

ONT **Sobeys** Canadian Since 1907

**HOT PRICE**  
**2.99** /lb

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

**HOT PRICE**  
**10.88** /lb

CERTIFIED TENDER  
TENDRETÉ CERTIFIÉE

**Sterling SILVER** PREMIUM BEEF

STERLING SILVER Fresh Boneless Top Sirloin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Canada AAA grade beef while supplies last 23.99/kg

**HOT PRICE**  
**5.99**

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

**HOT PRICE**  
**2.99** /lb

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

**250 PTS** when you buy 1

**12.99**

Easter Lily 6" 5+ blooms grown in Ontario

**HOT PRICE**  
**11.99**

**120 PTS** when you buy 1

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

**HOT PRICE**  
**1.99** /lb, ea

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

**BUY MORE SAVE MORE**

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

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

**HOT PRICE**  
**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

**HOT PRICE**  
**4/\$5**

CAMPBELL'S Broth 900 mL or Concentrated Broth 250 mL

**HOT PRICE**  
**15.97**

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

**HOT PRICE**  
**4.77**

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

**HOT PRICE**  
**2/\$5**

KRAFT Philadelphia Dips 227 g

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

OFFER IS WAITING

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

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

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

Scan QR code to download or open the app

Scene+ **DIGITAL EXCLUSIVE**

OFFER AVAILABLE **APRIL 2-8, 2026**

**HOT PRICE**  
**3.49**

KÜHNE Sauerkraut 720-796 mL or Pickled Onions 500 mL

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

ONT

# Happy Easter

## 3 Day sale!

THUR 2 | FRI 3 | SAT 4



CHOOSE CANADIAN SEAFOOD

PRODUCT OF ATLANTIC CANADA  
PRODUIT DU CANADA ATLANTIQUE

SAVE UP TO **44%** WITH MEMBER PRICING

**9.99** /lb  
22.02/kg **MEMBER PRICING**

**12.99** /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

HAYTER'S FARM  
TASTE & TRADITION



**MEMBERS SAVE 50¢/lb**  
**7.99** /lb  
4.39/kg **MEMBER PRICING**

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

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



**7.99**

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



**12.99**

COCA-COLA or PEPSI Soft Drinks 24x355 mL



**400 PTS** when you buy 4

**2.77**

LAY'S Potato Chips 220-235 g

FLO1\_SBY\_WK49\_PRN\_ONT

# Scene™

## TURN POINTS INTO GROCERIES



SLICED FRESH

100 PTS when you buy 200 g or more

**3<sup>99</sup>** /100 g

FANTINO & MONDELLO Capicollo hot or mild



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

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<sup>99</sup>**

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



200 PTS when you buy 2

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

CREST or BURT'S BEES Toothpaste, Pro-Health BURT'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

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

compliments  
panache  
CHICKEN WINGS  
252 g-2.27 kg

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 or SWISS CHALET  
or MONTANA'S Pork Back Ribs  
600-650 g

**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

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

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

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

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

**2<sup>99</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

**750** 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.

PROUDLY CANADIAN sobeys.com

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# 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

READY FOR YOU



**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>**



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



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



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



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

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

## 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 1.99 ea



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

ST. REGIS De-Alcoholized Wine 750 mL



**4<sup>49</sup>** Dinner Rolls 24 pk or DEMPSTER'S Signature Pull-Aparts 12 pk

## Easter blooms

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

Easter Egg Fleurette in Basket grown in Ontario



**STARTING AT 12<sup>99</sup>**

Assorted Orchids in Ceramic grown in Ontario



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



**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**



**100 PTS** when you buy 2

**4.59**

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

**1.59** / 100 g

Whole Maple Baked Ham sold by 100 g



**400 PTS** when you buy 2

**11.99**

PANACHE Antipasto Tray product of Italy 200 g



**2.99** / 100 g

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

COMPLIMENTS Parchment Paper 35 ft or Foil Wrap 25 ft



**10% off**

HANDI-FOIL Pans selected



**\$14**

Easter Spring Bouquet grown in Ontario



**21.99**

Assorted Hydrangea in Self-Watering Pot 6" grown in Ontario



**500 PTS** when you buy 1

**29.99**

Easter Pastel Blooms Bouquet

**Scene** GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit [Sobeys.com/offers](https://www.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**

**500 PTS** when you buy 2

**5<sup>99</sup>** HALOS Clementines or Mandarins product of USA 907 g 2 lb bag

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

From Ontario

Tomatoes on the Vine product of Ontario 6.59/kg

**3 PACK**

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

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

Romaine Hearts product of Mexico or USA 3 pk

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

Sweet Potatoes product of 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>**

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

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

From Ontario

Red, Orange or Yellow Peppers product of Ontario 8.80/kg

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

From Ontario

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

**2/\$5**

Red Mangoes product of Mexico

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

Red or Black Plums product of Chile no 1 grade 7.69/kg

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

Bartlett or Bosc Pears product of South Africa or USA extra fancy grade 5.49/kg

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

**200 PTS** when you buy 2

COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

**6<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

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

Global Market

Papaya product of Mexico or Guatemala 4.39/kg

**1<sup>49</sup>** /lb

Global Market

Plantain product of Ecuador or Guatemala 3.28/kg

**100 PTS** when you buy 2

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

GREENBELT Organic Blends product of Ontario or COMPLIMENTS ORGANIC Baby Spinach product of USA 142 g

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

**200 PTS** when you buy 2

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

**600g VALUE PACK / FORMAT ECONO**

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

OCEAN SPRAY Craisins Sweet Cranberry 680 g

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

**200 PTS** when you buy 2

COMPLIMENTS Roasted Cashews or Almonds salted or unsalted 275 g

## floral

Available at most stores

**STARTING AT 18<sup>99</sup>**

Easter Arrangements or Centrepieces selection may vary by store

**STARTING AT 8<sup>99</sup>**

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

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

Campanula 4" grown in Ontario

**\$21**

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

**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

**CERTIFIED TENDER**  
TENDREJÉ CERTIFIÉE



**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

**value size**



**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

**3 Day sale!**  
THUR 2 | FRI 3 | SAT 4



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



**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

**8.49** /lb **500 PTS** when you buy 1  
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



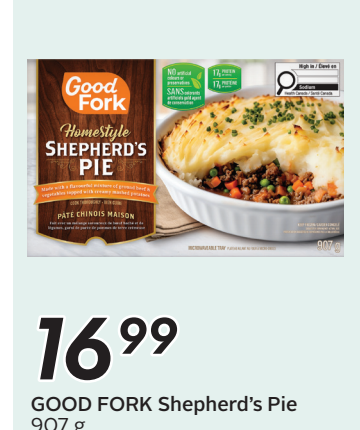
**7.99**  
MARCANGELO or SCHNEIDERS Sausages or COMPLIMENTS Breaded Chicken Strips, Nuggets, Burgers or Popcorn Chicken frozen 375-700 g



**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.

GET 2 SCENE+ PTS ON EVERY \$1 SPENT! = \$10 in groceries

\*1,000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1,000. \*Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at Scotiabank.com/participatingstores. \*Visa Int. /Licensed user.

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

# seafood



**9.99**  
PANACHE Hot Smoked Atlantic Salmon Strips maple pepper or all dressed previously frozen 150 g



**13.99** /lb  
Fresh Wild Haddock Fillets 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



**5.99** 75 PTS when you buy 2  
Hot Cross Buns 6 pk 515-545 g



**2.99** MEMBER PRICING **3.29** without Scene+ Card  
Ciabatta or Artisan Style Baguettes 325-380 g



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



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



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



**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



**4.49** /100 g  
MASTRO Genoa Salami hot or mild



**BUY 2 GET 3RD FREE**  
BALDERSTON 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



**3.99** 200 PTS when you buy 300g or more  
COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami



**10.99** MEMBER PRICING **12.99** without Scene+ Card  
Meat Cabbage Rolls 4 pk available chilled



**7.99**  
FONTAINE SANTÉ Snacks 129 g



**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



**7.99** LIMITED TIME ONLY  
GOLD LABEL Heat-and-Serve Snack Dips 375 g



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

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit [Sobeys.com/offers](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>**

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

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

**6<sup>99</sup>** COMPLIMENTS Ranch Dressing 1.06 L or FIREBARN'S 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>** POM Raisin Buns 500 g while supplies last or DEMPSTER'S 10" Tortillas 366-610 g

**2<sup>49</sup>** **100 PTS** when you buy 2  
COMPLIMENTS White or Whole Wheat Bread 675 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  
**1<sup>99</sup>** COMPLIMENTS Apple Cider Vinegar 1 L

**100 PTS** when you buy 2  
**1<sup>99</sup>** COMPLIMENTS Canned Potatoes 540 mL

**15% off**  
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 or Breakfast Bars 4-5 pk 175-200 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 PLAY GIFT CARDS**

Offer valid during April 2 - 8, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability. Cards issued by Peoples Trust Company.

# 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 Creamers 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**  
IÖGO Frozen Yogurt 946 mL or Novelties 4-8 pk selected or KELLOGG'S Eggo Waffles 560 g or Protein Waffles 280 g

**2/\$12**  
SCHNEIDERS Breakfast Sandwiches or Bites 224-288 g

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

**5.99** **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

**3.99** **150 PTS** when you buy 2  
COMPLIMENTS Cookies 300-350 g

**4/\$5** **100 PTS** when you buy 4  
COMPLIMENTS Spring Water 1.5 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

**5.49**  
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

**5<sup>99</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>** **50 PTS**  
when you buy 2  
ea when you buy 2 or more  
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+

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Get  
**200 PTS**  
when you buy 2

COMPLIMENTS Flavoured Tuna 85 g

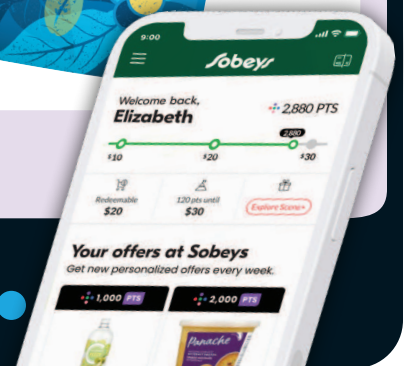
# SAVE 25%

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



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# Cheers to Easter



**28<sup>99</sup>** BUD LIGHT or COORS LIGHT Lager 12x473 mL tall cans



**15<sup>99</sup>** STELLA ARTOIS Pilsner or HEINEKEN Lager 6x330 mL bottles



**23<sup>99</sup>** GUINNESS Draught 8x440 mL tall cans



**24<sup>99</sup>** TWISTED TEA Original Hard Iced Tea 12x355 mL cans



**11<sup>49</sup>** CASILLERO DEL DIABLO Cabernet Sauvignon 750 mL



**42<sup>99</sup>** FOLONARI Pinot Grigio Delle Venezie or Valpolicella 3 L bag in box



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

# Happy Vaisakhi

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

**1.49** /lb  
Long Squash product of Mexico or Red Carrots product of China 3.28/kg

**99¢** Garlic product of China 5 pk

**3.99** COMPLIMENTS Mini Naan 200 g

**4.99** CHALO! Roti 750 g

**19.99** AASHIRVAAD Whole Wheat Flour 9.07 kg

**7.49** DAINTY Basmati Rice 900 g selected

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

**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

**1.79** 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 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

3 Day sale!

THUR 2 FRI 3 SAT 4



2<sup>77</sup>

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



3<sup>77</sup>

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



2<sup>77</sup>

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

# 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



**6.99**

MONSIEUR GUSTAV Gouda, Swiss selected varieties 170 g

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\*Conditions Apply





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