

Canadian Sobeys

Since 1907

HOT PRICE
3.99 /lb

COMPLIMENTS Fresh AIR-CHILLED Drumsticks or Thighs Family Size 8.80/kg

HOT PRICE
3.99 /lb

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

MEMBERS SAVE \$2
9.99 MEMBER PRICING

~~11.99~~ without Scene+ Card

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

HOT PRICE
2.99

Cauliflower product of Mexico or USA no 1 grade

HOT PRICE
2.99

100 PTS when you buy 2

THE LITTLE POTATO COMPANY Potatoes product of Canada 680 g

HOT PRICE
6.99

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

HOT PRICE
9.99

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

READY FOR YOU

HOT PRICE
5.99

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

HOT PRICE
3.99

DANONE Activia Yogurt 8 pk

HOT PRICE
7.88

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

HOT PRICE
5.49

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL

HOT PRICE
9.99

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

HOT PRICE
3.47

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

Scene+ SPEND & GET

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

DON'T FORGET YOUR COUPON Offer also available through mygroceryoffers.ca or on the Sobeys app

Offer valid April 16 to April 19, 2026 at all Sobeys locations in Ontario. 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 Offer subject to change and may be withdrawn without notice.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.

HOT PRICE
4.99

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

ONT

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



From Canada

SAVE UP TO 43% WITH MEMBER PRICING

19.99 MEMBER PRICING

25.99 without Scene+ Card

COMPLIMENTS Newfoundland Wild Snow Crab Clusters or New Brunswick Lobster Claws product of Canada 454 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

100% fresh GUARANTEE **Guaranteed 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, MONTANA'S, BELMONT, 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

10.99 /lb, ea

Coho Salmon Fillets frozen or previously frozen 24.23/kg or COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g

\$4

Red Mangoes product of Mexico 3 pk

PRICE LOCK

7.99

Small Bar Cakes 325-575 g

BUY 2 GET 3RD FREE of equal or lesser value

BALDERSON Cheddar 250-280 g selected

3.49 /100 g

COMPLIMENTS Black Forest or Honey Ham

SLICED FRESH

100 PTS when you buy 1

6.99

BECEL Margarine 637-850 g

5.99

ARMSTRONG Cheese 400 g or Shreds 300-320 g or SAPUTO Mozzarellissima 500 g

4.99

BURNBRAE FARMS or GRAY RIDGE Large White Eggs 18 pk or COMPLIMENTS Free Run Large White Eggs 12 pk

200 PTS when you buy 2

2/\$7

QUAKER Harvest Crunch Cereal 270-510 g

4.49

CHAPMAN'S Premium or No Sugar Added Ice Cream, Frozen Yogurt or Sorbet 1-2 L or COMPLIMENTS Dough'chi Bites or Mini Novelties 6 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, Texas Toast or Sandwich Bread 675 g, Hot Dog or Hamburger Buns 8 pk or English Muffins Selected 6 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

We have 2X as many Canadian-origin products as competing stores*

2X Canadian-origin products

PROUDLY CANADIAN **sobeys.com**

*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin UPC based non-fresh products as compared to leading conventional brick and mortar, drug, online, and discount grocery retailers in Canada according to the latest 12 weeks ending November 15, 2025, using data reported through Nielsen's CA-SOBEYS-CROSS CATEGORY database by Nielsen's MarketTrack Product Insights. Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by Nielsen through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh | Canadian Origin Selected Items for the 12 weeks ending November 15, 2025. Copyright © 2025 Nielsen Consumer LLC.

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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

6⁹⁹
/lb

Fresh Skinless Pork Belly Portion 15.41/kg

4⁴⁹
/lb

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

7⁹⁹

Atlantic Canada 3-4 oz Lobster Tail 85 g previously frozen or frozen

500 PTS
when you buy 2

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken

7²⁵

STARTING AT

Fresh Choice Oysters subject to availability

CHOOSE CANADIAN SEAFOOD

OCEAN WISE RECOMMENDED

300 PTS
when you buy 3

2⁴⁹

COMPLIMENTS Foil Wrap 25 ft or Parchment Paper 35 ft

100 PTS
when you buy 2

\$6

BEN & JERRY'S Ice Cream 473 mL or MAGNUM Novelties 3-4 pk selected

3⁴⁹

CLUB HOUSE La Grille Marinades 350 mL

200 PTS
when you buy 2

6⁹⁹

COMPLIMENTS Soft Drinks 12x355 mL

150 PTS
when you buy 2

3⁹⁹

DEMPSTER'S Signature Buns 6-12 pk

6²⁹

FRITO-LAY Value Size Snacks 325-535 g

2/\$4

PANACHE Carbonated Water 750 mL-1 L

5⁹⁹

SIMPLY Lemonade 2.25 L

3⁹⁹

COMPLIMENTS Worcestershire Sauce 285 mL or Pickles 1 L

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 firing up



2.49 /lb
Green, Yellow or Grey Zucchini or Eggplant product of Mexico or USA 5.49/kg



1.99 /lb
Sweet Onions product of USA or Peru 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/\$5

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 the Sobeys app.

so much value



3⁹⁹
/lb

Sweet ORRI Clementines or Mandarins product of Israel 8.80/kg



2/\$5

Red Mangoes product of Mexico

200 PTS
when you buy 4



3⁹⁹

Raspberries product of Mexico or USA 170 g



100 PTS
when you buy 2

3⁹⁹

COMPLIMENTS Caesar Salad Kit product of USA 280 g



2⁹⁹

Iceberg Lettuce product of USA or Mexico



5⁹⁹

HIROS Cherry Tomatoes on the Vine product of Ontario 340 g

From Ontario



6⁹⁹

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



3⁴⁹

Broccoli Bunches product of USA



7⁴⁹

Green Onions product of Mexico



3⁸⁸

COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g

100 PTS
when you buy 2



6⁹⁹

Green Cotton Candy Grapes product of Peru 454 g

200 PTS
when you buy 2



3/4⁹⁸

Bulk Avocados product of Mexico

ORGANIC
2⁹⁹



4⁹⁹

Large Cantaloupe product of Costa Rica or Guatemala no 1 grade



100 PTS
when you buy 2

2/\$5

Large Red Grapefruit product of Israel



4⁹⁹

FRESH ATTITUDE Caesar Bacon Dressing Kit product of USA

100 PTS
when you buy 2



4⁹⁹

COMPLIMENTS Reusable Produce Bags

4 PACK

200 PTS
when you buy 1



BUY 2 GET 3RD FREE
of equal or lesser value

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes



15% off

Prepared Fresh Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes



3⁹⁹

Dragon Fruit or Yellow Pitahaya product of Vietnam

Global Market



2/\$5

Methi product of Mexico or USA

Global Market



5⁴⁹

Organic Onions product of Canada or USA 1.36 kg

ORGANIC



100 PTS
when you buy 1

5⁹⁹

Organic Lemons product of USA 1 lb 454 g



STARTING AT 5⁴⁹

LIGHTLIFE Tempeh 170-227 g or Plant-Based Chicken Tenders 170 g



100 PTS
when you buy 1

6⁹⁹

LITEHOUSE Dressing 591 mL selected



4⁹⁹

H&H Dried Fruit selected 180 g



4⁹⁹

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

floral

Available at most stores



STARTING AT \$11

Phalaenopsis Orchids In Ceramic selection may vary by store



100 PTS
when you buy 1

6⁹⁹

Administrative Professionals Day Flowering Plants 4" grown in Ontario



300 PTS
when you buy 1

19⁹⁹

Administrative Professionals Day or Earth Day Bouquets



2/\$12

GOURMA Potted Herbs assorted grown in Canada

Give them more with the Grocery Essentials Card

Visit 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 for details.



CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

So.tender



HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection
Exclusive to Sobeys



CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

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 37.46/kg

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

250 PTS
when you buy 1

5⁹⁹

/lb

PANACHE Flattened Chicken Lemon Greek, Jerk or Portuguese 13.21/kg



300 PTS
when you spend \$25 or more



Fresh AIR-CHILLED Boneless Skinless Chicken Thighs Family Size

3⁹⁹

/lb

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



3⁴⁹

/lb

Fresh Pork Hock 7.69/kg



8⁹⁹

/lb

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



200 PTS
when you spend \$20 or more

5⁹⁹

300 PTS
when you buy 2



MAPLE LODGE FARMS Chicken Sausage 375-500 g

5⁴⁹



MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g

18⁹⁹

/lb

Fresh Canadian Lamb Loin Chop 41.87/kg



Ready for the Smoker!





9⁹⁹
/lb

Fresh Boneless Beef Brisket Pot Roast cut by your meat expert from Canada AA grade beef 22.02/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



Scan to learn how to get more out of your BBQ



5⁹⁹
/lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg

value size

quick & easy



7⁹⁹

CARL BUDDIG Sliced Meats 55 g



6⁹⁹

COMPLIMENTS Regular Wieners 1 kg

100 PTS
when you buy 1



6⁹⁹

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g

200 PTS
when you buy 2



9⁹⁹

CHRIS BROTHERS Bologna 1.5 kg

200 PTS
when you buy 2



4⁹⁹

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

100 PTS
when you buy 2



6⁹⁹

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



7⁹⁹

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g



11⁹⁹

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

120 PTS
when you buy 1

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

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

*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



4⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Crab Flavoured Seafood 454 g



17⁹⁹
ULTRA NATURAL Cooked Black Tiger Shrimp 26-30 ct per lb 340 g

Bring on the Grill



\$3 TRUE NORTH Atlantic Salmon Burgers frozen or previously frozen 130 g or 2 pk of burgers for 6.00
150 PTS when you buy 3 portions
4⁹⁹ Fresh Atlantic Salmon Portions skin-on plain or in-store marinated 113 g



11⁹⁹ **100 PTS** when you buy 1
COMPLIMENTS Smoked Atlantic Salmon, Steelhead or Gravlax 150 g



9⁹⁹
WATERVIEW MARKET Shrimp with Sauce 454 g



6⁹⁹
Prepared In-Store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g



12⁵⁰
OCEAN JEWEL Shrimp Skewers frozen 10 pk 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 MIX & MATCH
Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Mini Cornbread 228 g



5⁴⁹ **200 PTS** when you buy 2
PORTOFINO Breads 585-600 g



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



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



SLICED FRESH
3⁹⁹ /100 g **200 PTS** when you buy 300 g or more
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 or Grandma 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

frozen & dairy



5⁹⁹
NANAPOPS! Frozen Bars 4 pk selected



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



100 PTS when you buy 2
7⁴⁹ YOPLAIT Source Creamy Yogurt 16 pk



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



5⁴⁹ COMPLIMENTS Pure Orange Juice 1.36-1.54 L



4⁹⁹ GAY LEA Spreadables Butter 227 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



200 PTS when you buy 2
3⁷⁹ COMPLIMENTS Cheddar Flavour Slices 400 g

WE'RE FULL OF compliments



100 PTS when you buy 2
3⁴⁹ 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



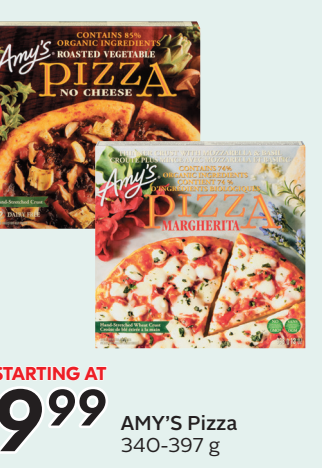
100 PTS when you buy 2
3⁴⁹ MADEGOOD Bars, Minis, Rice Crisps 120-150 g



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



14⁹⁹ JUST US! Ground Coffee 340 g



STARTING AT **9⁹⁹** AMY'S Pizza 340-397 g



200 PTS when you buy 2
7⁴⁹ DAIYA Cheezecakes 400 g



9⁹⁹ EVIVE Smoothie Cubes 3 pk 405-450 g



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
9⁹⁹ CLIF Bar 5 pk



2/\$5 **100 PTS** when you buy 2
LOVE GOOD FATS Bars 39-40 g



5⁹⁹ **200 PTS** when you buy 2
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 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



1.99 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 4.29 ea



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



\$2 ALLEN'S Juices or Drinks 1 L



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



4.49 STONEMILL Bread 454-600 g, COMPLIMENTS 10" Tortillas 366-610 g or RUDOLPH'S Five Grain Bread 680 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



4.99 SHASHA CO. Cookies selected 300 g or HOSTESS Mini Donuts or Donut Pops 269 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 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

12⁹⁹ 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

20⁹⁹ 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

BUY MORE SAVE MORE

\$1 ea when you buy 5 or more

COMPLIMENTS ORGANIC Baby Pouches 128 mL 1.79 ea

pharmacy

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

16⁹⁹ ENSURE 6x235 mL or GLUCERNA 6x237 mL

17⁹⁹ **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*

Scene+ Get 1,000 PTS with a Contour® meter**

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

Contour® meter **FREE** with purchase of 100 test strips

See your pharmacist for details. (Limit of 1 Free Meter)

79⁹⁹ CONTOUR® Next Test Strips 100 pk

Scene+ JOIN SCENE+ TODAY. sceneplus.ca/register

Scene
DIGITAL EXCLUSIVE

LOAD IT TO GET IT!

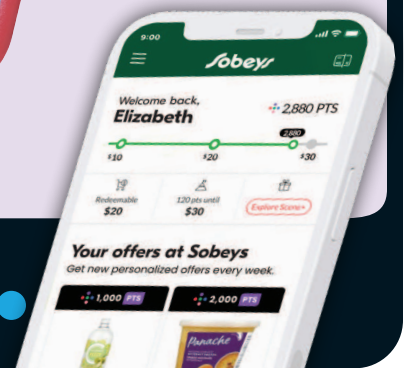
- 1 Download the Sobeys app
- 2 Load your offers to activate them
- 3 Shop and scan your Scene+ card

Activate your offers in the Sobeys app or at [Sobeys.com/offers](https://www.sobeys.com/offers)



Get
300 PTS
when you buy 2

COMPLIMENTS Bocconcini 200 g



Offer valid April 16th to April 22nd, 2026 at all Sobeys locations in Ontario. 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.

Cheers to beer & coolers!



29⁹⁹

MILLER LITE Pilsner
12x473 mL tall cans



19⁹⁹

CORONA EXTRA Lager
6x473 mL tall cans



15⁹⁹

SLEEMAN Clear 2.0 Light Lager
6x473 mL tall cans



25⁹⁹

COORS Seltzer Slushie
Variety Pack 7%
12x355 mL



19⁹⁹

SANDBAGGER
Vodka Mixer
8x355 mL cans



17⁹⁹

COTTAGE SPRINGS
Vodka Soda Freezie
Mix Pack 8x355 mL

*PLEASE DRINK RESPONSIBLY. You must be 19 years or older to purchase alcohol. Available at select stores



Your destination for variety and value

\$4 Mangoes 3 pk product of Mexico

2/\$5 Methi product of USA or Mexico

3⁴⁹ /lb
Indian Eggplant product of The Dominican Republic 7.69/kg

4⁴⁹ /lb
Okra product of Honduras 9.90/kg

8⁹⁹
GIA Basmati Rice 3.63 kg

19⁹⁹
AASHIRVAAD Whole Wheat Flour 9.07 kg

13⁹⁹
INDIA GATE Pure Basmati Rice 4.54 kg

2⁹⁹
DEEP Paratha 368-384 g or Naan 300-375 g

4⁴⁹
PATAK'S Cooking Sauces 400 mL selected varieties

3⁴⁹
PATAK'S Side Dishes 285 g selected varieties

3⁹⁹
PATAK'S 3 Step Sauce Kit 313-315 g selected

15²⁹
BRAR'S Desi Ghee 800 g

2⁷⁹
RUBICON Juice Drink 1 L or 4x200 mL

1²⁹
PARLE-G Biscuits 300 g

4⁴⁹
RUBICON Organic Coconut Water or Non-Dairy Beverage 1 L

6⁹⁹ 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 Sobey's and Safeway. Subject to availability.



2²⁹ SAINSBURY'S Vegetable Soup 400 g



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



1⁷⁹ SAINSBURY'S Baked Beans in Tomato Sauce 400 g



4⁴⁹ SAINSBURY'S Lemon Curd 411 g



4⁴⁹ SAINSBURY'S Red Label Tea Bags 80 pk



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



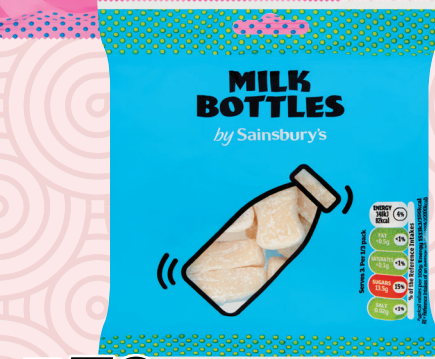
1⁹⁹ SAINSBURY'S Biscuits or Cookies 200 g selected varieties



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



1⁴⁹ SAINSBURY'S Foam Bananas Candy 70 g



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



2⁹⁹ SAINSBURY'S Rhubarb & Custard Candy 200 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

So·tender



HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection

THE CERTIFIED TENDER[®] ADVANTAGE

When choosing a roast or steak, 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.



14⁹⁹ /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

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.



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)

*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



6.49

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.



19.99

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



5.49

RICARDO Baking Mixes
400-450 g



4.99

RICARDO Kitchen Tools
selected

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



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.



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



10⁹⁹ /lb Product of Ontario Fresh Rainbow Trout Fillets or Wild Yellowfin Tuna Steaks frozen or previously frozen product of Vietnam 24.23/kg



5⁹⁹ Product of Canada Fresh Mussels 907 g or MUSSEL KING Whole Cooked PEI Mussels frozen 454 g

Pickrel in the Great Lakes are highly adaptable: they are resilient to fishing pressures and tolerant of a wide variety of environmental conditions.



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



14⁹⁹ /lb Fresh Wild Pickarel Fillets product of Ontario subject to availability 33.05/kg



16⁹⁹ /lb SUSTAINABLE BLUE Land-Raised Fresh Atlantic Salmon Fillets product of Nova Scotia subject to availability 37.46/kg



15⁹⁹ ULTRA NATURAL Raw Black Tiger Shrimp shell-on or peeled and deveined 26-30 ct per lb or 340 g



STARTING AT **1²⁵**

From Atlantic Canada Fresh Choice Oysters subject to availability



11⁹⁹ COMPLIMENTS Cooked Shrimp in bag with Cocktail Sauce 680 g



10⁹⁹ COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 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
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. 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 12:01 AM ET & Ends 05/04/26 at 11:59 PM ET. Draw 05/05/26 at 2 PM ET. One (1) Grand Prize: Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 900 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 US, LLC. All rights reserved. Oikos® Pro™ used under lic. © 2026 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the word mark 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 ed when you buy 2 or more

300 PTS when you buy 4

300 PTS when you buy 2

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

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BACKED BY OVER 35 YEARS OF ACTIVIA'S EXPERTISE IN GUT HEALTH

delight Elevating coffee moments, with just a Touch Of flavour

4.49 DANONE Activia 650 g or Activia Expert 4x100 g

7.49 DANONE Activia 12x100 g or Activia Expert 750 g

3.49 INTERNATIONAL DELIGHT 425 mL

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KitKat

CHANCE TO WIN

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

SCAN TO ENTER

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

NESTLÉ Cellos 76-203 g assorted

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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

HERSHEY'S Scene

*NO PURCHASE NECESSARY. Full Contest rules found at https://www.sobeys.com/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!

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

SCAN HERE FOR COMPLETE LIST OF PARTICIPATING PRODUCTS

FOR EVERY BURGER IT HAS TO BE HEINZ

ESTD 1869

Product availability may vary in each participating Sobeys or Sobeys 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. Heinz trademarks are owned by Société des Produits Heinz S.A., Vevey, Switzerland and used under license. © 2026 Heinz.

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

MADE IN CANADA

SEPTIC SAFE

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 Colour Pack Neon 4 pk 40 mL

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

3.99

MILK2GO 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 675 g

#1 MOST TRUSTED BRAND IN CANADA

6.99 PHILADELPHIA Cream Cheese Product 340 g selected

3.99 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 Nano Yogurt with Flavoured Pearls 4x100 g selected

3.49 ASTRO Balkan Yogurt or iÖGO Duo 650-750 g

4.50 iÖGO Nano 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

150 PTS when you buy 2

4.49 GENERAL MILLS Retail Size Cereals 296-437 g

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

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 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*

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 prize 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

*Coca-Cola Ltd., used under license.

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.

The trademarks that appear are the property of their respective trademark owners.

Folgers

OWN THE DAY

500 PTS when you buy 2

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

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**

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

THIS IS THE WAY™ TO SNACK

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 4.29 ea

8.49 NONNA PIA'S Balsamic Reductions 250 mL

GLUTEN FREE

STARTING AT 6.99

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

4.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

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

TRU EARTH
Laundry Detergent
Détergent à lessive
SHEETS | FEUILLES

LOADS: 64
ECO-STRIPS
ECO-FEUILLES

32
ECO-STRIPS
ECO-FEUILLES

5.10X10.2CM

FRAGRANCE FREE
SANS PARFUM

Hypoallergenic / Hypoallergénique

Easy & Effective / Facile et efficace

Water-Activated / Activé par l'eau

CAUTION/ATTENTION: IRRITANT EYE/IRRITANT À L'ÉYEIL

13.99

TRU EARTH Spring Cleaning Laundry Detergent 32 pk

A smarter way to clean laundry, period.

SCAN FOR CONTEST DETAILS

CLOROX
Start clean.



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

19.99
CASCADE 40-50 pk

24.99
CASCADE 51-80 pk

REFILLER/REEMPLISSEZ: 80% LESS PLASTIC/MOINS DE PLASTIQUE

REFILL WITH THE RECHARGEZ/RECHARGEZ: 80% LESS PLASTIC/MOINS DE PLASTIQUE

© 2026 P&G

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

