

WST_ABI_MB_SK

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

VERIFIED PRICE Guarantee

SAFEWAY



Sobeys



VERIFIED
3.99
/lb

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



VERIFIED
5.88
/lb

Fresh Regular Ground Beef Family Size 12.96/kg



VERIFIED
MEMBERS SAVE \$3
9.99
MEMBER PRICING

12.99
without Scene+ Card

MAPLE LEAF Prime Raised Without Antibiotics or SCHNEIDERS Breaded Chicken or Wings 450-700 g



VERIFIED
1.29
/lb

Ambrosia Apples product of Canada, Canada extra fancy grade 2.84/kg



VERIFIED
3.49
/100 g

Fresh Steelhead Trout Fillets responsibly raised, product of Western Canada



200 PTS when you buy 2
VERIFIED
3.99
3 PACK

TAYLOR FARMS Chopped or Leaf Salad Kits product of USA 207-383 g or COMPLIMENTS Rainbow Peppers 3 pk product of Western Canada, Mexico or USA



VERIFIED
6.44

NESCAFÉ Instant Coffee 100-170 g, Sweet & Creamy 16-18 pk Cappuccino or Lattes 8 pk or COMPLIMENTS Coffee Pods 12 pk



VERIFIED
4.94

HÄAGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk



VERIFIED
6.49

PUREX Bathroom Tissue 12=24 or 8=24 Rolls, SPONGETOWELS 3=6 Rolls or SCOTTIES Facial Tissue 6 pk



VERIFIED
3.47

COCA-COLA or PEPSI Soft Drinks 6x222 mL



VERIFIED
3.97

KRAFT Singles 410 g



VERIFIED
2.97

CLASSICO Pasta Sauce 218-600 mL



VERIFIED
10.99

TILDA Rice Basmati 1.81 kg

*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.

GROcery GIVEAWAYS See page 2 for terms & conditions. **Play on the Sobeys or Safeway app now**

Over \$100K in prizes available! **PLAY WEEKLY FOR MORE CHANCES TO WIN!**

Scene+ Travel Powered by Expedia. Scene+ CINEPLEX Scotiabank.

THU 9 | FRI 10 | SAT 11 | SUN 12 | MON 13 | TUE 14 | WED 15

Prices and offers in effect April 2026

More deals! Scan here for our full flyer

WST_AB_MB_SK

Dollar Days!



BAKED IN STORE

\$3

Strudel Fingers, Turnovers or Mini Strudels 4-6 pk 228-272 g



\$3

HEALTHY CHOICE Gourmet Steamers 269-306 g or SWANSON Frozen Dinners 280-345 g



\$4

NATURAL BAKERY Sliced Canadian Rye 900 g, DEMPSTER'S 10" Tortillas 366-610 g or SILVER HILLS Bread 430-680 g



LARGE

4/\$5

Ataulfo Mangoes product of Mexico



\$5

WONG WING Frozen Entrées, Egg Rolls, Spring Rolls or Dumplings, CHEF BOMBAY Indian Inspired Appetizers, ASIAN INSPIRATIONS Entrées or MULDOON'S Boneless Dry Pork Bites 240-680 g

Scene

TURN POINTS INTO GROCERIES



300 PTS
when you buy 2

3.99

OLYMEL Breakfast or Dinner Pork Sausages 375-450 g, MAPLE LEAF, SCHNEIDERS or BURNS Wieners 375 g or Mina Chicken Wieners 675 g selected



BAKED IN STORE

300 PTS
when you buy 2

5.99

Chocolate Chip or Monster Cookies 10 pk 310 g or 24 pk Mini 312 g



500 PTS
when you buy 3

4.99

KRAFT Peanut Butter 500 g or Cheez Whiz 450 g



200 PTS
when you buy 2

2/\$5

QUAKER Dipps or Chewy Granola Bars 120-156 g



400 PTS
when you buy 2

\$10

GAIN Liquid Detergent 2.6 L or Flings! 31 pk, DOWNEY or GAIN Fabric Enhancers or Softener 303-379 g, 1.66-2.63 L or GAIN or BOUNCE Sheets 120-200 pk

1,000 Points = \$10 of free groceries

Dollar Days!



\$4
/lb

COMPLIMENTS
Fresh AIR-CHILLED
Whole Chicken or
Chicken Legs back
attached 8.82/kg



\$5

MAPLE LEAF or SCHNEIDERS
Bacon 375 g, MAPLE LEAF
Ready Crisp Bacon 65-85 g or
SCHNEIDERS Cooked Bacon
100 g



\$5

SCHNEIDERS
Juicy Jumbos or
Smoked Sausages
375-450 g selected



\$10

ULTRA NATURAL Fair Trade
Hand-Peeled Shrimp deigned tail-off
cooked or raw 51-70 ct per lb 300 g



\$12
/lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast
or Family Size Marinating Steaks cut by your meat expert
from Canada AAA grade beef 26.45/kg



\$8

Small Bar Cakes
325-575 g



\$5

BABYBEL 6 pk 120 g, THE LAUGHING COW
8 pk 133 g or Dippers 4 pk 140 g



\$6

COMPLIMENTS Sliced Deli Meats
selected 175 g



\$3

KRAFT Salad Dressing 425 mL
or BEN'S ORIGINAL Bistro
Express Rice 240-250 g



\$7

CRACKER BARREL Cheese
340-400 g, Shreds 250-320 g
or BLACK DIAMOND Cheestrings
12-16 pk



\$2

KELLOGG'S Cheez-It Crackers
191-200 g, SOUR PATCH KIDS
135-154 g or DARE Veggie Crisps
100 g



\$4

OLYMPIC Organic, Greek or
Kreama Yogurt 650 g or KRAFT
Philadelphia Dips 340 g



\$2

COMPLIMENTS Canned Fruit
398 mL, Apple Sauce 620 mL or
Apple Snacks 4-6 pk or SNACK
PACK Puddings 4 pk



\$5

TROPICANA Orange Juice or
Juice Blends selected 1.36 L



\$3

OLD DUTCH Potato Chips 235 g
or COMPLIMENTS Tortilla Chips
250-280 g or Snacks 265-300 g



\$4

STRUB'S Pickles 1 L (excludes
Premium) or FRENCH'S Ketchup
750 mL



\$6

DR. OETKER Giuseppe Rising
Crust or Thin Crust Pizza
439-785 g, LACTANTIA Margarine
850 g or PARKAY 1.28-1.36 kg



\$3

COMPLIMENTS Cranberry or
Ruby Red Cocktail 1.89 L or
MINUTE MAID 100% Juice or
Punch 8-10x200 mL tetra



\$1

JELL-O Instant Pudding
assorted 30-113 g or Jelly
Powder 9.1-85 g



\$4

GENERAL MILLS Premium or Core
Cereal 297-437 g, KELLOGG'S
Cereal 210-525 g selected
(excludes Family Size) or POST
Cereal selected 283-525 g



\$1

CAMPBELL'S Tomato, Chicken
Noodle, Cream of Mushroom or
Vegetable Soup 284 mL



\$1

OLD EL PASO Seasonings 24 g
or TACO BELL Seasonings 28 g



\$2

AYLMER Tomatoes 796 mL or
Accents 398-540 mL



\$5

DOVE Hair Care 195-355 mL or
142-198 g, Deodorant 45-74 g,
Body Wash 325 mL or Bar Soap
3 pk selected



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We reserve the right to limit sales to retail consumer quantities. Prices in effect Thursday, April 9, 2026 to Wednesday, April 15, 2026. Advertised prices do not include taxes, deposits and environmental levies. Some items may not be available at all stores. All items while stocks last. Items advertised may not be exactly as illustrated. "We deliver" refers to prescription and floral items only. On deliveries, some restrictions may apply. 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, McCafe@/Tim Hortons@/Starbucks@ products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (\$500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit <https://www.sceneplus.ca/terms-and-conditions>. All offers are subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. P06_SBY_WK50_PRN_WST_MB_SK

the way TO VALUE



2⁹⁹ /lb, ea
Brussels Sprouts product of Mexico or USA no 1 grade 6.59/kg or Spinach Bunch product of Mexico or USA or Rapini product of USA



\$4 COMPLIMENTS Grape Tomatoes product of Canada, USA or Mexico 283 g



\$4 COMPLIMENTS Mini Seedless Cucumbers product of Western Canada, Canada no 1 grade 6 pk



4⁹⁹
Blueberries product of Mexico no 1 grade 170 g



4⁷⁷ /lb
Extra Large Red or Black Grapes product of Peru or Chile 10.52/kg



1⁹⁹ /lb
Navel Oranges product of USA 4.39/kg



5⁹⁹ COMPLIMENTS Potatoes product of Canada, Canada no 1 assorted 5 lb



5⁴⁴ COMPLIMENTS ORGANIC Portabella Mushroom Caps product of Canada 170 g



2⁹⁹
Green, Red or Multi Leaf Living Lettuce product of Canada or Celery product of USA no 1 grade



2⁹⁹ /lb
Hothouse Tomatoes product of Western Canada, Canada no 1 grade 6.59/kg



4/\$4 Large Lemons product of USA



5⁹⁹ Cara Cara Oranges product of USA 907 g 2 lb bag



6⁹⁹
Gala, McIntosh, Ambrosia or Granny Smith Apples product of USA or Canada, Canada fancy grade 1.36 kg 3 lb bag



6⁹⁹ Mini Watermelon product of Guatemala



5⁹⁹
TAYLOR FARMS Chopped Kale or GREENWAY FARMS Spinach Bag product of USA 454 g



2⁹⁹ GOOD LEAF Microgreens product of Canada 50 g



25% OFF
Prepared Fresh Daily Yogurt Parfaits Cups assorted sizes



25% off
Prepared Fresh Daily Chicken Caesar Salads assorted sizes



1⁹⁹ /lb
Asian Pear product of China 4.39/kg



1⁷⁷ /lb
Bok Choy or Napa Cabbage product of USA or Mexico 3.90/kg



3⁴⁹ Bulk Organic Avocados product of Mexico



4⁹⁹ THE LITTLE POTATO COMPANY Organic Potatoes product of Canada, Canada no 1, 680 g



1⁷⁹ SUNRISE Tofu Dessert almond or peach mango 300 g



2/\$9 LOOP Cold-Pressed Juice selected 300 mL



5⁹⁹ COMPLIMENTS Peanuts selected 425-500 g



9⁹⁹ WONDERFUL Pistachios no shell selected 155-170 g

floral

Available at most stores



17⁹⁹
Farm Fresh Bouquet assorted colours



12⁹⁹
Wildflower Tin with Kalanchoe 4" assorted colours grown in British Columbia



11⁹⁹ 100 PTS when you buy 1
Pelargonium (Martha Washington) 6" assorted colours grown in British Columbia



15⁹⁹
Spring Bulb Bouquet assorted colours grown in British Columbia

*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 eq), 3x Cineplex Showtime Cards (\$3,650 CAD eq), 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 administered 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.



250 PTS when you spend \$25 or more

19⁹⁹ /lb

Fresh Boneless Bottom Sirloin Tri Tip Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef 44.07/kg



200 PTS when you spend \$20 or more

14⁹⁹ /lb

Fresh Beef Chuck Simmering Short Ribs Thick English Style or Thin Sliced Family Size cut by your local meat expert from Canada AA grade beef 33.05/kg



200 PTS when you spend \$20 or more

COMPLIMENTS Fresh AIR-CHILLED Split Chicken Wings



500 PTS when you spend \$30 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breast Value Size



Try with our in-store Breaded Seasoning

5⁹⁹ /lb

Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg



6⁹⁹ /lb

Fresh Pork Loin Back Ribs cryovac Family Size 15.41/kg



8⁹⁹ /lb

200 PTS when you spend \$20 or more

Fresh Lean Ground Beef Burgers Family Size 100% pure no additives or fillers 4 pk 19.82/kg



4⁹⁹ /lb

Frozen Cornish Hens or Frozen Grade A Ducks 11.00/kg



BUY MORE SAVE MORE

\$6 ea when you buy 2 or more

JOHNSONVILLE Sausage Meat 375 g starting at 6.99 ea

READY FOR YOU Fast. Fresh. Delicious.



4⁹⁹ /lb

Fresh Homestyle Seasoned Whole Chicken 11.00/kg

250 PTS when you spend \$25 or more

20⁹⁹ /lb

Fresh Boneless Korean BBQ or Maple Chipotle Marinated Bottom Sirloin Tri Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 46.27/kg

Bring on the grill



10% off

SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg Steak and Stewing Cubes

quick & easy



10⁹⁹

GRIMM'S Pepperoni Sticks 600 g or Family Pack Sliced Meats 500 g



200 PTS when you buy 2

10⁹⁹

PILLER'S Turkey Bites, Mini Pepperoni or Salami Sticks 300-500 g



STARTING AT 4⁹⁹

MAPLE LODGE FARMS Chicken Bacon 375 g or Ultimate Chicken Frankfurters 900 g or ZABIHA HALAL Breakfast Chicken Strips or Italian Sausages 375 g or Juicy Supreme Chicken Frankfurters 900 g



4⁹⁹

COMPLIMENTS Marinated Boneless Pork Chops 300 g or Pork Sirloin Kabobs 250 g



7⁹⁹

BEYOND MEAT Plant-Based, Chicken Tenders, Breakfast or Dinner Sausage, 2 pk Burger, Ground Beef or Steak Tips 226-400 g



200 PTS when you buy 2

8⁹⁹ WATSON RIDGE Breaded Chicken Strips, Burgers or Popcorn 800 g



10⁹⁹

SWISS CHALET Chicken or Beef Pot Pies 650-655 g



13⁹⁹

BELMONT Homestyle Beef Burgers angus, prime rib or sirloin 852 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 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



2.99 COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



1.99 /100 g Fresh Wild Pacific Rockfish Fillets product of British Columbia subject to availability



11.99 COMPLIMENTS Wild Pacific Salmon Burgers 454 g

4.99 MEMBER PRICING

5.99 without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g



9.99 JANES Breaded or Battered Fish selected 450-510 g



11.99 BEST BUY Breaded Sole Fillets 860 g or Breaded Squid Rings 800 g selected



11.99 CLEARWATER Wild Patagonian Scallops natural 340 g

everyday VALUE

\$17 OCEAN JEWEL Raw Pacific White Shrimp 50-70 ct per lb 908 g

200 PTS when you buy 1

908g

OCEAN JEWEL Cooked Pacific White Shrimp 50-70 ct per lb 908 g

200 PTS when you buy 1

\$20

908g

TRUE NORTH Fresh Atlantic Salmon Fillets skinless subject to availability product of Canada 908 g

1,000 PTS when you buy 1

\$35

deli & kitchen

4.99 MEMBER PRICING

5.99 without Scene+ Card

BOTHWELL Red Hot Chili Pepper, Habanero, Jalapeño, Spicy Dill Monterey Jack, Muenster, Smoked Gouda, Marble or Aged Cheddar 170 g selection varies by store

50 PTS when you buy 1

9.49 ENTREMONT Brie or Camembert 227 g

SLICED FRESH

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

500 PTS when you spend \$20 or more

Service Case Deli Meat

7.99 PILLER'S Pepperoni Toppings selected 175-250 g selection varies by store

8.99 SCHNEIDERS Sliced Deli Meats selected 150-175 g

SLICED FRESH

200 PTS when you buy 300 g or more

3.99 /100 g SCHNEIDERS Ham, Cajun Turkey, Jumbo Summer Sausage, Turinger Sausage or Salsa Salami

AVAILABLE HOT OR CHILLED

3.29 MEMBER PRICING

3.79 without Scene+ Card

NANA'S Samosas sold by individual piece from the service case

1.99 FONTAINE SANTÉ Snacks 129 g

200 PTS when you buy 2

4.79 SUMMER FRESH Dips, Hummus or Queso 200-227 g

AVAILABLE HOT OR CHILLED

100 PTS when you buy 300 g or more

Meatballs sauced or unsauced sold by 100 g

READY FOR YOU

Breakfast Sandwiches Ready to Go!

200 PTS when you buy 2

STARTING AT 6.99

2 pk Mini Croissant Breakfast Sandwiches 227-311 g

TRY ME!

NEW

Give them more with the Grocery Essentials Card Visit sobeys.com/giftcards or safeway.ca/giftcards for details

drinks & snacks

McCafé

THE HOME CUP

YOU COULD **SCORE** A GRAND PRIZE OF **\$10,000!** + DAILY PRIZES OF \$250

— HOW TO ENTER —
KEEP your receipt and **SCAN** to enter with your McCafé® purchase

100 PTS when you buy 1
11.99
MCCAFÉ Roast & Ground Coffee 300-340 g or Whole Bean Espresso 300 g

200 PTS when you buy 1
26.99
MCCAFÉ Keurig® Compatible Single Serve Pods 30 pk

100 PTS when you buy 1
11.99
MCCAFÉ K-Cup® Pods 10-12 pk

350 PTS when you buy 1
37.99
MCCAFÉ K-Cup® Pods 48 pk

*NO PURCHASE NECESSARY. Open to age-of-majority residents of Canada. Rules: www.TheHomeCupContest.com. Prizes: \$10,000 CAD cheque (1) and \$250 CAD Digital Rewards (\$3). Limit 20 entries/person. 1 prize/person. Odds depend on entries. Skill-testing question required. Ends 5/24/2026, 11:59:59 p.m. ET. Sponsor: Keurig Canada Inc. ©2026 McCafé trademarks used under licence. Keurig and K-Cup are registered trademarks of Keurig Green Mountain, Inc.

Goldfish

CRISPS CROUSTILLANTS

2.99

PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g

Dare

Ruffles Classic • Classique

WAGON WHEEL

Bear Paws Active Double Chocolate

3.99

DARE Bear Paws, Wagon Wheels or Ruffles Cookies selected 168-360 g

CHRISTIE Premium Plus Crackers 900 g, Party Pack Cookies 637-685 g or Gluten Free OREO 342-353 g

7.99

Dare

Ultimate Maple crème

Boston Cream donut-shaped

2/\$7

DARE Ultimate Cookies 290-300 g

Skittles or **Starburst** Candy 235-320 g or **KINDER** Chocolate Bar 6 pk 126 g

4.99

LINDT Swiss Classic Chocolate Bars 300 g

300 PTS when you buy 2

KitKat

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

1,000 PTS when you buy 4

NESTLÉ Tablet Bars 95-105 g, King Size Bars 50-85 g or Juniors 8 pk

Nerds Gummy Clusters 142 g or **Cadbury Dairy Milk** Milk Chocolate Chocolat au Lait 80-100 g

3.49

BRISK Iced Tea 710 mL-1 L 1.79-2.49 ea

MONTELLIER or **AQUAFINA** Water 1 L or **BRISK** Iced Tea 710 mL-1 L 1.79-2.49 ea

750 ea when you buy 2 or more

MONSTER, **BANG**, **NOS** or **REIGN** Energy Drinks 444-473 mL

2/6.50

POWERADE 710 mL or **BODYARMOR** Super Drink 473 mL

2/4.50

Mamba Chews or Sticks 150 g or **MARS** King Size Bars 85-93 g

2.49

HEINEKEN Alcohol Free Beer 6x330 mL

200 PTS when you buy 2

HAWKINS Cheezies 210 g

3.49

MISS VICKIE'S Kettle Chips 190-200 g

2/\$9 **200 PTS** when you buy 2

CLEARLY CANADIAN Flavoured Sparkling Water 325 mL

2.49 **100 PTS** when you buy 2

JACK LINK'S or **GOLDEN ISLAND** 65-81 g

7.49

TAKIS 198-280 g

3.99

KELLOGG'S Special K or Kashi Bars selected 144-200 g

3.99 **100 PTS** when you buy 2

COMPLIMENTS Family Size Granola Bars 560-630 g or Crispy Rice Squares 528 g

8.99 **100 PTS** when you buy 1

COMPLIMENTS Milk or Dark Chocolate Covered Almonds or Milk Chocolate Covered Cashews or Peanuts 350-400 g

250 PTS when you buy 2

COMPLIMENTS Snack Pub Mix 820 g

9.99 **100 PTS** when you buy 1

COMPLIMENTS Rice Crackers 100 g

1.75 everyday VALUE

COMPLIMENTS Drink Boxes 10x200 mL

\$3 everyday VALUE

WE'RE FULL OF COMPLIMENTS

COMPLIMENTS Lager **Blonde** or **CERVEZA** Mexican-Style Lager 12x355 mL

9.99 **200 PTS** when you buy 1

COMPLIMENTS Mini Rice Crisps 100 g

1.99

COMPLIMENTS Instant Coffee 150 g

\$4 everyday VALUE

GET 1,000 PTS FOR EVERY \$100 SPENT ON HAPPY TEEN, HAPPY KID OR THANK YOU GIFT CARDS!

THANK YOU HAPPY TEEN HAPPY KID

Offer valid during April 9 - 15, 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.

Big cheese, big savings

Parmigiano Reggiano, COMPLIMENTS Double Cream Brie, ILCHESTER Applewood Smoked Cheddar, CASTELLO Blue Cheese, LE GRUYÈRE, FRICO Mild, Medium, Spiced or Smoked Gouda, CHEVALIER Triple Cream Brie, COMPLIMENTS Provolone, CASTELLO Havarti Herb & Spice or French Emmental.

Selection varies by store.

20% off

when you buy 400 g or more of select in-store cut cheeses. Prices on these are already reduced by 20%.



7⁹⁹ FANTINO & MONDELLO Authentic Italian Charcuterie Meats selected 100-200 g



100 PTS when you buy 2
7²⁹ GRIMM'S Mini Pepperoni selected 175-250 g



SLICED FRESH
3⁷⁹ /100 g COMPLIMENTS Hungarian, Peppercorn or German Salami



200 PTS when you buy 2
COMPLIMENTS Salads regular potato, creamy coleslaw, macaroni or other selected varieties 426-454 g



200 PTS when you buy 2
5⁹⁹ OLIVIERI Pasta or Gnocchi 280-360 g or Sauce 160-300 mL



250 PTS when you buy 2
6⁴⁹ YUCATAN Avocado Salsa 340 g



Fresh from our kitchen

2²⁹ /100 g

Chicken Wings breaded or naked, sauced or unsauces, available hot or chilled sold by 100 g



\$6

1/4 Assorted Dagwood 285 g

bakery

BUY 2 GET 3RD FREE
of equal or lesser value

Almond or Butter Tarts 6 pk 270-400 g or All Butter Danish 4 pk 420 g



21⁹⁹ Dessert Cakes 1.2-1.49 kg



MEMBERS SAVE \$5
9⁹⁹ MEMBER PRICING
14⁹⁹ without Scene+ Card

Single Layer Shortcakes 905-950 g

Made with 100% Real Cream



BUY MORE SAVE MORE
\$5 ea when you buy 2 or more
LIMITED TIME ONLY
TWO-BITE Mini Spring Cupcakes chocolate or vanilla 12 pk 284 g 6.99 ea



100 PTS when you buy 2
4⁴⁹ Gourmet Cinnamon Buns 2 pk 345-375 g



1⁹⁹ TABLE TALK Pies 4" 114 g



5⁴⁹ ACE BAKERY Bistro Breads 595 g



NEW
5⁹⁹ COMPLIMENTS Garlic Parmesan Breadsticks 550 g



100 PTS when you buy 2
3⁹⁹ VILLAGGIO Bread 510-540 g or Buns 6-8 pk



100 PTS when you buy 2
3⁴⁹ COMPLIMENTS Bagels 6 pk

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

meal makers



100 PTS when you buy 2
5.99 KELLOGG'S Family Size Cereal 450-650 g



6.99 JIF Peanut Butter 1 kg



100 PTS when you buy 2
5.49 NUTELLA Hazelnut Spread 375 g or B-ready Bars 6 pk



3.99 CREAM OF WHEAT 336-800 g



6.99 BEEMAID Liquid Honey Bear 375 g



4.99 COMPLIMENTS Flour 2.5 kg or CROSBY'S Molasses selected 675 g



3.99 ROBIN HOOD Oats 1 kg or CRISCO Shortening selected 454 g



4.49 COMPLIMENTS Sweetened Condensed Milk 300 mL or Graham Crumbs 400 g or BETTY CROCKER Cake, Cookie or Bisquick Mix 263 g-1.13 kg



150 PTS when you buy 2
5.49 OLD EL PASO Dinner Kits 250-510 g



300 PTS when you buy 2
2/\$5 LIPTON Soup Mix 2 pk 94-166 g or Cup-a-Soup 4 pk 58-63 g or KNORR Soup Mix 40-83 g or Recipe Onion Soup Mix 56 g



7.99 YELLOWSTONE Seasoning Blends 135-160 g or MAISON ORPHEE Baking Mixes 425-500 g



5.99 CLUB HOUSE La Grille Seasonings 65-248 g or Spice Blends selected 111-203 g



2/\$5 CHEF BOYARDEE 418-425 g



3.49 PURITAN Stew 410 g



3.99 MUTTI Pizza Sauce 398 mL



4.99 THE KEG Salad Dressing 475 mL



3.99 CATELLI Gluten Free or Supergreens Pasta 300-340 g



3.99 NO YOLKS Egg Noodles 340 g



14.99 FILIPPO BERIO Olive Oil 750 mL



2.99 MRS. CUBBISON'S Croutons or Texas Toast 142 g or Salad Strips 99 g



\$3 COMPLIMENTS Grain Breads 600 g or CITY BREAD Rye 480 g not available in all stores



100 PTS when you buy 2
2.99 COMPLIMENTS English Muffins 6 pk



2.99 HOSTESS Snacks 121-225 g



1.89 COMPLIMENTS Coconut Milk 400 mL selected



100 PTS when you buy 3
3.33 COMPLIMENTS Quick Oats 1 kg



100 PTS when you buy 1
9.99 COMPLIMENTS Strawberry or Raspberry Jam 1 L



BUY MORE SAVE MORE
4.99 ea when you buy 2 or more
COMPLIMENTS Chocolate Chips 225-270 g 5.49 ea



100 PTS when you buy 2
3.49 COMPLIMENTS Coconut selected 200 g



\$7
COMPLIMENTS Mac & Cheese 225 g or Deluxe Mac & Cheese 200 g



100 PTS when you buy 1
COMPLIMENTS Bacon Bits 75-85 g



100 PTS when you buy 2
2.99 COMPLIMENTS Albacore Tuna 170 g



100 PTS when you buy 2
COMPLIMENTS Coating Mix 142 g

Give them more with the Grocery Essentials Card

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

dairy & frozen



3.49 LUCERNE or DAIRYLAND Sour Cream 450-500 mL



8.49 **50 PTS** when you buy 1
HELUVA GOOD! Dip 680 g



4.99 **100 PTS** when you buy 2
COMPLIMENTS Cheese Slices 210-230 g



4.99 **150 PTS** when you buy 2
OASIS Health Break or Smoothie 1.6 L



11.49 **50 PTS** when you buy 1
iÖGO Yogurt 2 kg



6.99
NATREL Protein Plus Milk 2 L



5.99
AMOENZA! Twists or Stix 228 g or CRACKER BARREL Feta Crumbles 180 g



3.99 **100 PTS** when you buy 2
HERSHEY'S Refrigerated Pudding or JELL-O Refrigerated Pudding or Gels 4 pk



5.49
REVELLO or FUDGSICLE Novelties 12 pk selected



5.99
DEL MONTE Sorbet 946 mL selected



7.99
SAVI GOURMET Gnocchi, Risotto or Penne Pasta Meals 500 g



2/\$4
GREEN GIANT Simply Steam Vegetables 198-250 g



3.99 **50 PTS** when you buy 1
CAVENDISH FARMS Restaurant Style Fries 540-750 g



8.99
MARIE CALLENDER'S Frozen Meals 680-879 g



7.29
MCCAIN Pizza Pockets 6 pk



4.49
KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g

WE'RE FULL OF compliments

7.49 **100 PTS** when you buy 2
COMPLIMENTS ORGANIC Large Eggs 12 pk

100 PTS when you buy 1
COMPLIMENTS Pure Orange Juice 2.5 L

100 PTS when you buy 1
COMPLIMENTS Frozen Fruit 1.5 kg

5.99
COMPLIMENTS Flatbread Pizzas 300-310 g

natural health



14.49
KICKING HORSE K-Cups® 10 pk



7.49 **150 PTS** when you buy 2
KASHI GoActive Cereal 349-501 g or Organic Cereal 360-510 g



2/\$9
QUE PASA Tortilla Chips 300-350 g



3.99
SMARTSWEETS Candy 50 g



2.99
CLUB HOUSE Organic Spice Bags 10-57 g



4.49
ENJOY! Plant-Based Cheese 200 g



5.99
RIVIERA Vegan Delights 500-650 g or 4 pk 120 g



7.99
RISE Organic Kombucha 1 L



15% off **500 PTS** when you buy 1
LEANFIT Whey or Plant Protein Powders 715-875 g or Creatine 300 g



12.99
PREMIER PROTEIN Shake 4 pk



20% off
ROAR or CWENCH Electrolyte Powders 7-10 pk or 315 g



200 PTS when you buy 2
20% off
JAMIESON Probiotic, Omega or Multivitamin Supplements selected

Give them more with the Grocery Essentials Card Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) or [safeway.ca/giftcards](https://www.safeway.ca/giftcards) for details

home & pet care

8.99
WHISKAS Dry Cat Food 1.5-2 kg or IAMS Proactive Health Dry Dog Food 1.5 kg

1.64 ea when you buy 3 or more
CESAR Gourmet Wet Dog Food 100 g 1.79 ea

12.99
PURINA Tidy Cats Multi-Cat Clumping Litter 2.72 kg

9.99
PURINA Beneful Dry Dog Food 1.6-1.8 kg

5.99 STARTING AT
BOUNTY Paper Towels 1-2 pk or Napkins 200 pk

2.99 100 PTS when you buy 2
COMPLIMENTS Multi-Surface Cleaner 1.41 L

7.99 100 PTS when you buy 2
COMPLIMENTS Waste Bags 90 L 24-30 pk or 74 L 40 pk selected

2.50
COMPLIMENTS Sandwich Bags 100 pk or Freezer Bags 15-20 pk

26.99
FINISH Dish Tabs 68-82 pk

4.99 STARTING AT
DAWN Dish Soap 532-982 mL or Powerwash Refill 473 mL

6.99 STARTING AT
ARM & HAMMER Laundry Detergent 1.42-1.63 L or OXICLEAN Stain Fighters 680 g, 1.47 L, Sprays 354-636 mL or Gel Stick 183 mL

3.29
GLAD Cling Wrap 30m

health, beauty & baby

6.99 200 PTS when you buy 2
CREST 3D White Toothpaste, Pro-Health Rinse or ORAL-B Toothbrushes 85 mL-14 L or 1-2 pk selected

7.49
TRESemmé Shampoo, Conditioner or Stylers 180-828 mL or 298-311 g selected

7.99 STARTING AT
L'ORÉAL Expertise or LIVE CLEAN Hair Care 150-350 mL selected

7.99
OLD SPICE or SECRET Deodorant 68-144 g or OLD SPICE or IVORY Body Wash 473 mL-1.35 L or OLAY Soap Bar 4 pk selected

3.49 100 PTS when you buy 2
COLGATE Optic White, Max Fresh or Total Advanced Toothpaste 90-150 mL or Toothbrushes 3 pk selected

20% off UP TO
EDGE or CREMO Shave Cream, GILLETTE Beard Stylers or BLISTEX Lip Care 4.25-198 g or 30-177 mL or INTUITION, VENUS or BIC Razors 1-8 pk selected

12.99 500 PTS when you buy 2
ALWAYS Pads, Liners or TAMPAX Tampons 27-162 pk selected

15% off
CUREL or JERGENS Body Lotion 200-620 mL

78.99
SIMILAC 360 Total Care Ready-to-Feed 16x235 mL

49.99 250 PTS when you buy 1
ENFAMIL A+ NeuroPro Formula 553-587 g

3.99
HUGGIES Simply Clean Wipes 64 pk

36.99
PAMPERS Super Econo Pack 66-174 pk

pharmacy

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

10% off 200 PTS when you buy 2
IMODIUM 20-24 pk selected

15% off 300 PTS when you buy 2
ADVIL Pain Relief 80-115 pk selected*

10% off
TUMS 32-160 pk selected

15% off 200 PTS when you buy 2
NEUTROGENA Acne Products selected

10% off 150 PTS when you buy 2
TYLENOL Pain Relief 50-120 pk or Easy Dissolve 12 pk or MOTRIN 200-400mg 45-72 pk selected*

20% off
ALLEGRA Allergy Relief 30-40 pk* or NASACORT Nasal Spray 60 dose*

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Get
200 PTS
when you buy 2

COMPLIMENTS Dry Cured Salami
selected 125 g



SAVE \$3

LOAD THIS OFFER
AND SAVE \$3
WHEN YOU BUY 2
PANACHE Italian Soda
750 mL



Offer valid April 9th to April 15th, 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 Orthodox Easter finds



2⁹⁹ /lb, ea

Brussels Sprouts product of Mexico or USA no 1 grade 6.59/kg or Spinach Bunch product of Mexico or USA or Rapini product of USA



4⁹⁹

COMPLIMENTS Potatoes product of Canada Canada no 1 assorted 5 lb



200 PTS when you spend \$20 or more

9⁴⁹ /lb

Fresh Lean Ground Beef Meatballs or Meatloaf bacon & cheddar, cheesy, mushroom & mozza or Italian-style 20.92/kg



6⁹⁹ TRE STELLE Ricotta 400-475 g



6⁹⁹ TRE STELLE Feta 200 g



9⁹⁹

KRINOS Fillo Twisters 1 kg selected



3⁹⁹ R&S Roasted Buckwheat 908 g



25 PTS when you buy 2

3⁹⁹

SEMKI XXL Roasted Sunflower Seeds 300 g



1⁹⁹

S&F Cream Crackers 200 g



1⁹⁹

RSH Lovita Jelly Cookies 135 g



2⁴⁹

BORJOMI Carbonated Mineral Water 500 mL



3⁹⁹

LOVARÉ Tea 30 g selected



100 PTS when you buy 3

4⁴⁹

S&F Canned Smoked Cod Liver 120 g



4⁹⁹

KÜHNE Gourmet Selection Gherkins or Pickled Onions 500 mL



150 PTS when you buy 2

MEZZETTA Olives 283-398 mL



12⁹⁹

LIV99 Extra Virgin Olive Oil 500 mL

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

HAPPY VAISAKHI

Fragrant aroma and sweet juicy flavour



7.99
/lb

Sugar Mango product of Colombia 17.61/kg

LARGE



NEW CROP

4.99

Pomegranates product of Peru



2.49
/lb, ea

Methi product of Mexico or Ginger Root product of China 5.49/kg



3.49

CHALO! Naan 500 g



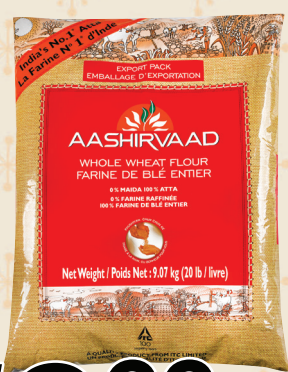
4.99

CHALO! Roti 750 g



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



28.99

NANAK Desi Ghee PET Jars 1.6 kg



4.49

PATAK'S Cooking Sauces 400 mL selected



3.79

PATAK'S Butter Chickpeas 285 g



3.50
ea when you buy 2 or more

THE SPICE TAILOR 3-Step Kits 210-285 mL 3.99 ea



4.79

KFI Cooking Sauces 375-395 mL selected



2.79

RUBICON Juice Drink 1 L or Juice boxed 4x200 mL



4.49

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



1.29

PARLE-G Biscuits 300 g



1.49

HALDIRAM'S Indian Snacks 150 g selected



49¢

MAGGI Masala Noodles 70 g



Find more variety and value in store



\$3

Traditional Poutine 350 g
also available Popcorn Chicken Poutine 430 g \$4 ea
available hot

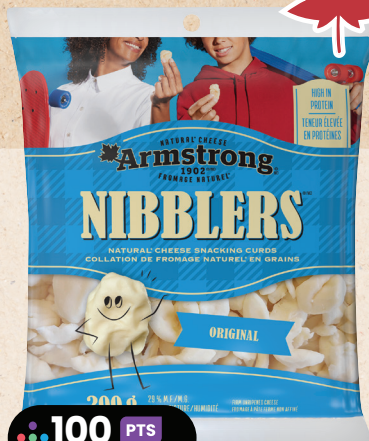
national POUTINE DAY

April 11



6⁹⁹

MCCAIN Regular Fries 1.5 kg



100 PTS
when you buy 2

5⁹⁹

ARMSTRONG Nibblers 200 g



6⁴⁹

BOTHWELL Squeak'rs 240 g



Perfectly squeaky!

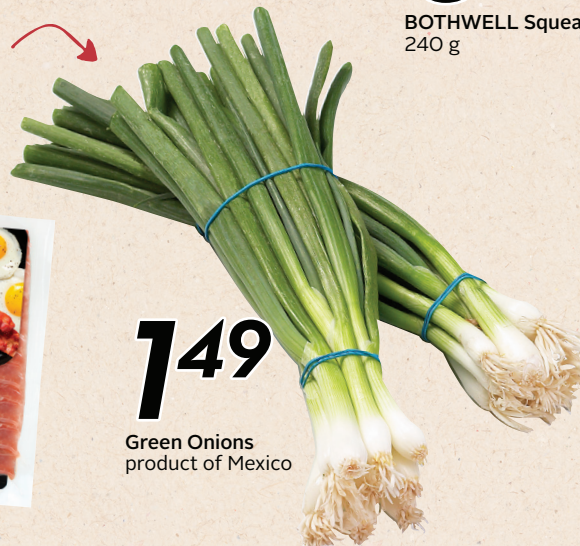


\$5

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp Bacon 65-85 g or SCHNEIDERS Cooked Bacon 100 g



Great for a loaded poutine!



1⁴⁹

Green Onions product of Mexico



1⁹⁹

ST-HUBERT Sauce Mix 52-57 g or 398 mL



Scene

That's like
\$20
toward your groceries



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 or Safeway.

**EARN POINTS ON
STERLING SILVER
TOP SILVER MEDALLION
OR NAGANO PRODUCTS**

GET UP TO 2,000 PTS

SPEND \$20, GET **500 PTS**

SPEND \$35, GET **800 PTS**

SPEND \$50 OR MORE, GET **2,000 PTS**

**HAND-SELECTED
CANADA AAA BEEF**

Well-marbled · Aged to perfection



22⁴⁹ /lb

STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef 49.58/kg

PORC · PORK
Nagano

MAKE IT A NAGANO NIGHT.

RICH FLAVOUR. REMARKABLY TENDER. 100% CANADIAN PORK.



Remarkably tender cuts!

**STARTING AT
12⁹⁹** /lb

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs 100% Canadian Starting at 28.64/kg

Exclusive cuts available at Sobeys or Safeway

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

BUNS

for all occasions



Made with 100% Canadian flour

BAKED IN STORE

Small Crusty Buns 12 pk
480-725 g



Made with 100% Canadian flour

BAKED IN STORE

Cheese Sticks
6 pk 300 g

MIX & MATCH

Get **200** PTS

When you buy 2 or more of any of these participating Bakery products*. *before taxes



Made with 100% Canadian flour

BAKED IN STORE

Kaiser Buns 6 pk
315-430 g



Made with 100% Canadian flour

Sourdough Buns
4 pk 315-345 g

BAKED IN STORE



Made with 100% Canadian flour

Value Pack Hot Dog or
Burger Buns 12 pk

BAKED IN STORE



\$3

COMPLIMENTS Tortilla Chips 250-280 g



2/\$5

COMPLIMENTS Kettle Chips 200 g



100 PTS when you buy 2

2.49

COMPLIMENTS Potato Chips 200 g



value size

value size · format valeur



value size

value size · format valeur



100 PTS when you buy 1

5.99

COMPLIMENTS Value Size Potato Chips 750 g



100 PTS when you buy 1

8.29

COMPLIMENTS Value Size Kettle Chips 907 g

100 PTS when you buy 2

3.99

COMPLIMENTS Flavoured Tortilla Chips 255 g



100 PTS when you buy 2

2.99

COMPLIMENTS Potato Chips Extraaaa! Flavour 200 g

WE'RE FULL OF compliments

Just like the snack aisle

You always make us smile

Celebrate National Pet Day! April 11th



4⁹⁹ MILK-BONE Biscuits, Treats or Chews selected 201-900 g



200 PTS when you buy 1

MEOW MIX Dry Cat Food 1.36-1.42 kg



100 PTS when you buy 3

2⁹⁹

WHISKAS TEMPTATIONS Cat Treats 180 g



7⁹⁹ ZUKE'S Dog Treats 170 g



4/\$5

PURINA Fancy Feast Petites or Friskies Lil' Soups 34-79.4 g



100 PTS when you buy 10

88¢

WHISKAS Favourites Pouches 85 g or PEDIGREE Pouches 100 g



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EVERY WEEK!

G R O C E R Y
GIVEAWAYS



SOBEYS



SAFEGWAY

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IT'S GAME TIME



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



COMPLIMENTS
Blooming Onion
Pearls 500 g



COMPLIMENTS
Popcorn
190-250 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.

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*Conditions Apply





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CANADIANS!**

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ACROSS CANADA.**

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