

# Canadian Sobeys

Since 1907

Verified  
**2.99**  
/lb

Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 6.59/kg



Verified  
**7.88**  
/lb

Fresh Boneless Cross Rib Pot Roast, Family Size Simmering Steak or Stew Beef cut by your meat expert from Canada AA or USDA grade beef while supplies last 17.37/kg



Verified  
**5.99**  
/lb

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



Verified  
**2.99**  
/lb

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



300 PTS when you buy 1  
**16.99**

Easter Lily 6" 5+ blooms grown in Canada



Verified  
**11.99**  
/lb

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



Verified  
**1.99**  
/lb, ea

Broccoli Bunch or Brussels Sprouts product of Mexico or USA no 1 grade 4.39/kg



BUY MORE SAVE MORE  
**5.99**  
ea when you buy 2 or more

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



Verified  
**3.99**

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  
**15.97**

MAXWELL HOUSE Ground Coffee 631-900 g or Single Serve Pods 30 pk



Verified  
**4.77**

ARMSTRONG Cheese 400 g, Shreds 300-320 g or SAPUTO Mozzarella 500 g



Verified  
**2/\$5**

KRAFT Philadelphia Dips 227 g



SPEND \$100 OR MORE, GET **1,000 PTS** OFFER IS WAITING

That's like \$10 toward your groceries

Scene+ DIGITAL EXCLUSIVE

OFFER AVAILABLE APRIL 2-8, 2026

Visit the Sobeys app or Sobeys.com/offers

Scan QR code to download or open the app

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

Global Market

Verified  
**3.49**

KÜHNE Sauerkraut 720-796 mL or Pickled Onions 500 mL

Verified Price Guarantee

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

\*Conditions apply. See sobeys.com for details.

\*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.

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 Nova Scotia

So many deals Scan here for our full digital flyer

ATL\_NS\_NB\_PEI\_NFLD

# Happy Easter

## 2 Day sale!

THUR 2 SAT 4



**10<sup>99</sup>** /lb  
24.23/kg **MEMBER PRICING**

SAVE UP TO **39%** WITH MEMBER PRICING

**12<sup>99</sup>** /lb, 28.64/kg **without Scene+ Card**

Fresh Atlantic Salmon Fillets Family Size subject to availability product of Canada

EXCLUSIVE TO Sobeys

RAISED WITHOUT ANTI-BIOTICS



**MEMBERS SAVE 50c** /lb  
**7<sup>99</sup>** /lb  
4.39/kg **MEMBER PRICING**

**2<sup>49</sup>** /lb, 5.49/kg **without Scene+ Card**

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



**7<sup>99</sup>**  
LINDT Gold Bunny 100 g or Small Bunnies 50 g while supplies last



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

COCA-COLA or PEPSI Soft Drinks 24x355 mL



**400 PTS** when you buy 4  
**2<sup>77</sup>**

LAY'S Potato Chips 220-235 g

# Scene™

## TURN POINTS INTO GROCERIES



SLICED FRESH

**2.49** /100 g

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

MAPLE LEAF Big Stick Wax Bologna



**7.99**

**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

**11.99**

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



**200 PTS** when you buy 2

**4.99**

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

1,000 Points = \$10 of free groceries

# Happy Easter

**500 PTS** when you spend \$50 or more

**19<sup>99</sup>** /lb

**CERTIFIED TENDER**  
TENDREJÉ CERTIFIÉE

**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

**compliments**  
SPICY | ÉPICES

**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

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

COMPLIMENTS Smoked Sausages 900 g, SCHNEIDERS or MAPLE LEAF Hams 600-700 g, SWISS CHALET or MONTANA'S Pork Back Ribs 600-650 g or SUNRISE Large Wax Bologna 2 kg

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

COMPLIMENTS Cooked or Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops 80-120 ct per lb 340 g

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

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

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

COMPLIMENTS Hickory Smoked Bone-In Ham Portions or SCHNEIDERS Appplewood Smoked Bone-In Ham 5.49/kg

**200 PTS** when you buy 2

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

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

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

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

**3<sup>29</sup>** /100 g

COMPLIMENTS Smoked or Cooked Chicken

**4<sup>49</sup>** MEMBER PRICING

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

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

DEMPSTER'S Whole Grain, Protein or Signature Bread 600 g or Bagels 5-6 pk (excludes Protein Bagels)

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

GAY LEA Butter Sticks salted or unsalted 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

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

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

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

KICKING HORSE Organic Ground Coffee 284 g

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

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

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

CADBURY Mini Eggs 400 g while supplies last price in effect until April 5<sup>th</sup>

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

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

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

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

**14<sup>99</sup>**

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

**EVERYDAY VALUE**

**2** COMPLIMENTS Frozen Waffles 8 pk 280 g

**4** COMPLIMENTS Instant Coffee 150 g

**1<sup>50</sup>** COMPLIMENTS Rice Crackers 100 g

**6** BEST BUY Ice Milk 4 L

**We have 2X as many Canadian-origin products as competing stores\*** Look for the leaf to help support Canada.

**2X** Canadian-origin products

\*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin LDC based non-fresh products as compared to leading conventional brick and mortar, drug, online, and discount grocery retailers in Canada according to the latest 12 weeks ending November 15, 2025 using data reported through 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 NIO through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh | Canadian Origin Stated items for the 12 weeks ending November 15, 2025. Copyright © 2025 Nielsen Consumer LLC.

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P08\_SBY\_WK49\_PRN\_ATL\_NS \*Certified by the Canadian Beef Grading Agency / Certifié par L'Agence Canadienne de Classement du Bœuf

# So. Easter ready



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

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

**300 PTS** when you spend \$15 or more

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

Fresh Boneless Sirloin Tip Roast Royale seasoned primed rib fat added cut by your meat expert from Canada AAA grade beef 26.43/kg

**BUY MORE SAVE MORE**

**2<sup>50</sup>** ea when you buy 2 or more

COMPLIMENTS Herbs product of Mexico or USA assorted varieties 20-28 g 2.75 ea



**\$25**

BUTTERBALL Seasoned Boneless Turkey Breast Roast frozen 1.2 kg



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

PANACHE Seafood Appetizers assorted 250-340 g



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

TOFURKY Roast & Gravy Combo 1.13 kg



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

COMPLIMENTS Cooked Shrimp in ring or bag with Cocktail Sauce 255-737 g



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



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



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



**23<sup>99</sup>**

## Easter essentials



**100 PTS** when you buy 2

**3<sup>49</sup>** COMPLIMENTS Cream Cheese or Spread 227-250 g

**BUY MORE SAVE MORE**

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

PILLSBURY Biscuits, Rolls or Pizza Crust 318-391 g 3.99 ea (excludes seasonal)



**3<sup>99</sup>** COMPLIMENTS Frozen Vegetables selected 500-750 g



**27<sup>99</sup>** STARBUCKS Ground Coffee 793 g



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

**BUY MORE SAVE MORE**

**1<sup>50</sup>** ea when you buy 2 or more

MONTELLIER Sparkling Water 1 L 1.79 ea



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

ST. REGIS De-Alcoholized Wine 750 mL



**100 PTS** when you buy 2

**3<sup>49</sup>** COMPLIMENTS Dinner Rolls 12 pk



## Easter blooms

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

Easter Egg Fleurette in Basket grown in Canada



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

Assorted Orchids in Ceramic grown in Canada



\*Card must be registered. Offer valid and available to be loaded from April 2-April 8, 2026 at all Sobeys locations in Atlantic 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 1000 Scene+ points claim. 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.



**2/\$24** Prepared Fresh Daily Fruit or Vegetable Trays 1-1.3 kg

READY FOR YOU



100 PTS when you buy 2

**5.99**

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

BAKED IN STORE

LIMITED TIME ONLY



Made with 100% Canadian flour

100 PTS when you buy 2

**4.59**

Dinner, Tray or Butter Topped Buns 12 pk 425-455 g

BAKED IN STORE



75 PTS when you buy 2

**5.99**

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

**15.99** / 100 g

Whole Maple Baked Ham sold by 100 g



**2.99** / 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

**11.99**

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

**1.99** COMPLIMENTS Broth 900 mL



**2.49** OCEAN SPRAY Cranberry Sauce 348 mL or DOLE Pineapple 398 mL



**4.49** STRUB'S Pickles 500 mL



**12.99** LIV 99 Extra Virgin Olive Oil 500 mL



100 PTS when you buy 2

COMPLIMENTS Cream Soup or Broth 284 mL



**2.49** 100 PTS when you buy 2

COMPLIMENTS Parchment Paper 35 ft or Foil Wrap 25 ft

10% off

HANDI-FOIL Pans selected



**\$16** Easter Spring Bouquet grown in Canada



**29.99** Assorted Hydrangea in Self-Watering Pot 6" grown in Canada



500 PTS when you buy 1

**37.99** Easter Pastel Blooms Bouquet

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Visit [Sobeys.com/offers](http://Sobeys.com/offers) or the Sobeys app.

# So much value



**LARGE**

We offer cored or whole pineapples for the same price

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

Whole or Cored Pineapple product of Costa Rica

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

Extra Large Green Seedless Grapes product of Chile 8.80/kg

**2LB**

**200 PTS** when you buy 2

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

ORRI Clementines or Mandarins product of Israel 907 g 2lb bag

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

Tomatoes on the Vine product of Canada 6.59/kg

**3 PACK**

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

Romaine Hearts product of Mexico or USA 3 pk

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

**1<sup>77</sup>** /lb

Sweet Potatoes product of Canada or USA 3.90/kg

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

COMPLIMENTS Brocolini Tray product of USA 170 g

**2/\$4**

Bulk Avocados product of Mexico

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

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

**4<sup>79</sup>** /lb

Red, Orange or Yellow Peppers product of Canada 10.56/kg

From Atlantic Canada

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

Honeycrisp Apples product of Atlantic Canada Canada extra fancy grade 7.69/kg

**2/\$5**

Red Mangoes product of Mexico

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

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

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

Bartlett or Bosc Pears product of South Africa or USA extra fancy grade 4.39/kg

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

**200 PTS** when you buy 2

COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

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

**200 PTS** when you buy 2

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

**25% OFF**

Prepared Fresh Daily Mango Salsa or Guacamole assorted sizes

**BUY 2 GET 3RD FREE**

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

Global Market

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

Papaya product of Mexico or Guatemala 4.39/kg

Global Market

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

Plantain product of Ecuador or Guatemala 4.39/kg

**100 PTS** when you buy 2

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

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

**200 PTS** when you buy 2

**4<sup>44</sup>**

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

**300 PTS** when you buy 2

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

NUTS FOR CHEESE Dips 210 g assorted

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

POM Pomegranate Juice selected 473 mL

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

OCEAN SPRAY Craisins Sweet Cranberry 680 g

**200 PTS** when you buy 2

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

COMPLIMENTS Roasted Cashews or Almonds salted or unsalted 275 g

## floral

Available at most stores

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

Easter Arrangements or Centrepieces selection may vary by store

**STARTING AT 10<sup>99</sup>**

Assorted Easter Blooming in Upgrade Pot grown in Canada selection may vary by store

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

Campanula 4" grown in Canada

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

Ecuadorian Roses 50 cm 1 dozen

Give them more with the Grocery Essentials Card

Visit [sobeys.com/giftcards](http://sobeys.com/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](http://www.sobeys.com/value-flyer) for details.



**So-tender**  
Sterling Silver Premium Beef  
**HAND-SELECTED CANADA AAA BEEF**  
Well-marbled • Aged to perfection  
Exclusive to Sobeys

**CERTIFIED TENDER**  
TENDREJÉ CERTIFIÉE

**10% off** STERLING SILVER Fresh Beef Tenderloin Premium Oven Roast or Grilling Steak cut by your meat expert from Canada AAA grade beef select stores only



**11.99** /lb

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



**4.49** /lb  
COMPLIMENTS Fresh AIR-CHILLED Chicken Drumsticks or Thighs 9.90/kg



**250 PTS** when you buy 1  
**5.99** /lb  
PANACHE Flattened Chicken lemon Greek, jerk or Portuguese 13.21/kg



**5.99** /lb  
Fresh Whole Skinless Pork Belly cryovac 13.21/kg



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



**9.99** /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



**BUY MORE SAVE MORE**  
**\$6** ea when you buy 2 or more  
COMPLIMENTS Ground Pork 454 g starting at 6.99 ea

## So-golden

Roasts to star in your feast

**2** Day sale!  
THUR SAT  
2 4



**2.59** /lb  
HAYTER'S FARM Raised Without Antibiotics Fresh Grade A Turkeys all available sizes while supplies last 5.71/kg



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



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

## Ham It Up



That's like **\$5** toward your groceries  
**4.99** /lb **500 PTS** when you buy 1  
PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg



**6.49** /lb **100 PTS** when you spend \$10 or more  
COMPLIMENTS Honey Hams or Bone-In Ham Steaks 14.31/kg



That's like **\$5** toward your groceries  
**500 PTS** when you buy 1  
**8.49** /lb  
PANACHE Simple-Carve Ham 18.71/kg

# quick & easy



**STARTING AT 3.49**  
COMPLIMENTS Sliced Meats 175 g selected



**3.49**  
COMPLIMENTS Regular or Jumbo Wieners 450 g



**6.99** **200 PTS** when you buy 2  
COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g



**200 PTS** when you buy 2  
**6.99** COMPLIMENTS Pepperoni Sticks 300 g



**7.99**  
MARCANGELO or SCHNEIDERS Sausages or COMPLIMENTS Breaded Chicken Strips, Nuggets, Burgers or Popcorn Chicken frozen 375-700 g



**100 PTS** when you buy 1  
**10.99**  
COMPLIMENTS Beef, Chicken or Vegetable Lasagna or Macaroni & Cheese 1 kg



**130 PTS** when you buy 1  
**12.99**  
COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g



**16.99**  
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.





\*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

**9.99**

PANACHE Hot Smoked Atlantic Salmon Strips maple pepper or all dressed previously frozen 150 g

From Atlantic Canada

**13.99** /lb

OCEAN WISE RECOMMENDED

Fresh Wild Haddock Fillets Family Size product of Canada subject to availability 30.84/kg

**22.99**

COMPLIMENTS Newfoundland and Labrador Wild Snow Crab Clusters or New Brunswick Wild Lobster Claws 454 g

**6.99** MEMBER PRICING

**7.99** without Scene+ Card

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

## Fast, fresh Seafood What a Catch!

**READY FOR YOU**

**12.99** 125 PTS when you buy 1

Prepared In-Store Seacuterie Boards assorted 350-380 g

**12.99** /lb

Fresh Atlantic Salmon Roasts Stuffed with Imitation Crab & Coldwater Shrimp 28.64/kg

**6.99**

Prepared In-Store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g

**8.99** /lb

Stuffed Mushroom Caps with Imitation Crab & Seafood Stuffing 19.82/kg

# bakery

**21.99**

Dessert Cakes 1.2-1.49 kg

BAKED IN STORE

**5.99** 75 PTS when you buy 2

Hot Cross Buns 6 pk 515-545 g

BAKED IN STORE

**2.99** MEMBER PRICING

**3.29** 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

BUY MORE SAVE MORE

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

17.99 ea

Cheesecakes 6" 720-975 g

BAKED IN STORE

BUY MORE SAVE MORE

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

Bagels 4 pk 450 g 3.99 ea

NEW

**4.99** 100 PTS when you buy 2

ACE BAKERY Rolls 5 pk 400-530 g

# deli & kitchen

**5.29** MEMBER PRICING

**6.29** without Scene+ Card

MAIN STREET DELI Sliced Meats selected 200-300 g

**5.99** 50 PTS when you buy 2

SNACK FACTORY Pretzel Crisps selected 155-200 g

**7.49**

SARDO Olives selected 500 mL

**3.99** /100 g

MASTRO Genoa Salami hot or mild

BUY 2 GET 3RD FREE

BALDERSON Cheddar 250-280 g selected

**6.99**

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

**5.99**

COMPLIMENTS Feta 200 g regular or light

SLICED FRESH

**3.99** 200 PTS when you buy 300g or more

COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami

READY FOR YOU

**10.99** MEMBER PRICING

**12.99** without Scene+ Card

Meat Cabbage Rolls 4 pk available chilled

**7.99**

FONTAINE SANTÉ Snacks 129 g

READY FOR YOU

**7.99** /100 g

Thai Peanut Broccoli Salad or other select varieties from the service case

**4.49** 100 PTS when you buy 2

FONTAINE SANTÉ or LANTANA Topped Hummus, Regular Hummus or Dips 227-283 g

**9.99** 250 PTS when you spend \$15 or more

OLIVERI Pasta or Gnocchi 520-700 g or Sauce 600 mL 8.99 ea

**8.99** 300 PTS when you buy 2

PANACHE Soups 625 mL

LIMITED TIME ONLY

**7.99**

GOLD LABEL Heat-and-Serve Snack Dips 375 g

READY FOR YOU

**300 PTS** when you buy 3

NANA'S Samosas sold by individual piece available hot or chilled from the service case

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Visit [Sobeys.com/offers](http://Sobeys.com/offers) or the Sobeys app.

# meal makers

**8<sup>99</sup>** KELLOGG'S Jumbo Cereal 700 g-1.1 kg

**10<sup>99</sup>** JAKEMAN'S Pure Maple Syrup 500 mL

**3<sup>49</sup>** COMPLIMENTS Peanut Butter 500 g

**3<sup>99</sup>** DEL MONTE Jam 280 mL

HERSHEY'S Chipits 200-270 g  
**6<sup>49</sup>** **100 PTS** when you buy 2

**Measure With Your Heart**

**100 PTS** when you buy 2  
**2<sup>49</sup>**

BETTY CROCKER Super Moist Cake Mix selected 375-404 g, COMPLIMENTS Evaporated Milk 354 mL, KRAFT Marshmallows 250 g or FLEISCHMANN'S Traditional Yeast 3 pk

**3<sup>19</sup>** FRENCH'S Flavoured Mustard 325 mL or Yellow Squeeze 550 mL

**6<sup>99</sup>** COMPLIMENTS Ranch Dressing 1.06 L or FIREBARNS Hot Sauce 300 mL

**2<sup>49</sup>** **100 PTS** when you buy 3  
CAMPBELL'S Condensed Soup selected varieties 284 mL

**4<sup>99</sup>** CHOLULA Salsa 325 mL or Hot Sauce 150 mL

**6<sup>49</sup>** MAILLE Dijon Mayonnaise 330 mL

**4<sup>99</sup>** DEMPSTER'S 10" Tortillas 366-610 g

**2<sup>89</sup>** **100 PTS** when you buy 2  
COMPLIMENTS White or Whole Wheat Bread 570 g

**4<sup>99</sup>** P.F. CHANG'S Sauces 350 mL selected varieties

WE'RE FULL OF compliments

**75 PTS** when you buy 1  
**100 PTS** when you buy 2  
**1<sup>99</sup>** COMPLIMENTS Apple Cider Vinegar 1 L  
**1<sup>99</sup>** COMPLIMENTS Canned Potatoes 540 mL  
**15% off**  
**5<sup>99</sup>** COMPLIMENTS Baking Nuts 350 g or selected Raisins, Currants, Dates or Prunes 375 g-1 kg  
**5<sup>99</sup>** COMPLIMENTS Bagged Cereal 400-794 g

# natural health

**8<sup>99</sup>** BARNEY Butter 284 g

**4<sup>99</sup>** **100 PTS** when you buy 2  
KIND Healthy Grains Bars 5 pk 175 g

**26<sup>99</sup>** KICKING HORSE Coffee Whole Bean 850 g or Ground 708 g

**2<sup>99</sup>** COMPLIMENTS Veggie Snax 142 g

**4<sup>49</sup>** AMY'S Organic Soups 398 mL

STARTING AT **4<sup>99</sup>** **200 PTS** when you buy 2  
DAIYA Cheese Style Shreds, Slices or Blocks 185-220 g or Gluten-Free Thin Crust Pizza or Flatbreads 346-550 g

**4<sup>99</sup>** SILK Plant-Based Yogurt 4 pk

**8<sup>49</sup>** **100 PTS** when you buy 1  
COMPLIMENTS ORGANIC Frozen Fruit 450-600 g

**11<sup>49</sup>** **100 PTS** when you buy 1  
MUSCLE MILK Protein Shake 4 pk

**9<sup>99</sup>** KIND 5 pk, Minis or Thins 10 pk or NUUN Electrolyte Tablets 10 pk

**16<sup>99</sup>** **100 PTS** when you buy 1  
ONE-A-DAY or FLINTSTONES Vitamin Gummies 80-130 pk selected

**19<sup>99</sup>** **200 PTS** when you buy 1  
CENTRUM MultiGummies 90-130 pk selected

**Scene GET 500 PTS FOR EVERY \$50 SPENT IN GOOGLE 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.

# drinks & snacks

**4.49**  
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

**3.49** ea when you buy 3 or more  
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea

**3.99** LA COCINA Tortilla Chips 300-400 g or TWIGGZ Pretzels 130 g

**3.99** ROUGEMONT Apple Juice 2 L

**4.99** TWININGS Tea 20 pk

**2/\$3** SPARKLING ICE Sparkling Water 503 mL

**100 PTS** when you buy 2 GATORADE 8x355 mL

**4.49** MAYNARDS Sour Patch Kids 308-315 g

**4.99** OMG! Clusters 100 g

**6.49** FERRERO Squares 105 g

**2.99** **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

**4.99** NATREL Coffee Creamer 1 L

**4.49** **100 PTS** when you buy 2  
KRAFT Cool Whip Aerosol Topping 225 g

**\$2** SWIFT Pot Pies 190 g

**3.49** COMPLIMENTS Hash Browns 650 g

**4.99** NATREL Lactose Free Cream 10-35% 473 mL-1 L

**5.99** **150 PTS** when you buy 2  
INTERNATIONAL DELIGHT Creamers 946 mL, Cold Foam 369-396 g or SILK Cold Foam 369 g

**5.99** IOGO 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

**3.99** MINUTE-MAID Lemonade or Fruit Punch no sugar added 1.54 L

**5.49** **200 PTS** when you buy 2  
COMPLIMENTS Free Run Large White Eggs 12 pk

**5.49** HUNGRY-MAN Frozen Dinners or XL Bowls 360-455 g

**6.49** DR. OETKER Casa Di Mama or Ristorante Piza 320-410 g

## Here for your budget and lifestyle

**8.99** **400 PTS** when you buy 2  
COMPLIMENTS Roast & Ground Coffee 300 g

**3.29** **150 PTS** when you buy 2  
COMPLIMENTS Cookies 300-350 g

**4/\$5** **100 PTS** when you buy 4  
BIG 8 Spring Water 1 L

**100 PTS** when you buy 2  
COMPLIMENTS Potato Chips Extraa! Flavour or Kettle Chips 200 g

**3.49** **50 PTS** when you buy 1  
COMPLIMENTS Sour Cream 500 mL

**4.99** **50 PTS** when you buy 1  
COMPLIMENTS Cheese 250-270 g

**\$4** COMPLIMENTS Fries 650 g

**4.99** PANACHE Premium Ice Cream 1 L or Novelties 4-6 pk selected

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

# home & pet care

**100 PTS**  
when you buy 2

**11<sup>99</sup>** GLAD Waste Bags 20-40 pk or Compost Bags 44 pk

**100 PTS**  
when you buy 1

**13<sup>49</sup>** ZIPLOC Mega Packs 60-270 pk

**26<sup>99</sup>**  
CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6-8 rolls or 8=16 rolls

**10<sup>99</sup>** SCOTTIES Ultra Soft Facial Tissue 4 pk

**6<sup>49</sup>**  
LYSOL Wipes 75-84 pk, Disinfectant Spray 350 g or Multipurpose Cleaners 950 mL selected

**34<sup>99</sup>**  
TIDE Pods 85-112 pk or Power Pods 63 pk

**4<sup>79</sup>** **100 PTS**  
when you buy 2  
CLOROX Bleach 1.27 L

**11<sup>99</sup>** **100 PTS**  
when you buy 1  
PALMOLIVE Dish Detergent 4.27 L or FLEECE 3.5 L or Sheets 200 pk

**18<sup>99</sup>**  
ARM & HAMMER Hard Clumps Cat Litter 12.7 kg

**200 PTS**  
when you buy 2

**13<sup>49</sup>** IAMS Proactive Health Dry Cat Food 1.36-1.59 kg

**8<sup>99</sup>**  
CALEDON FARMS Dog Treats 90-554 g

**100 PTS**  
when you buy 1

**32<sup>99</sup>** IAMS Dry Dog Food 6.1-6.8 kg

# health, beauty & baby

**STARTING AT 5<sup>49</sup>** **200 PTS**  
when you buy 3  
SENSODYNE Whitening or Pronamel Toothpaste 75-100 mL selected

**STARTING AT 4<sup>99</sup>**  
DEGREE, OLD SPICE or GILLETTE Deodorant 76-108 g or DOVE Soap Bar 2 pk selected

**17<sup>99</sup>**  
OLD SPICE or SECRET Deodorant 68-99 g selected

**3<sup>99</sup>** **100 PTS**  
when you buy 2  
CREST Pro Health Toothpaste or ORAL-B Floss or Picks 100-130 mL or 1-75 pk selected

**STARTING AT 5<sup>49</sup>**  
U BY KOTEX Pads, Liners or Tampons 14-64 pk selected

**600 PTS**  
when you spend \$20 or more  
DOVE Body Wash 400-710 mL, Soap Bar 6 pk or Deodorant 107-113 g selected

**300 PTS**  
when you buy 2

**21<sup>99</sup>**  
ORAL-B Pro Health Battery Powered Toothbrushes 1 pk selected

**300 PTS**  
when you buy 2

**10<sup>99</sup>** AVEENO Lotion 354 mL or Night Cream 208 mL

**9<sup>99</sup>**  
PEDIASURE Complete 4 pk

**26<sup>99</sup>**  
SIMILAC Go & Grow Step 3 Powders 850 g

**400 PTS**  
when you buy 1

**78<sup>99</sup>**  
ENFAMIL A+ NeuroPro Ready to Feed 18x237 mL

**BUY MORE SAVE MORE**

**3<sup>49</sup>** ea when you buy 2 or more **50 PTS**  
when you buy 2  
COMPLIMENTS Baby Wipes 64-72 pk 3.99 ea

# pharmacy

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

**10% off** **500 PTS**  
when you buy 2  
NICORETTE Gum or Lozenges 80-105 pk, QuickMist or NICODERM 7 pk selected

**300 PTS**  
when you buy 1

**22<sup>99</sup>** COLD-FX 45-60 pk

**400 PTS**  
when you buy 2

**19<sup>99</sup>** DEPEND Underwear or POISE Pads selected

**200 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 2  
TYLENOL Pain Relief 40-200 pk or MOTRIN Muscle & Body 40 pk selected†

**10% off** **200 PTS**  
when you buy 2  
BAND-AID Characters 20 pk or Flex Fabric 30 pk

**WARNING:** This product contains nicotine. Nicotine is highly addictive. Only to be used by adults who are trying to quit smoking.

**ZONNIC** NICOTINE REPLACEMENT THERAPY

The nicotine pouch that can help you quit smoking.

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

ASK YOUR PHARMACIST.

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

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

Scene<sup>+</sup>  
**DIGITAL  
EXCLUSIVE**

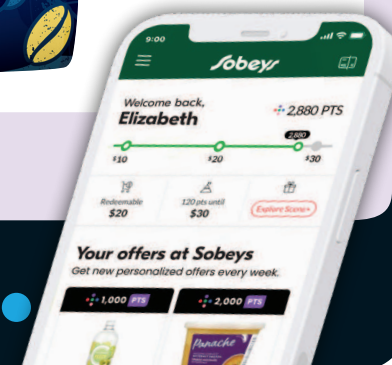
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**SAVE  
25%**

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



Offer valid April 2nd to April 8th, 2026 at all Sobeys 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. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

# Happy Vaisakhi



**\$4** Red Mangoes product of Mexico 3 pk



**1.99** /lb Long Squash product of Mexico or Red Carrots product of China 4.39/kg



**1.29** Garlic product of China 5 pk



**3.99** COMPLIMENTS Mini Naan 200 g



**2.99** DEEP Paratha or Naan 333-384.75 g selected varieties



**1.99** 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 Kerala 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



**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



Find more variety and value in store

# So ready to entertain

## We make it easy!

*Let's start with apps!*



### 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



Shop our selection of  
**60+**  
Made-to-order trays!

### Take the Wrap!

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

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

**Order in-store or online today!**

Visit [www.sobeys.com/entertaining](http://www.sobeys.com/entertaining) for tray selections and ordering tips

# Fresh from the Deli

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

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



Sweet Stinger  
Charcuterie Board

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



Classic Charcuterie Board

# So Local

From Atlantic Canada

From Nova Scotia

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

ATLANTIC BAKERS  
All Purpose Flour  
2.5 kg



From Newfoundland

**2/450**

THE OAT COMPANY  
Bars 55 g



From New Brunswick

**14<sup>49</sup>**

PUMP HOUSE Non-Alcoholic  
Crafty Radler or Blueberry  
Ale 4x473 mL cans

**We have 2X as many Canadian-origin products as competing stores\*** Look for the leaf to help support Canada.

\*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 NielsenIQ's CA-SOBEYS-CROSS CATEGORY database by NielsenIQ's MarketTrack Product Insights. Copyright © 2025, Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIQ through its CA-SOBEYS-CROSS CATEGORY database for Non Fresh | Canadian Origin Stated items for the 12 weeks ending November 15, 2025. Copyright © 2025, Nielsen Consumer LLC.



# So sweetly Easter



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

HERSHEY'S Eggies 670-900 g



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

CADBURY Chocolate Mini Eggs 362-381 g



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

HERSHEY'S Bunnies or Eggs 120-170 g



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

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



**200 PTS** when you buy 2

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

KINDER Maxi, Plush or Egg Hunt 116-186 g



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

LINDT Chocolate Eggs 100 g or Bunny 50 g



**17<sup>99</sup>**

NESTLÉ Hide Me Eggs 500 g



**150 PTS** when you buy 3

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

FERRERO Chocolate Eggs 90-100 g



**100 PTS** when you buy 4

**2/2<sup>22</sup>**

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

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

# So golden

Roasts to star in your feast



200 PTS when you buy 1

14<sup>99</sup>

BEST BUY Smoked Boneless Hams 1.2 kg



BUY MORE SAVE MORE

12<sup>99</sup>

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



10<sup>99</sup>

GOLD LABEL Hams 800 g



BUY 2 GET 3RD of equal or lesser value FREE

HAYTER'S FARM Turkey Products selected varieties

2 Day sale!

THUR 2 SAT 4



3<sup>77</sup>

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



2<sup>59</sup>

/lb HAYTER'S FARM Fresh Raised Without Antibiotics Grade A Turkeys all available sizes while supplies last 5.71/kg

1<sup>99</sup>

/lb 4.39/kg MEMBER PRICING

2<sup>49</sup>

/lb 5.49/kg without Scene+ Card

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



2<sup>77</sup>

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

# Make every day CATurday

## Treat your cat with love



NEW

1<sup>99</sup>

PURINA Fancy Feast  
Gems 114 g



150 PTS  
when you buy 1

8<sup>49</sup>

COMPLIMENTS  
Dry Cat Food 1.8-2 kg



5<sup>99</sup>

WHISKAS TEMPTATIONS  
Cat Treats 454 g



50 PTS  
when you buy 1

3<sup>99</sup>

COMPLIMENTS  
Scoopable Cat Litter  
unscented 4 kg



NEW

19<sup>99</sup>

PURINA ONE Live Clear  
Dry Cat Food 1.36 kg



2<sup>99</sup>

200 PTS  
when you buy 2

COMPLIMENTS  
Meaty Cat Treats 35 g



CHANCE TO WIN\*  
EVERY WEEK!

G R O C E R Y  
GIVEAWAYS



Play on the Sobeys app now

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](https://sobeys.com/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 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**

**200 PTS**  
when you buy 2

CELEBRATE EASTER  
THE CANADIAN WAY



**LIMITED EDITION**

**9.99**

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

**200 PTS**  
when you spend \$15 or more



**3.49**  
/100 g

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

Have a  
Gouda Easter!

**100 PTS**  
when you buy 2

**SANS LACTOSE FREE**



MONSIEUR  
**GUSTAV**



**6.99**

MONSIEUR GUSTAV  
Gouda, Swiss  
selected varieties 170 g

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the Scotiabank Scene+ Visa Card.\*

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\*Conditions Apply

