

Canadian Sobeys

Since 1907

Verified
2.99
/lb



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

Verified
7.88
/lb



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

Verified
5.99



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

Verified
3.44
/lb



Extra Large Seedless Red or Black Grapes product of Chile 7.58/kg

400 PTS when you buy 1
19.99



Easter Lily 6" 5+ blooms grown in Canada

Verified
11.99



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

Verified
2.49
/lb, ea



Broccoli Bunch or Brussels Sprouts product of Mexico or USA no 1 grade 5.49/kg

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



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

Verified
3.99



CHAPMAN'S Markdale Creamery Ice Cream 2 L, Collection 8 pk or Super Novelties 8-18 pk selected or COMPLIMENTS Ice Cream 1.5 L selected

Verified
4/\$5



CAMPBELL'S Broth 900 mL or Concentrated Broth 250 mL

Verified
15.97



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

Verified
4.77



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

Verified
2/\$5



KRAFT Philadelphia Dips 227 g

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

That's like \$10 toward your groceries

Scene+ DIGITAL EXCLUSIVE

OFFER AVAILABLE APRIL 2-8, 2026

Visit the Sobeys app or Sobeys.com/offers

Scan QR code to download or open the app

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

Global Market

Verified
3.49

KÜHNE Sauerkraut 720-796 mL or Pickled Onions 500 mL

Verified Price Guarantee

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

*Conditions apply. See sobeys.com for details.

*Verified Prices. For a limited time only. If a brick and mortar supermarket competitor offers a lower price on an identical product, upon purchase of that product, you will automatically receive the difference in Scene+ points. Scene+ digital or physical card must be presented at time of transaction. Only applies to products in flyer marked with the Verified Prices icon. Does not apply to competitor errors or competitor promotions. No cash value. Valid at participating Sobeys stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

Please check your local store or online for holiday hours.

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

Prices and offers in effect April 2026 Newfoundland

So many deals Scan here for our full digital flyer

ATL_NS_NB_PEI_NFLD

Happy Easter

2 Day sale!

THUR | SAT
2 | 4



10⁹⁹ /lb
24.23/kg **MEMBER PRICING**

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

12⁹⁹ /lb, 28.64/kg
without Scene+ Card

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

EXCLUSIVE TO **Sobeys**

RAISED WITHOUT ANTI-BIOTICS



MEMBERS SAVE 50c /lb
7⁹⁹ /lb
4.39/kg **MEMBER PRICING**

2⁴⁹ /lb, 5.49/kg
without Scene+ Card

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



7⁹⁹

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



12⁹⁹

COCA-COLA or PEPSI Soft Drinks 24x355 mL



2⁷⁷

LAY'S Potato Chips 220-235 g

FLOI_SBY_WK49_PRN_ATL_NS_NB_PEI_NFLD

Scene™

TURN POINTS INTO GROCERIES



SLICED FRESH

2.49 /100 g

100 PTS when you buy 200 g or more

MAPLE LEAF Big Stick Wax Bologna



7.99

200 PTS when you buy 2

SIMPLY ORANGE Juice 2.25 L



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

500 PTS when you buy 2

11.99

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



200 PTS when you buy 2

4.99

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

1,000 Points = \$10 of free groceries

Happy Easter

500 PTS when you spend \$50 or more

19⁹⁹ /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 FREE of equal or lesser value

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

12⁹⁹

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

8⁹⁹

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

4⁹⁹

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

2⁴⁹ /lb

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

200 PTS when you buy 2

5⁹⁹

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

5⁹⁹

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

3²⁹ /100 g

COMPLIMENTS Smoked or Cooked Chicken

4⁴⁹ MEMBER PRICING

4⁹⁹ without Scene+ Card

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

3⁴⁹

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

6⁹⁹

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

3⁴⁹

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

9⁹⁹

KICKING HORSE Organic Ground Coffee 284 g

2⁹⁹

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

8⁹⁹

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

5⁹⁹

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

5⁹⁹

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

14⁹⁹

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

EVERYDAY VALUE

8 PACK

\$2

COMPLIMENTS Frozen Waffles 8 pk 280 g

150 G

\$4

COMPLIMENTS Instant Coffee 150 g

100 G

750

COMPLIMENTS Rice Crackers 100 g

4 L

\$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 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 NIO through its CA-SOBEYS-CROSS CATEGORY database for Non-Fresh | Canadian Origin Stated items for the 12 weeks ending November 15, 2025. Copyright © 2025 Nielsen Consumer LLC.

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So-Easter ready



BUY MORE SAVE MORE
\$3 ea when you buy 2 or more
COMPLIMENTS Herbs product of Mexico or USA assorted varieties 20-28 g 3.25 ea

300 PTS when you spend \$15 or more
11.99 /lb

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

8.99 /lb

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



\$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



18.99

TOFURKY Roast & Gravy Combo 1.13 kg



7.99

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



10.99



11.99



21.99



23.99

Easter essentials



100 PTS when you buy 2
3.49 COMPLIMENTS Cream Cheese or Spread 227-250 g

BUY MORE SAVE MORE
3.49 ea when you buy 2 or more
PILLSBURY Biscuits, Rolls or Pizza Crust 318-391 g 3.99 ea (excludes seasonal)



3.99 COMPLIMENTS Frozen Vegetables selected 500-750 g



27.99 STARBUCKS Ground Coffee 793 g



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

BUY MORE SAVE MORE
1.75 ea when you buy 2 or more
MONTELLIER Sparkling Water 1 L 2.19 ea



9.99

ST. REGIS De-Alcoholized Wine 750 mL



3.99 DEMPSTER'S Bread Crumbs 340 g



Easter blooms

12.99

Easter Egg Fleurette in Basket grown in Canada



STARTING AT 14.99

Assorted Orchids in Ceramic grown in Canada



*Card must be registered. Offer valid and available to be loaded from April 2-April 8, 2026 at all Sobeys locations in Atlantic Canada. Minimum qualifying purchase \$100 must be made in a single transaction. Offer must be loaded to registered Scene+ Card prior to transaction. Spending \$100 or more awards only one 1000 Scene+ points claim. Limit 1 offer per Scene+ Card. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.



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

READY FOR YOU



100 PTS when you buy 2

5.99

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

BAKED IN STORE

LIMITED TIME ONLY



100 PTS when you buy 2

4.59

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

BAKED IN STORE



75 PTS when you buy 2

5.99

Hot Cross Buns 6 pk 515-545 g

BAKED IN STORE

LIMITED TIME ONLY



HOT OR CHILLED

200 PTS when you buy 400 g or more

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 **100 PTS** when you buy 2

COMPLIMENTS Parchment Paper 35 ft or Foil Wrap 25 ft



10% off

HANDI-FOIL Pans selected



\$17

Easter Spring Bouquet grown in Canada



32.99

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



500 PTS when you buy 1

39.99

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

5⁹⁹

Whole or Cored Pineapple product of Costa Rica

4⁴⁴ /lb

Extra Large Green Seedless Grapes product of Chile 9.79/kg

2LB

200 PTS when you buy 2

6⁹⁹

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

3⁹⁹ /lb

Tomatoes on the Vine product of Canada 8.80/kg

3 PACK

5⁹⁹

Romaine Hearts product of Mexico or USA 3 pk

ORGANIC 7⁹⁹

1⁹⁹ /lb

Sweet Potatoes product of Canada or USA 4.39/kg

5⁹⁹

COMPLIMENTS Brocolini Tray product of USA 170 g

2/\$4

Bulk Avocados product of Mexico

4⁶⁹

Carrots product of USA or Canada, Canada no 1 grade or COMPLIMENTS Onions product of Canada, Canada no 1 grade 3 lb 4.49 ea

4⁹⁹ /lb

Red, Orange or Yellow Peppers product of Canada 11.00/kg

From Atlantic Canada

3⁹⁹ /lb

Honeycrisp Apples product of Atlantic Canada Canada extra fancy grade 8.80/kg

2/\$5

Red Mangoes product of Mexico

4⁴⁹ /lb

Red or Black Plums product of Chile no 1 grade 9.90/kg

2⁴⁷ /lb

Bartlett or Bosc Pears product of South Africa or USA extra fancy grade 5.45/kg

6⁹⁹

200 PTS when you buy 2

COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

7⁹⁹

200 PTS when you buy 2

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

READY FOR YOU

BUY 1 GET 2ND of equal or lesser value

25% OFF

Prepared Fresh Daily Mango Salsa or Guacamole assorted sizes

READY FOR YOU

BUY 2 GET 3RD of equal or lesser value

FREE

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

1⁹⁹ /lb

Papaya product of Mexico or Guatemala 4.39/kg

2⁴⁹ /lb

Plantain product of Ecuador or Guatemala 5.49/kg

100 PTS when you buy 2

5⁴⁹

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

4⁸⁸

200 PTS when you buy 2

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

300 PTS when you buy 2

7⁹⁹

NUTS FOR CHEESE Dips 210 g assorted

4⁹⁹

POM Pomegranate Juice selected 473 mL

7⁹⁹

OCEAN SPRAY Craisins Sweet Cranberry 680 g

7⁹⁹

200 PTS when you buy 2

COMPLIMENTS Roasted Cashews or Almonds salted or unsalted 275 g

floral

Available at most stores

STARTING AT 24⁹⁹

Easter Arrangements or Centrepieces selection may vary by store

STARTING AT 11⁹⁹

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

9⁹⁹

Campanula 4" grown in Canada

24⁹⁹

Ecuadorian Roses 50 cm 1 dozen

Give them more with the Grocery Essentials Card

Visit [sobeys.com/giftcards](https://www.sobeys.com/giftcards) for details

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

CERTIFIED TENDER
TENDREJÉ CERTIFIÉE

11⁹⁹ /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

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

4⁴⁹ /lb

COUNTRY RIBBON Fresh AIR-CHILLED Chicken Drumsticks or Thighs 9.90/kg

250 PTS when you buy 1

5⁹⁹ /lb

PANACHE Flattened Chicken lemon Greek, jerk or Portuguese 13.21/kg

5⁹⁹ /lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg

value size

3⁹⁹ /lb

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

9⁹⁹ /lb

Fresh Extra Lean Ground Beef Family Size 22.02/kg

\$13

COMPLIMENTS Value Size Breakfast, Mild or Honey Garlic Pork Sausages 1-1.4 kg

10% off

NOBLE Premium Bison 226 g selected varieties

BUY MORE SAVE MORE

\$6 ea when you buy 2 or more

COMPLIMENTS Ground Pork 454 g starting at 6.99 ea

So-golden

Roasts to star in your feast

2 Day sale!
THUR SAT
2 4

2⁵⁹ /lb

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

3⁷⁷ /lb

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

2⁴⁴ /lb

BUTTERBALL Turkey regular or stuffed frozen all available sizes 5.38/kg

Ham It Up

4⁹⁹ /lb **500 PTS** when you buy 1

That's like \$5 toward your groceries

PANACHE Hickory Smoked Spiral Sliced Honey Glazed Ham 11.00/kg

6⁴⁹ /lb **100 PTS** when you spend \$10 or more

COMPLIMENTS Honey Hams or Bone-In Ham Steaks 14.31/kg

8⁴⁹ /lb **500 PTS** when you buy 1

That's like \$5 toward your groceries

PANACHE Simple-Carve Ham 18.71/kg

quick & easy

STARTING AT 3⁴⁹ **COMPLIMENTS** Sliced Meats 175 g selected

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

6⁹⁹ **200 PTS** when you buy 2

COMPLIMENTS or **THE CANADIAN BUTCHER** Bacon 375 g

6⁹⁹ **200 PTS** when you buy 2

COMPLIMENTS Pepperoni Sticks 300 g

7⁹⁹

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

10⁹⁹ **100 PTS** when you buy 1

COMPLIMENTS Beef, Chicken or Vegetable Lasagna or Macaroni & Cheese 1 kg

12⁹⁹ **130 PTS** when you buy 1

COMPLIMENTS Chicken or Beef Individual Pot Pies 750 g

16⁹⁹

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!

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



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



9.99 /lb
Wild North Atlantic Cod Fillets frozen or previously frozen from Newfoundland 22.02/kg



22.99
COMPLIMENTS Newfoundland and Labrador Wild Snow Crab Clusters or New Brunswick Wild Lobster Claws 454 g



6.99 MEMBER PRICING without Scene+ Card
7.99 350 g
HIGH LINER Breaded or Battered Haddock or Pollock, Butterfly or Popcorn Shrimp, Fish & Chips or Fish Cakes 330-700 g

READY FOR YOU Fast, Fresh Seafood What a Catch!

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



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



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



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 without Scene+ Card **6.29**
MAIN STREET DELI Sliced Meats selected 200-300 g



5.99 50 PTS when you buy 2
SNACK FACTORY Pretzel Crisps selected 155-200 g



7.49
SARDO Olives selected 500 mL



3.99 /100 g
MASTRO Genoa Salami hot or mild



BUY 2 GET 3RD FREE
BALDERSTON Cheddar 250-280 g selected



6.99
CASTELLO Aged Gouda, Havarti, Tickler 1yr 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 without Scene+ Card **12.99**
Meat Cabbage Rolls 4 pk available chilled



1.99
FONTAINE SANTÉ Snacks 129 g



1.99 /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 or the Sobeys app.

meal makers

8⁹⁹ KELLOGG'S Jumbo Cereal 700 g-1.1 kg

10⁹⁹ JAKEMAN'S Pure Maple Syrup 500 mL

3⁴⁹ COMPLIMENTS Peanut Butter 500 g

3⁹⁹ DEL MONTE Jam 280 mL

HERSHEY'S Chipits 200-270 g
6⁴⁹ **100 PTS** when you buy 2

Measure With Your Heart

100 PTS when you buy 2
2⁴⁹

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

3¹⁹ FRENCH'S Flavoured Mustard 325 mL or Yellow Squeeze 550 mL

6⁹⁹ COMPLIMENTS Ranch Dressing 1.06 L or FIREBARNS Hot Sauce 300 mL

2⁴⁹ **100 PTS** when you buy 3
CAMPBELL'S Condensed Soup selected varieties 284 mL

4⁹⁹ CHOLULA Salsa 325 mL or Hot Sauce 150 mL

6⁴⁹ MAILLE Dijon Mayonnaise 330 mL

4⁹⁹ DEMPSTER'S 10" Tortillas 366-610 g

2⁸⁹ **100 PTS** when you buy 2
COMPLIMENTS White or Whole Wheat Bread 570 g

4⁹⁹ P.F. CHANG'S Sauces 350 mL selected varieties

WE'RE FULL OF compliments

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

natural health

8⁹⁹ BARNEY Butter 284 g

4⁹⁹ **100 PTS** when you buy 2
KIND Healthy Grains Bars 5 pk 175 g

26⁹⁹ KICKING HORSE Coffee Whole Bean 850 g or Ground 708 g

2⁹⁹ COMPLIMENTS Veggie Snax 142 g

4⁴⁹ AMY'S Organic Soups 398 mL

STARTING AT **4⁹⁹** **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

4⁹⁹ SILK Plant-Based Yogurt 4 pk

8⁴⁹ **100 PTS** when you buy 1
COMPLIMENTS ORGANIC Frozen Fruit 450-600 g

11⁴⁹ **100 PTS** when you buy 1
MUSCLE MILK Protein Shake 4 pk

9⁹⁹ KIND 5 pk, Minis or Thins 10 pk or NUUN Electrolyte Tablets 10 pk

16⁹⁹ **100 PTS** when you buy 1
ONE-A-DAY or FLINTSTONES Vitamin Gummies 80-130 pk selected

19⁹⁹ **200 PTS** when you buy 1
CENTRUM MultiGummies 90-130 pk selected

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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 TWIGZ 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

100 PTS when you buy 2
4.99 OMG! Clusters 100 g

200 PTS when you buy 2
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

100 PTS when you buy 2
4.49
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

200 PTS when you buy 2
5.49 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 Pizza 320-410 g

Here for your budget and lifestyle

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

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

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

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

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

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

\$4 COMPLIMENTS Fries 650 g

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

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

home & pet care

100 PTS
when you buy 2

11⁹⁹ GLAD Waste Bags 20-40 pk or Compost Bags 44 pk

100 PTS
when you buy 1

13⁴⁹ ZIPLOC Mega Packs 60-270 pk

26⁹⁹
CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6-8 rolls or 8=16 rolls

10⁹⁹ SCOTTIES Ultra Soft Facial Tissue 4 pk

6⁴⁹
LYSOL Wipes 75-84 pk, Disinfectant Spray 350 g or Multipurpose Cleaners 950 mL selected

34⁹⁹
TIDE Pods 85-112 pk or Power Pods 63 pk

4⁷⁹ **100 PTS**
when you buy 2
CLOROX Bleach 1.27 L

11⁹⁹ **100 PTS**
when you buy 1
PALMOLIVE Dish Detergent 4.27 L or FLEECE 3.5 L or Sheets 200 pk

18⁹⁹
ARM & HAMMER Hard Clumps Cat Litter 12.7 kg

200 PTS
when you buy 2

13⁴⁹ IAMS Proactive Health Dry Cat Food 1.36-1.59 kg

8⁹⁹
CALEDON FARMS Dog Treats 90-554 g

100 PTS
when you buy 1

32⁹⁹ IAMS Dry Dog Food 6.1-6.8 kg

health, beauty & baby

STARTING AT 5⁴⁹ **200 PTS**
when you buy 3
SENSODYNE Whitening or Pronamel Toothpaste 75-100 mL selected

STARTING AT 4⁹⁹
DEGREE, OLD SPICE or GILLETTE Deodorant 76-108 g or DOVE Soap Bar 2 pk selected

17⁹⁹
OLD SPICE or SECRET Deodorant 68-99 g selected

3⁹⁹ **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 5⁴⁹
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

21⁹⁹
ORAL-B Pro Health Battery Powered Toothbrushes 1 pk selected

300 PTS
when you buy 2

10⁹⁹ AVEENO Lotion 354 mL or Night Cream 208 mL

9⁹⁹
PEDIASURE Complete 4 pk

26⁹⁹
SIMILAC Go & Grow Step 3 Powders 850 g

400 PTS
when you buy 1

78⁹⁹
ENFAMIL A+ NeuroPro Ready to Feed 18x237 mL

BUY MORE SAVE MORE

3⁴⁹ ea when you buy 2 or more **50 PTS**
when you buy 2
COMPLIMENTS Baby Wipes 64-72 pk 3.99 ea

pharmacy

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

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

300 PTS
when you buy 1

22⁹⁹ COLD-FX 45-60 pk

400 PTS
when you buy 2

19⁹⁹ 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.

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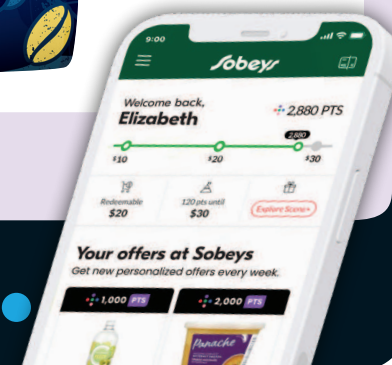
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Bean Coffee 907 g



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Happy Vaisakhi

\$5 Red Mangoes product of Mexico 3 pk

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

1.29 Garlic product of China 5 pk

3.99 COMPLIMENTS Mini Naan 200 g

2.99 DEEP Paratha or Naan 333-384.75 g selected varieties

1.99 AASHIRVAAD Whole Wheat Flour 9.07 kg

7.49 DAINTY Basmati Rice 900 g selected

3.50 ea when you buy 2 or more
 THE SPICE TAILOR Kerala Coconut Curry 215 mL, Classic Lentil Tarka Daal 375 mL, Punjabi Chickpea Masala 375 mL or Classic Butter Chicken 285 mL 3.99 ea

4.79 KFI Cooking Sauces 375-395 mL selected

1.49 HALDIRAM'S Indian Snacks 150 g selected

1.99 MAGGI Masala Noodles Family Pack 280 g

2.79 RUBICON Juice Drink 1 L or Juice Boxes 4x200 mL selected

3.79 BESTROPICS Coconut Water 1 L

1.29 PARLE-G Biscuits 300 g

Explore our new authentic British assortment from Sainsbury's Exclusively at Sobeys

4.49 SAINSBURY'S Red Label Tea Bags 80 pk

1.79 SAINSBURY'S Baked Beans In Tomato Sauce Original 400 g or Reduced Salt & Sugar 200 g

1.99 SAINSBURY'S Biscuits selected varieties 200 g



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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.

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Large serves 10



Nature's Bounty!

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Family faves everyone will enjoy!

Dessert Bars!

Our Hand-cut Squares are a welcome addition to any table.

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Large serves 20

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or

Get **2,500** PTS
When you spend \$150 or more

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no slicing, styling,
or stress!

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



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Charcuterie Board

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



Classic Charcuterie Board

So Local

From Atlantic Canada

From Nova Scotia

4⁹⁹

ATLANTIC BAKERS
All Purpose Flour
2.5 kg



From Newfoundland

2/450

THE OAT COMPANY
Bars 55 g



From New Brunswick

14⁴⁹

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

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

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



So sweetly Easter



16⁹⁹

HERSHEY'S Eggies 670-900 g



13⁹⁹

CADBURY Chocolate Mini Eggs 362-381 g



5⁴⁹

HERSHEY'S Bunnies or Eggs 120-170 g



5⁴⁹

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



200 PTS when you buy 2

12⁴⁹

KINDER Maxi, Plush or Egg Hunt 116-186 g



5⁹⁹

LINDT Chocolate Eggs 100 g or Bunny 50 g



17⁹⁹

NESTLÉ Hide Me Eggs 500 g



150 PTS when you buy 3

5²⁹

FERRERO Chocolate Eggs 90-100 g



100 PTS when you buy 4

2/2²²

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

14⁹⁹

BEST BUY Smoked Boneless Hams 1.2 kg



BUY MORE SAVE MORE

12⁹⁹

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



10⁹⁹

GOLD LABEL Hams 800 g



BUY 2 GET 3RD
of equal or lesser value
FREE

HAYTER'S FARM Turkey Products selected varieties

2 Day sale!

THUR 2 SAT 4



244

/lb
BUTTERBALL Turkey regular or stuffed frozen all available sizes 5.38/kg



377

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



259

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



799

/lb
4.39/kg MEMBER PRICING

249

/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

1⁹⁹

PURINA Fancy Feast Gems 114 g



150 PTS
when you buy 1

8⁴⁹

COMPLIMENTS Dry Cat Food 1.8-2 kg



5⁹⁹

WHISKAS TEMPTATIONS Cat Treats 454 g



50 PTS
when you buy 1

3⁹⁹

COMPLIMENTS Scoopable Cat Litter unscented 4 kg



NEW

19⁹⁹

PURINA ONE Live Clear Dry Cat Food 1.36 kg



2⁹⁹

200 PTS
when you buy 2

COMPLIMENTS Meaty Cat Treats 35 g



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GIVEAWAYS



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FOR YOUR CHANCE TO EARN A FREE ITEM OFFER!

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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. 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.

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when you buy 2

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THE CANADIAN WAY



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200 PTS
when you spend \$15 or more



3.49
/100 g

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

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Gouda Easter!

100 PTS
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*Conditions Apply

