Candy Grapes product of Peru 454 g

2/\$4 **ORGANIC 3.49**
Bulk Avocados product of Mexico

4.99
Cantaloupe product of Costa Rica or Guatemala no 1 grade

2/\$5 **100 PTS** when you buy 2
Large Red Grapefruit product of Israel

4.99 **100 PTS** when you buy 2
FRESH ATTITUDE Caesar Bacon Dressing Kit product of USA

4.99 **200 PTS** when you buy 1
COMPLIMENTS Reusable Produce Bags

BUY 2 GET 3RD FREE
Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

15% off
Prepared Fresh Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes

4.99 **Global Market**
Dragon Fruit or Yellow Pitahaya product of Vietnam

2/\$5 **Global Market**
Methi product of Mexico or USA

4.99 **ORGANIC**
Organic Onions product of Canada 1.36 kg

6.99 **100 PTS** when you buy 1
Organic Lemons product of USA or Peru 1 lb 454 g

STARTING AT 5.49
LIGHTLIFE Tempeh 170-227 g or Plant-Based Chicken Tenders 170 g

6.99 **100 PTS** when you buy 1
LITEHOUSE Dressing 591 mL selected

4.99
H&H Dried Fruit selected 180 g

4.99
COMPLIMENTS Raw Pumpkin Seeds 300 g or Roasted Sunflower Seeds salted or unsalted 450 g

floral

Available at most stores

Caddy Arrangement, the perfect way to say Thank YOU! to your Administrative Assistant.

APRIL 22 ADMINISTRATIVE ASSISTANT DAY

24.99
Caddy Arrangement assorted colours

21.99 Administrative Assistant Day Bouquet

7.99 **EARTH DAY APRIL 22**
Happy Earthling Pot with Fern grown in British Columbia

22.99
Phalaenopsis Orchids assorted colours now in recycled pots 3"

Give them more with the Grocery Essentials Card

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

*If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement. Restrictions apply, see www.sobeys.com/value-flyer or www.safeway.ca/value-flyer for details.

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

STERLING SILVER PREMIUM BEEF

HAND-SELECTED CANADA AAA BEEF

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

16⁹⁹ /lb

STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 34.46/kg

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

500 PTS
when you spend \$50 or more

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

15% off

Flattened Chicken assorted flavours

300 PTS
when you spend \$25 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs

4⁹⁹ /lb

Fresh Pork Loin Centre and Rib Combo Chops Family Size 11.00/kg

3⁴⁹ /lb

Fresh Pork Hock 7.69/kg

8⁹⁹ /lb

200 PTS
when you spend \$20 or more

Fresh Lean Ground Beef Burgers 4 pk Family Size 19.82/kg

READY FOR YOU

5⁹⁹ /lb

300 PTS
when you buy 2

MAPLE LODGE FARMS Chicken Sausage 375-500 g

5⁴⁹ /lb

MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g

18⁹⁹ /lb

Fresh Canadian Lamb Loin Chop 41.87/kg

Ready for The Smoker!

7⁹⁹ /lb

Fresh Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last 17.61/kg

14⁹⁹ /lb

200 PTS
when you spend \$20 or more

Fresh Beef Chuck Simmering Short Ribs Family Size cut by your local meat expert from Canada AA grade beef 33.05/kg

5⁹⁹ /lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg

value size

Visit Sobeys.com or Safeway.ca to get more out of your grill

quick & easy

7⁹⁹ /lb

CARL BUDDIG Sliced Meats 55 g

6⁹⁹ /lb

100 PTS
when you buy 1

COMPLIMENTS Regular Wieners 1 kg

6⁹⁹ /lb

200 PTS
when you buy 2

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g

9⁹⁹ /lb

200 PTS
when you buy 2

CHRIS BROTHERS Bologna 1.5 kg

4⁹⁹ /lb

100 PTS
when you buy 2

COMPLIMENTS Stuffed Chicken Cutlettes or Asian Inspired Entrées 284-500 g

6⁹⁹ /lb

WHOLLY VEGGIE! Cauliflower Wings Buffalo, Ranch, Hot Honey or Japanese Inspired BBQ 375 g

7⁹⁹ /lb

MARCANGELO, SCHNEIDERS or MEATMAN'S Sausages frozen 375-675 g

11⁹⁹ /lb

120 PTS
when you buy 1

COMPLIMENTS Cabbage Rolls or Five-Cheese Cannelloni 907 g-1 kg

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.

*Certified by the Canadian Beef Grading Agency / Certifié par L'Agence Canadienne de Classement du Bœuf

PO5_SBY_WK51_PRN_WST_AB_MB_SK

seafood



4⁹⁹
COMPLIMENTS Crab Flavoured Seafood 454 g



300 PTS when you buy 2
11⁹⁹
Made In-Store Tuna Tataki Trays with Ponzu Sauce 300 g



21⁹⁹ MEMBER PRICING
25⁹⁹ without Scene+ Card
COMPLIMENTS Wild Snow Crab Clusters product of Newfoundland or Wild Lobster Claws product of New Brunswick fully cooked 454 g



20% off
OCEAN WISE RECOMMENDED
ULTRA NATURAL Black Tiger Shrimp Cooked or Raw selected 340 g



8⁹⁹ **200 PTS** when you buy 2
PREMIER SEAFOODS Valencia Orange & Maple Sockeye Lox product of Vancouver 100 g



6⁹⁹
COMPLIMENTS Raw Shrimp 71-90 ct per lb 340 g or Cooked 71-90 ct per lb 340 g 7.99 ea



BUY 1 GET 1 FREE of equal or lesser value
NEW
CLEAR OCEAN Cooked Cold Water Scallops 227 g



10⁹⁹
WATERVIEW MARKET Shrimp with Sauce 454 g

bakery

Try our NEW Jumbo Cupcakes!



BUY 4 GET 5TH FREE of equal or lesser value
Patisseries small or large

Made with 100% Canadian Flour



3⁹⁹ BAKED IN STORE
Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g



BAKED IN STORE
2⁹⁹ MEMBER PRICING **3⁶⁹** without Scene+ Card
Bagels 4 pk 450 g



BAKED IN STORE
5⁹⁹ **100 PTS** when you buy 2
All Butter Croissants or Pastries 4 pk 275-400 g



BUY 1 GET 1 FREE of equal or lesser value
MIX & MATCH
Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Mini Cornbread 228 g



5⁹⁹ ea when you buy 2 or more
PORTOFINO Breads 585-630 g 6.49 ea



4⁹⁹
ACE BAKERY Rolls or Burger Buns 296-530 g

deli & kitchen



11⁹⁹ MEMBER PRICING **12⁹⁹** without Scene+ Card
COMPLIMENTS Double Cream Brie or Camembert 350 g



20% off
FRICO Gouda mild, medium, smoked or spiced prices as marked



9⁹⁹ STARTING AT
TRE STELLE Feta 375 g or CASTELLO Havarti 425 g



SLICED FRESH
4⁴⁹ /100 g
COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami



300 PTS when you buy 2
12⁹⁹
COMPLIMENTS Charcuterie Trio selected 250 g



6⁹⁹
BRANDT Kolbassa Sausage selected 250 g



6⁹⁹
WHISPS Cheese Crisps selected 60 g



SLICED FRESH
3⁹⁹ /100 g
SIKORSKI Grandpa Ham



7⁹⁹ MEMBER PRICING **8⁴⁹** without Scene+ Card
2 Pack Mixed Deli Meat Subs or Select Varieties 430 g



\$3
Handheld Savoury Pastries spinach & feta, bacon & egg or other select varieties 76-95 g available chilled or heated on request



1⁹⁹ **75 PTS** when you buy 2
BURNBRAE FARMS Eggs2Go! 2 pk 88 g



\$5
COMPLIMENTS Fresh Pasta 350-360 g or Sauce 170-300 mL



3⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Mini Hummus or Dips 4 pk 228 g



4⁹⁹ **200 PTS** when you buy 3
RESER'S Side Dishes 340-567 g available chilled



5⁴⁹ **100 PTS** when you buy 2
RESER'S Dessert Gelatin or Parfaits 567-624 g



3⁹⁹
COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g

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

frozen & dairy

8⁹⁹

FOOTHILLS Ice Cream selected 1.4 L



2/\$11

HEALTHY CHOICE Simply Steamers Entrées or MARIE CALLENDER'S Bowls selected 255-349 g



3⁴⁹

PILLSBURY Pizza Pops 4 pk



7⁹⁹

MICHELINA'S Frozen Entrées 128-284 g



10⁹⁹

SMUCKER'S Uncrustables 10 pk



6⁹⁹

RED BARON Pizza 584-665 g



100 PTS when you buy 1

CAVENDISH FARMS Fries, Wedges or Onion Rings selected 1-1.8 kg



7⁴⁹

YOPLAIT Source Creamy Yogurt 16 pk

100 PTS when you buy 2



5⁹⁹

LIBERTÉ Probiotic Kéfir 1 L or YOPLAIT Yop Drinkable Yogurt 6 pk

100 PTS when you buy 2



5⁴⁹

COMPLIMENTS Pure Orange Juice 1.36-1.54 L

100 PTS when you buy 2



6⁹⁹

DAIRYLAND Butter salted or unsalted 454 g



10⁹⁹

DANONE Oikos Greek Yogurt 12 pk or 1.5 kg



5⁹⁹

NATREL Lactose Free Milk 2 L



7⁹⁹

STÖK Cold Brew Coffee 1.42 L

150 PTS when you buy 3



3⁹⁹

COMPLIMENTS Cheddar Flavour Slices 400 g



WE'RE FULL OF compliments

100 PTS when you buy 2

COMPLIMENTS Mini Pizza Bagel Snacks 198 g



3⁴⁹

COMPLIMENTS Hash Browns 650 g



2²⁹

COMPLIMENTS Sour Cream 250 mL



35 PTS when you buy 1

2⁹⁹

COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g



natural health

2/\$9

POPCORNERS Popcorn Crisps 142 g



100 PTS when you buy 2

MADEGOOD Bars, Minis, Rice Crisps 120-150 g



9⁹⁹

NATURE'S PATH Eco Pac Assorted Products 650-907 g



14⁹⁹

CRANK COFFEE CO. Ground Coffee 340 g



STARTING AT **9⁹⁹**

AMY'S Pizza 340-397 g



200 PTS when you buy 2

DAIYA Cheezcakes 400 g



9⁹⁹

EVIVE Smoothie Cubes 3 pk 405-450 g



100 PTS when you buy 1

5⁹⁹

EARTH'S OWN Oat Creamers 946 mL



400 PTS when you buy 2

25% off

WEBBER NATURALS Vitamins or Supplements selected



200 PTS when you buy 2

CLIF Bar 5 pk



2/\$5

100 PTS when you buy 2

LOVE GOOD FATS Bars 39-40 g



5⁹⁹

METHOD Cleaners 828 mL selected (excludes floor, wood, granite, tub or tile cleaners)



Give them more with the Grocery Essentials Card

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

drinks & snacks



99¢ MARS Chocolate Bars 30-57 g



2.99 SKITTLES or STARBURST Candy 130-170 g or LIFE SAVERS Candy 150-180 g



19.99 BUDWEISER Zero Non-Alcoholic Beer 12x355 mL



2/\$3 COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L



3.49 ea when you buy 3 or more
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 3.99 ea



100 PTS when you buy 2
COMPLIMENTS Tortilla Chips 250-280 g or Potato Chips 200 g



2/\$6 SUNRYPE Juice 5x200 mL tetra



4.49 TETLEY Specialty Tea Canisters 20-24 pk



5.99 CHRISTIE Family Size Cookies selected 303-520 g or Oreo Cakesters 285 g



2/\$7 CHRISTIE Mini Cookies 144-200 g



\$4 **150 PTS** when you buy 3
KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g



200 PTS when you buy 2
2/\$7 LECLERC Go Pure Bars 140-175 g

meal makers



4.99 KELLOGG'S Vector Granola 311 g



3.99 GOGO SQUEEZ Apple Sauce 360 g



4.99 DEL MONTE Canned Fruit 796 mL



5.49 DEMPSTER'S Cinnamon Raisin Bread 680 g or NATURAL BAKERY Rye 900 g



5.49 LAURA SECORD Chocolate Chips 250 g selected



5.99 ea when you buy 2 or more
E.D. SMITH Pie Filling selected 540 mL 6.49 ea



6.99 STEFANO Pasta Sauce 405-648 mL



3.99 **100 PTS** when you buy 2
COMPLIMENTS 7" Tortillas 340 g



2.99 CLOVER LEAF Yellowfin Chunk Light Tuna or Flaked Pink Salmon 142 g



3.99 TACO BELL Dinner Kits 260-420 g, Creamy Sauce 354 mL or Hot Sauce 207 mL



4.99 BARILLA Lasagna wavy 454 g or Pasta Jumbo Shells 340 g



7.49 DAINTY Basmati Rice 900 g

Here for your budget and lifestyle



100 PTS when you buy 3
3/\$10
COMPLIMENTS Granola 325 g



15% off
COMPLIMENTS Baking Nuts 350 g or Raisins, Currants, Dates or Prunes selected 375 g-1 kg



2/\$5 **100 PTS** when you buy 2
COMPLIMENTS Baby Whole or Cut Corn 398 mL



3.79 PANACHE Egg Noodles 375 g



8.99 PANACHE Maple Syrup 100% Pure 375 mL



100 PTS when you buy 2
2.49 COMPLIMENTS Evaporated Milk 354 mL or Marshmallows 250 g selected



2.49 **100 PTS** when you buy 2
COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g



3.79 COMPLIMENTS 100% Pure Canola Oil 473 mL

Give them more with the Grocery Essentials Card

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

home & pet care



100 PTS
when you buy 2

11⁹⁹ GLAD Kitchen Catchers 50-60 pk



100 PTS
when you buy 2

2⁹⁹ COMPLIMENTS Compostable Cutlery 24 pk selected



26⁹⁹ CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6=18 or 8=16 rolls



3⁴⁹ MEMBER PRICING

3⁹⁹ without Scene+ Card

COMPLIMENTS All Purpose Reusable Cloths 15 pk



4⁹⁹ **100 PTS** when you buy 2

CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foamer 887 mL selected



200 PTS when you buy 2

5⁹⁹ STARTING AT FLEECY Fabric Softener 1.36 L or Sheets 80 pk



300 PTS when you buy 2

11⁹⁹ FEBREZE Plugs 52 mL or Refills 2 pk, 52 mL



9⁹⁹ STARTING AT DRANO Drain Cleaner Crystals 500 g or Clog Remover Gel 2.37 L



11⁹⁹ PURINA ONE Dry Cat Food 1.45-1.8 kg



1⁵⁹ ea when you buy 4 or more

IAMS or SHEBA Perfect Portions 75 g 1.79 ea



21⁹⁹ PURINA Tidy Cats Lightweight Cat Litter 5.44 kg



200 PTS when you buy 2

18⁹⁹ IAMS Proactive Health Dry Dog Food 3.18 kg

health, beauty & baby



5⁹⁹ **100 PTS** when you buy 2

SENSODYNE or Pronamel Whitening or Multi-Action Toothpaste 110-135 mL selected



5⁴⁹ STARTING AT GARNIER Whole Blends Shampoo or Conditioner 346-650 mL, AUSSIE, GARNIER or HERBAL ESSENCES Stylers 150 mL or 170-283 g selected



300 PTS when you buy 1

68⁹⁹ ENFAMIL A+ NeuroPro Refill 862-890 g



4⁴⁹ LOVE CHILD ORGANICS Oaty Chomps or SeaFriends Snack 100-138 g or Q-TIPS 400 pk



UP TO 15% off

OLD SPICE Body Wash 473-532 mL, OLAY Soap Bar 4 pk or PANTENE, OLD SPICE, HAIR BIOLOGY, HEAD & SHOULDERS, AUSSIE Hair Care 60-650 mL or 397 g selected



10⁴⁹ STARTING AT U BY KOTEX Pads, Liners or Tampons 22-129 pk selected



100 PTS when you buy 4

2⁹⁹ HOTKID Baby Mum-Mum 50-60 g



400 PTS when you buy 2

28⁹⁹ PAMPERS Easy Ups or Ninjamas Training Pants 34-74 pk



2⁴⁹ STARTING AT COLGATE Toothpaste 70-120 mL selected



400 PTS when you buy 2

20% off AVEENO Skin Care selected



9⁹⁹ PAMPERS Baby Wipes 112-216 pk



1⁰⁰ ea when you buy 5 or more

COMPLIMENTS ORGANIC Baby Wipes 128 mL 1.79 ea

pharmacy

Only available at Pharmacy Locations
*Select products are only available when a pharmacist is on duty.



12⁹⁹ ENSURE 6x235 mL or GLUCERNA 6x237 mL



15⁹⁹ **100 PTS** when you buy 1

ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk[†]



150 PTS when you buy 2

10% off Children's TYLENOL, MOTRIN or BENYLIN selected[†]



200 PTS when you buy 2

10% off BAND-AID Premium Bandages



200 PTS when you buy 2

10% off POLYSPORIN Ointment 30 g



200 PTS when you buy 1

10% off FLONASE 60 Dose[†]

FREE Contour[®] meter

Contour[®] meter free with purchase of 100 test strips. See your pharmacist for details. (Limit of 1 Free Meter)

76⁹⁹ CONTOUR[®] Next Test Strips 100 pk

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Sobeys.com/offers or Safeway.ca/offers



Perfect for salads, pizzas,
antipasto skewers or quick snacks
with olive oil and herbs.



Get
300 PTS
when you buy 2

COMPLIMENTS Bocconcini 200 g



Offer valid April 16th to April 22nd, 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.



Your destination for variety and value

\$5 Mangoes 3 pk product of Mexico

price LOCK

2/\$5 Methi product of USA or Mexico

3.99 /lb
Indian Eggplant product of The Dominican Republic 8.80/kg

4.49 /lb
Indian Okra product of Honduras 9.90/kg

8.99
GIA Basmati Rice 3.63 kg

19.99
AASHIRVAAD Whole Wheat Flour 9.07 kg

14.99
INDIA GATE Pure Basmati Rice 4.54 kg

6.99
AARCEE Rice 1 kg selected

4.49
PATAK'S Cooking Sauces 400 mL selected varieties

3.79
PATAK'S Side Dishes 285 g selected varieties

4.99
PATAK'S 3 Step Sauce Kit 313-315 g selected

28.99
NANAK Desi Ghee PET 1.6 kg

2.79
RUBICON Juice Drink 1 L or 4x200 mL

1.29
PARLE-G Biscuits 300 g

4.49
RUBICON Organic Coconut Water or Non-Dairy Beverage 1 L

6.99
BEST BUY Frozen Vegetables 2 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Taste the exclusive* Sainsbury's selection!

Explore our new authentic British assortment from Sainsbury's. *Exclusively at Sobeys and Safeway. Subject to availability.



2.29 SAINSBURY'S Vegetable Soup 400 g



1.79 SAINSBURY'S Reduced Sugar & Salt Baked Beans in Tomato Sauce 200 g



1.79 SAINSBURY'S Baked Beans in Tomato Sauce 400 g



4.49 SAINSBURY'S Lemon Curd 411 g



4.49 SAINSBURY'S Red Label Tea Bags 80 pk



4.79 SAINSBURY'S Marmalade three fruit or bitter seville orange 340 g



1.99 SAINSBURY'S Biscuits or Cookies 200 g selected varieties



2.49 SAINSBURY'S Indian Tonic Water 1 L or Diet 1 L



1.49 SAINSBURY'S Foam Bananas Candy 70 g



1.79 SAINSBURY'S Dolly Mixtures or Milk Bottles Candy 70 g



2.99 SAINSBURY'S Rhubarb & Custard Candy 200 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



HAND-SELECTED CANADA AAA BEEF

Well-marbled · Aged to perfection

THE CERTIFIED TENDER* ADVANTAGE

When choosing a roast or steaks, look for the shield. It means the meat has been certified by the Canadian Beef Grading Agency to be tender and aged perfectly, so you can count on delicious results. Exclusive to select STERLING SILVER® premium cuts available at Sobeys and Safeway.



14.99

/lb

STERLING SILVER
Fresh Boneless Top Sirloin
Cap or Coulotte
Premium Oven Roast or
Family Size Grilling Steaks
cut by your meat expert from
Canada AAA grade beef
33.05/kg



YOUR GUIDE TO THE PERFECT STEAK

STEAK TEMP GUIDE

	RARE Remove from heat at 115° - 120° F (46° - 49° C)
	MEDIUM-RARE Remove from heat at 125° F (52° C)
	MEDIUM Remove from heat at 135° - 140° F (57° - 60° C)
	MEDIUM-WELL Remove from heat at 145° - 150° F (63° - 66° C)
	WELL-DONE Remove from heat at 155° - 160° F (68° - 71° C)

ASK US

- Known as the Picanha in South America.
- Our Exclusive Premium STERLING SILVER Top Sirloin Coulotte or Cap is cut with ample marbling.
- It can be smoked, grilled, sous vide or roasted — making it perfect for any meal.

*Certified by the Canadian Beef Grading Agency

bring on the GRILL

Early season favourites worth firing up



READY FOR YOU

9⁹⁹
/lb

Fresh Premium Cheesy, Portabella Mushroom & Mozzarella, Bacon & Cheddar or Jalapeño & Cheddar Medium Ground Chuck Beef Burgers 22.02/kg



READY FOR YOU

5⁹⁹
/lb

Fresh Pork Tenderloin Kabobs with Vegetables 13.21/kg



READY FOR YOU

17⁹⁹
/lb

Fresh Beef Kabobs With Vegetables cut by your meat expert from Canada AAA grade beef 39.66/kg



READY FOR YOU

9⁹⁹
/lb

In-Store Made Fresh Boneless Skinless Chicken Breast Kabobs with Vegetables 22.02/kg



RICARDO

Gourmet, yet easy

From my kitchen to yours



6⁴⁹

RICARDO Dressings 250 mL or Dips 300 g

Rich and indulgent, a creamy chocolate cheesecake with chocolate crust and delicious raspberry topping. Gluten-free and ready to eat.



19⁹⁹

RICARDO Cheesecakes frozen 570-600 g



Asian-inspired dumplings with vegetable rice and a sweet lime sauce. Ready in 5 minutes.



BUY 2 GET 3RD of equal or lesser value FREE

RICARDO Frozen Entrées 380-395 g



5⁹⁹

RICARDO Baking Mixes 400-450 g



4⁹⁹

RICARDO Kitchen Tools selected

Simplify meal prep with this selection of easy, chef quality meal solutions Available Exclusively at Sobeys and Safeway



WISE CHOICES

KEEP ROLLING IN

Earth Day is April 22

Celebrate Earth Day: Look for the Ocean Wise® recommended logo in our stores for an Ocean Friendly Choice.



6.99
COMPLIMENTS Raw Shrimp 71-90 ct per lb 340 g or Cooked 71-90 ct per lb 340 g 7.99 ea



71-90
SHRIMP PER POUND / CREVETTES PAR LIVRE
53+
SHRIMP PER BAG / CREVETTES PAR SAC
340 g



BUY 2 GET 3RD
of equal or lesser value
FREE

OCEAN WISE Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam



11.99
ULTRA NATURAL Seasoned Basa Fillets garlic and herb or tandoori-style marinade 908 g



7-8 Pieces of Fish / Morceaux de poisson
Net Wt. / Poids Net 908 g
Keep Frozen / Garder congelé



7.99
MUSSEL KING Whole Cooked PEI Mussels frozen 454 g



12.99
MRS. FRIDAY'S Crab-Style Crab Cakes frozen 8 pk 510 g



1.50
Product of Canada Fresh Choice Oysters subject to availability

CHANCE TO WIN*
EVERY WEEK!

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GIVEAWAYS



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IT'S GAME TIME



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

COMPLIMENTS
Freeze-Dried
Candy 68-100 g



COMPLIMENTS
Milk & Dark
Chocolate Covered
Nuts or Peanut
Butter Bites
340-400 g

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.

THE OFFICIAL HIGH PROTEIN YOGURT OF THE NHL

oikos SNACK TO WIN

YOU COULD WIN A TRIP FOR 2 TO THE STANLEY CUP FINAL \$25,000 TOTAL PRIZES

3.49 DANONE Oikos Pro 300 mL

7.49 DANONE Oikos Greek Yogurt 650-750 g

SCAN NOW

*No purchase necessary. Begins 03/23/26 at 12:00:01 AM ET & Ends 05/04/26 at 11:59:59 PM ET. Draw 05/05/26 at 2PM ET. One (1) Grand Prize: Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 90 Instant Win Prizes: a \$100 Digital Prepaid Card (20 total), or a \$5 CAD Physical Danone Oikos® Coupon (800 total). Mathematical skill-testing question. Full contest rules: www.snacktowin.ca. Oikos® used under lic. © 2026 Danone LLC. All rights reserved. Oikos® Pro™ used under lic. © 2026 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the wordmark and image of the Stanley Cup and the Stanley Cup Final logo are registered trademarks of the National Hockey League. NHL and NHL team marks are the property of the NHL and its teams. © 2026 NHL. All Rights Reserved.

Knorr

BUY MORE SAVE MORE

1.779 ea when you buy 2 or more

300 PTS when you buy 4

300 PTS when you buy 2

KNORR Sauces or Gravies 17-48 g 2.29 ea

KNORR Rice & Pasta Cups 73 g or Soups 2 pk or LIPTON Cup-A-Soup 40-83 g any variety

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delight Elevating coffee moments, with just a Touch Of flavour

3.49 INTERNATIONAL DELIGHT 425 mL

4.49 DANONE Activia 650 g or Activia Expert 4x100 g

7.49 DANONE Activia 12x100 g or Activia Expert 750 g

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KitKat

WIN CHANCE TO WIN A VIP EXPERIENCE TO MONTREAL OR MONZA + 100S OF PRIZES

1,000 PTS when you buy 4

5.49 NESTLÉ King Bars 50-86 g, Juniors 8 pk or Tablet Bars 95-105 g assorted

5.49 NESTLÉ Cellos 76-203 g assorted

THE F1 LOGO AND RELATED MARKS ARE TRADEMARKS OF F1 BY "F1" PROMISE NECESSARY. Scan QR code or visit website for full contest rules. Contest opens March 1, 2026 and closes August 1, 2026. 2 Grand Prizes and over 100 secondary prizes available to be won, ranging in value from \$200 to \$42,000. Mathematical skill-testing question required. Odds of winning depend on number of eligible entries received. Retail trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. ©2026 Nestlé. Official Partner of Formula 1™

2,500,000 PTS TO BE WON!

BUY ANY PARTICIPATING HERSHEY'S PRODUCT FOR A CHANCE TO WIN* 1 OF 5 PRIZES OF 500,000 PTS

5.79 HERSHEY'S Bagged Chocolate 160-290 g

2.19 HERSHEY'S King Size Bars 62-96 g

2.69 HERSHEY'S Family Bars 90-120 g

*NO PURCHASE NECESSARY. Full Contest rules found at https://www.sobeys.com/hershey-canada-scene-contest or https://www.safeway.ca/hershey-canada-scene-contest. Contest runs from 03/19/2026-04/29/2026. Open to legal residents across provinces of Canada excluding QC with a valid Scene+ account, and who have reached the age of majority. 5 prizes of 500,000 Scene+ points to be won (ARV \$5,000.00 (CAD) each).

GET UP TO \$20 IN FREE GROCERIES!

Spend \$25 & get **1,000 PTS** OR Spend \$40 & get **2,000 PTS**

FOR EVERY BURGER IT HAS TO BE HEINZ ESTD 1869

SCAN HERE FOR COMPLETE LIST OF PARTICIPATING PRODUCTS

Offer valid March 19 - April 29, 2026

Product availability may vary in each participating Sobeys or Safeway store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene+ card in order to qualify. The offer can only be redeemed for items per Scene+ merchant list during the banner of the program between March 19 and April 29, 2026. Empire reserves the right to make changes to this offer and to terminate the offer at any time, for any reason and without notice. Retail trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. ©2026 Nestlé. Scene+ and Scene+ Design are registered trademarks of Scene Plus P Corporation, used under license.

NEW BASKIN-ROBBINS

9.99 BASKIN-ROBBINS Confectionery Ice Cream 946 mL or Novelties 4 pk selection may vary by location

MADE IN CANADA

NEW & IMPROVED FORMULA **finish**

50% MORE CLEANING POWER*

TRY OUR BEST CLEAN **11.99** FINISH Dish Tabs 21-30 pk

24.99 FINISH Dish Tabs 60-105 pk

*BASED ON INCREASED INGREDIENTS VS. FINISH QUANTUM © 2026 RECKITT BENCKISER LLC

Nestlé Favourites

5.99 NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or Selected Premium Novelties 4-10 pk selection may vary by location

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A SMALL CHOICE WITH AN ENORMOUS IMPACT

7.99 **400 PTS** when you buy 2

BONTERRA Bathroom Tissue 9=27 rolls, Paper Towel 3=6 pk or Facial Tissue 3=6 pk

**with domestic and imported material.

LIBERTÉ Greek Yogurt 2-4 pk, Méditerranée 4 pk or 500 g or YOPLAIT Source Protein 650 g

4.49

GAY LEA Aerosol Whipped Cream 225 g

4.99

TWINKLE Original Food Colour Colourant Alimentaire 4 x 10 ml bottles/bouteilles 40ml

3.99

RED BULL Energy Drinks 250 mL

2/\$6

DR. OETKER Giuseppe Stuffed Crust or Suprema Pizza 475-771 g

7.99

CHEEMO Perogies 745-907 g

2.99 **100 PTS** when you buy 2

CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected

4.49

MLK2GO or **NESTLÉ** Milkshakes 310-473 mL assortment may vary by province

2/\$3 **100 PTS** when you buy 4

SAVE \$3
when you buy any
1 Dempster's Bagels or Bread*
+
1 any Philadelphia Cream Cheese Product (227 - 340 g) or Kraft Peanut Butter Spread (750 g - 1 Kg)*
EXPIRES: June 30, 2026
*See in-store for coupon. Subject to availability. While supplies last.
*Includes Philadelphia Cream Cheese (227 - 340 g) and Kraft Peanut Butter (1KG/750g), Dempster's White and Whole Wheat Bread only. Excludes Dempster's Signature and Whole Grain bread.

— MAKE —
HOSTING Delicious

5.99 CHRISTIE Ritz Mini Bits or Drizzled Crackers 226-280 g selected

2/\$7 CHRISTIE RITZ Snacking or Mini Crackers 162-200 g selected

#1 MOST TRUSTED BRAND IN CANADA

5.99 KRAFT Peanut Butter 750 g-1 kg selected

2.99 DEMPSTER'S White or Whole Wheat Bread 570-675 g

#1 MOST TRUSTED BRAND IN CANADA

6.99 PHILADELPHIA Cream Cheese Product 340 g selected

4.49 DEMPSTER'S Bagels 5-6 pk selected (excludes Protein Bagels)

*Based on the 2026 BrandSpark® Canadian Trust Study.

iögo nano

Bursting with Mini Popping Bubbles

3.49 IÖGO Nanö Yogurt with Flavoured Pearls 4x100 g selected

3.49 ASTRO Balkan Yogurt or IÖGO Duo 650-750 g

4.50 IÖGO Nanö Drinkable Yogurt 6x93 mL selected

WIN WITH SCENE+™

SHOP, SCAN, EARN 150 POINTS

+ CHANCE TO **WIN*** 500,000 POINTS

*Contest Ends June 3, 2026

See participating packages for details

SPRING Savings

with General Mills

BUY MORE SAVE MORE

1.99 ea when you buy 2 or more

PILLSBURY Crescents Rolls or Wiener Wrap 200-227 g 2.49 ea

HELLMANN'S OFFICIAL CONDIMENT OF CANADA

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*

150 PTS when you buy 2

4.49

GENERAL MILLS Retail Size Cereals 296-437 g

4.49 BETTY CROCKER Cake, Cookie or Bisquick Mix 263-1.13 kg selected

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

HELLMANN'S REAL VRAIE MAYONNAISE

4.99 HELLMANN'S 340-445 mL any variety

6.99 HELLMANN'S 710-890 mL any variety

*NO PURCHASE NECESSARY. Full Contest rules and pricing details found at <https://www.sobeys.com/hellmanns-canada-soccer-spring-contest>. Contest runs from 2026/03/12 - 2026/05/06. Open to legal residents across all provinces of CA including QC with a valid Scene+™ account, and who have reached the age of majority on the date they entered the Contest. 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.

Refresh your fandom

Coca-Cola FIFA

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Folgers OWN THE DAY

500 PTS when you buy 2

19.99 FOLGERS Coffee 544-865 g or Coffee Pods 30 pk assorted varieties

2/4.50 POWERADE Beverages 710 mL

2/4.50 BODYARMOR Beverages 473 mL

2/\$6 GLACÉAU Vitaminwater 591 mL or Smartwater 1 L

50 PTS when you buy 1

Offer valid from April 16 - April 22, 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.
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SPREAD DELICIOUS MORNINGS

4.49 JIF or ADAMS Peanut Butter 500 g or SMUCKER'S Fruit Spreads 250 mL selected varieties

YOU COULD **WIN A TRIP FOR 4 TO TENERIFE, SPAIN** "THIS IS THE WAY TO SNACK"

ENTER FOR A CHANCE TO WIN AT WWW.ORVILLECONTEST.CA

6.49 ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-492 g or Gourmet Popping Corn 850 g

STAR WARS THE MANDALORIAN AND GROGU Only in theatres! MAY 22

Snacks the whole family loves!

2.49 SNACK PACK Pudding assorted flavours 396 g

4.79 ANGIE'S Boomchickapop Sea Salt Popcorn 136 g or Sweet & Salty Popcorn 198 g

NOURISH EVERY DAY WITH QUAKER.

2.77 QUAKER Dips or Chewy Granola Bars 120-156 g

3.49 go when you buy 3 or more

QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 3.99 ea

8.49 NONNA PIA'S Balsamic Reductions 250 mL

GLUTEN FREE

6.99 LITTLE NORTHERN BAKEHOUSE Breads, Buns, Bagels or Pizza Crust 260-567 g

4.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

CATELLI CLASSIC / CLASSIQUE SPAGHETTI

2.99 CATELLI Pasta 375-500 g (excludes lasagna) or Limited Edition O Canada 375 g

CELEBRATE EARTH MONTH

ENTER FOR A CHANCE TO

WIN A LAUNDRY ROOM MAKEOVER



A smarter way to clean laundry, period.



SCAN FOR CONTEST DETAILS

13.99 TRU EARTH Spring Cleaning Laundry Detergent 32 pk



5.99 CLOROX Liquid Bleach 2.4 L or PINE-SOL Cleaners 1.41 L

Pine-Sol THE ONLY ONE YOU NEED FOR MULTI-SURFACES Use as directed.



Spring Cleaning Savings!

UP TO 100% OF GREASE & FOOD RESIDUE REMOVAL



24.99 CASCADE 51-80 pk

19.99 CASCADE 40-50 pk

100 PTS when you buy 2

4.49 COMPLIMENTS Disinfecting Wipes 75 pk



100 PTS when you buy 2

2.99 COMPLIMENTS Multi-Surface Cleaner 1.41 L



WE'RE FULL OF compliments

200 PTS when you buy 2

7.99 COMPLIMENTS Paper Towels 3=6 rolls



MEMBERS SAVE 50% 3.49 MEMBER PRICING

3.99 without Scene+ Card COMPLIMENTS All Purpose Reusable Cloths 15 pk



GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW






*Conditions Apply





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Kick off 2026 and enjoy fresh faves with easy curbside pickup.

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**WATER
VENDING
TRUSTED BY
CANADIANS!**

**PROUDLY SERVING
CUSTOMERS
ACROSS CANADA.**

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