

URBAN_FRESH

Sobeys urbanFRESH



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

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

That's like \$10 toward your groceries

Scene+ DIGITAL EXCLUSIVE

OFFER AVAILABLE APRIL 2-8, 2026

Scan QR code to download or open the app

HOT PRICE
3.49

KÜHNE Sauerkraut 720-796 mL or Pickled Onions 500 mL

See store or website for store hours

THU	FRI	SAT	SUN	MON	TUE	WED
2	3	4	5	6	7	8

Prices and offers in effect April 2026

So many deals Scan here for our full digital flyer

Happy Easter

3 Day sale!

THUR 2 | FRI 3 | SAT 4



9.99 /lb
22.02/kg

MEMBER PRICING

SAVE UP TO **44%** WITH 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



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



2.77

LAY'S Potato Chips 220-235 g

Scene™

TURN POINTS INTO GROCERIES



SLICED FRESH

100 PTS
when you buy 200 g or more

3⁹⁹
/100 g

FANTINO & MONDELLO Capicollo hot or mild



7⁹⁹

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

11⁹⁹

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



200 PTS
when you buy 2

4⁹⁹

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

19.99 /lb

CERTIFIED TENDER
TENDREJÉ CERTIFIÉE

Sterling SILVER
PREMIUM MEAT

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 **SPICY | ÉPICES**

compliments **MOZZARELLA**

COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls, Spring Rolls or Burgers 252 g-2.27 kg

12.99

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

8.99

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

3.99

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

2.99 /lb

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

200 PTS when you buy 2

5.99

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

5.99

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

3.29 /100 g

COMPLIMENTS Smoked or Cooked Chicken

4.49 MEMBER PRICING

4.99 without Scene+ Card

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

2.99

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

6.99

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

3.49

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

9.99

KICKING HORSE Organic Ground Coffee 284 g

2.99

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

8.99

CADBURY Mini Eggs 400 g while supplies last price in effect until April 5th

5.99

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

5.99

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

14.99

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

EVERYDAY VALUE

- 8 PACK** COMPLIMENTS Frozen Waffles 8 pk 280 g **\$2**
- 150 G** COMPLIMENTS Instant Coffee 150 g **\$4**
- 100 G** COMPLIMENTS Rice Crackers 100 g **75¢**
- 4 L** BEST BUY Ice Milk 4 L **\$6**

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

2X Canadian-origin products

PROUDLY CANADIAN **sobeys.com**

*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.

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the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply

