

Sobeys
LIQUOR

SAFEWAY
LIQUOR



**Proudly
Western
Canadian**

SAVE \$8

Sandbagger
Selected Varieties
12 x 355 mL

400 PTS
when you buy 2

23⁹⁹

NEW



SAVE \$6

Babich
Sauvignon Blanc
750 mL

13⁹⁹

91
POINTS

James Suckling
(2025)



SAVE \$7

100 PTS
when you buy 1

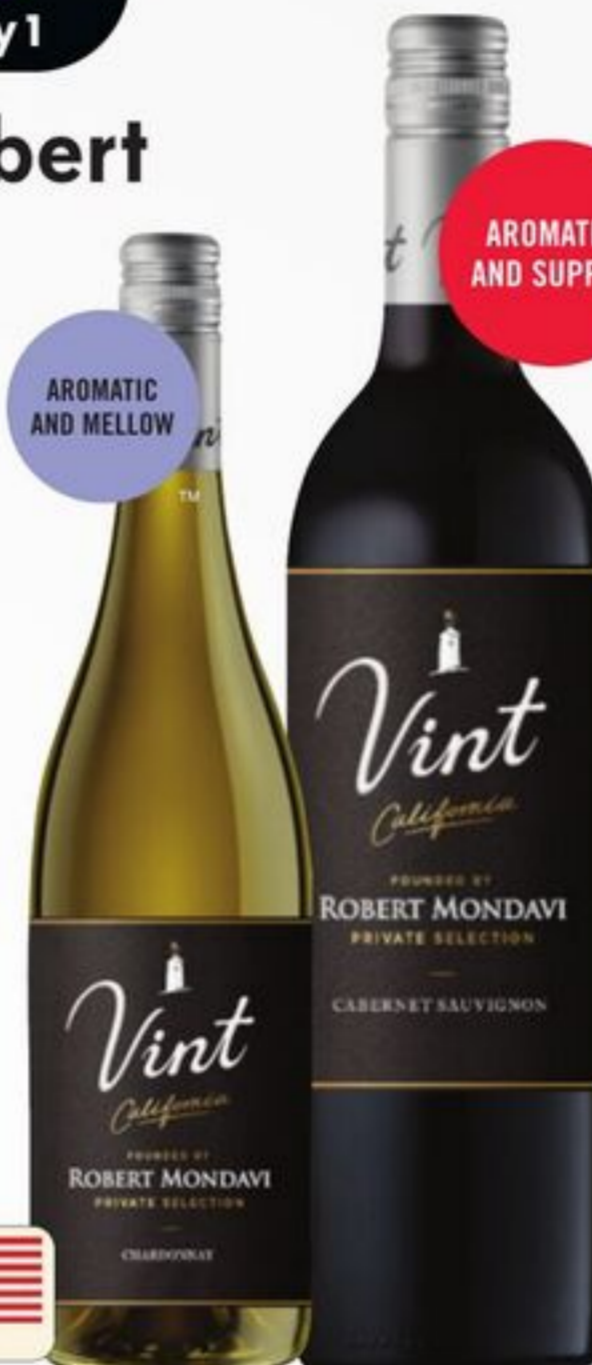
Vint by Robert Mondavi

Private Selection
Selected Varietals
750 mL

14⁹⁹

AROMATIC
AND MELLOW

AROMATIC
AND SUPPLE



SAVE UP TO \$10

**Alberta Pure
or Premium**

Vodka or Canadian Rye
Whisky, 1.14 L

29⁹⁹

1.14 L



**Scene⁺
MEMBER
PRICING**

27⁹⁹
SAVE \$11

31⁹⁹ without
Scene+
Card
SAVE \$7

Corona
Extra, 12 x 330 mL



SAVE \$14

**Molson
Canadian or
Coors Light**

24 x 355 mL

39⁹⁹



**Scene⁺
DIGITAL
EXCLUSIVE**

**MARCH 26 TO
APRIL 29, 2026**

**Load more Digital Exclusive
product offers at
MyLiquorOffers.ca**



\$20^{*}
off
Reg. \$73.99

**Load this offer and get
\$20 off when you purchase
one Glenfiddich 14-Year-Old
Scotch Whisky 750 mL**

*While supplies last. No rainchecks. See page 4 for terms and conditions.

Flyer prices and offers effective April, 2026
in select stores in Alberta

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



**A PROUD
CANADIAN
COMPANY**

PLEASE DRINK RESPONSIBLY.
Prices do not include taxes and deposits.



**Proud
Partner**

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

POI_SWCB_WK50_AB_North_PRN

Perfectly paired

Medium-plus to full bodied, the notes of bright red fruit, dark berries, spice & oak in Sonoma Zinfandel is the perfect complement to sirloin tri-tip grilling steak.



FRUITY AND MEDIUM-BODIED

90 POINTS
James Halliday (2024)

angus THE BULL
CABERNET SAUVIGNON
CENTRAL VICTORIA

Scene+ MEMBER PRICING

14⁹⁹ **SAVE \$9**

17⁹⁹ without Scene+ Card
SAVE \$6

Angus The Bull
Cabernet Sauvignon
750 mL

AUSTRALIA

SAVE \$7

Bodacious
Selected Varietals, 4 L

39⁹⁹ **4 L**

WORKS OUT TO \$7.50 PER 750 ML

BODACIOUS Smooth WHITE
BODACIOUS Smooth RED

CANADA

SAVE \$3⁵⁰

Peller Estates
Selected Varietals
750 mL

8⁹⁹

PELLER ESTATES Family Vineyards
EST. 1984
PINOT GRIGIO
CANADIAN MADE
VITENNA (VINO)
HAWKSWOOD

PELLER ESTATES Family Vineyards
EST. 1984
CABERNET MERLOT

CANADA

SAVE UP TO \$7

George Wyndham
Bin 222 Chardonnay
or Bin 555 Shiraz
750 mL

14⁹⁹

AROMATIC AND MELLOW
AROMATIC AND ROBUST

GEORGE WYNDHAM
BIN 222 CHARDONNAY
BIN 555 SHIRAZ

AUSTRALIA

SAVE \$10

Seghesio
Sonoma Zinfandel
750 mL

23⁹⁹

90 POINTS
Wine Spectator (2023)

AROMATIC AND SUPPLE

SEGHESSIO FAMILY VINEYARDS
Zinfandel
SONOMA SONOMA COUNTY

USA

SAVE \$5

100 PTS
when you buy 1

Freixenet
Selected Varietals
750 mL

16⁹⁹

FRUITY AND LIGHT

FREIXENET
CHIANTI
BICO
PINOT GRIGIO
MARECCHIO

ITALY

SAVE \$6

Ruffino
Prosecco D.O.C.
or Prosecco Rosé
750 mL

16⁹⁹

FRUITY AND VIBRANT

RUFFINO
PROSECCO
PROSECCO ROSÉ

ITALY

SAVE \$6

Campo Viejo
Cava Brut
750 mL

17⁹⁹

FRUITY AND VIBRANT

CAMPO VIEJO
CAVA
BRUT

SPAIN

SAVE UP TO \$5

Campo Viejo
Rioja Reserva, 750 mL

18⁹⁹

AROMATIC AND SUPPLE

CAMPO VIEJO
RIOJA
RESERVA

SPAIN

SAVE \$8

Decero
Malbec
750 mL

18⁹⁹

AROMATIC AND ROBUST

DECERO
MALBEC
BENJAMIN VINEYARD - MALBEC
MENDOZA - ARGENTINA

ARGENTINA

SAVE \$7

200 PTS
when you buy 1

Gray Monk
Selected Varietals
750 mL

21⁹⁹

FRUITY AND VIBRANT

GRAY MONK
PINOT GRIS
MERLOT

CANADA

2 | MIX & MATCH  **BUY ANY 6 BOTTLES OF WINE AND GET 250 PTS** **OR** **BUY ANY 12 BOTTLES OF WINE AND GET 1,000 PTS**



Scene+ MEMBER PRICING

29⁹⁹

SAVE \$10

33⁹⁹ without Scene+ Card
SAVE \$6

Jack Daniel's
Tennessee Whiskey
750 mL

SAVE UP TO \$7

Canadian Club
Original or Blackberry
Canadian Whisky, 750 mL

22⁹⁹



SAVE \$10

Kahlúa
Coffee Liqueur
750 mL

26⁹⁹



SAVE \$10

200 PTS
when you buy 1

Eau Claire Distillery
Parlour Canadian
Dry Gin, 750 mL

39⁹⁹



FLORAL

SAVE \$11

Captain Morgan
Spiced Rum, 1.75 L

48⁹⁹



1.75 L

Spirits for happy hour

SAVE \$12

300 PTS
when you buy 1

Jose Cuervo
Especial Gold or Silver
Tequila, 1.14 L

49⁹⁹



1.14 L

SAVE \$12

The Deacon
Blended Scotch
Whisky, 750 mL

49⁹⁹



SAVE \$10

Tanqueray
London Dry Gin
1.75 L

51⁹⁹



JUNIPER

1.75 L

SAVE \$20

400 PTS
when you buy 1

Aberfeldy
12-Year-Old
Highland Single
Malt Scotch
Whisky, 750 mL

57⁹⁹



SAVE \$10

Bumbu
Craft Rum, 750 mL

37⁹⁹



Air Mail

- 1 1/2 oz Bumbu
- 1/2 oz fresh lime juice
- 1/2 oz honey syrup
- Top with sparkling wine

Shake the rum, lime juice, and honey syrup with ice, strain into a chilled glass, and top with sparkling wine.



My Liquor Offers

Scene+

Sign up & opt-in to receive emails at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) for your chance to win*

50,000 PTS

That's like **\$500** in points!



ONE WINNER EVERY MONTH

SCAN HERE & SIGN UP TODAY

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.myliquoroffers.ca/sign-up-contest-2025>. Contest runs from 08/01/2025 - 04/30/2026. Open to legal residents of AB and SK with a valid Scene+ account and who have reached the age of majority on the date they entered the Contest.

LIQUOR

Sign up for our eFlyer



discover savings
at your local store



discover what's
new in spirits,
wine and beer

subscribe now

USE PROMO CODE: **SOBEYS30**

FOR **30% OFF** ANY GENERAL ADMISSION OR VIP TICKET

Sobeys LIQUOR **SAFeway** LIQUOR



CALGARY INTERNATIONAL **BEERFEST**
MAY 1 & 2, 2026
BMO CENTRE, STAMPEDE PARK



GET TICKETS TODAY!

Locally Crafted
DRINK OF THE WEEK

After crafting award winning beers at Snake Lake Brewing Company for so many years we built our distillery, Sylvan Craft Spirits, and created a variety of incredible RTDs through our EASY brand with our Craft Vodka and Gin. This gave us another road of diversity for our customers and broadened our lineup to add more amazing locally made beverages. We hope you enjoy them as much as we do!



SAVE \$2

100 PTS when you buy 1

Sylvan Lake

Snake Lake Brewery Co.
EASY Gin Azalea
4 x 355 mL

9.99



Ready to enjoy

SAVE \$6

400 PTS when you buy 2

Olé Cocktail Co.
Tequila Variety Pack
8 x 355 mL

22.99



SAVE \$7

Strongbow
Original Dry Apple Ciders, 8 x 440 mL

24.99



SAVE \$10

Molson
Ultra, 15 x 355 mL

31.99



SAVE \$12

Michelob
Ultra, 24 x 355 mL

47.99



SAVE \$6

400 PTS when you buy 2

Busch
Light or Original
15 x 355 mL

25.99



SAVE \$6

400 PTS when you buy 2

Pabst
Light or Blue Ribbon
15 x 355 mL

25.99



SAVE \$6

Dillon's
Selected Varieties
12 x 355 mL

25.99



SAVE \$6

Lake Life
Selected Varieties
12 x 355 mL

24.99



Scene+ **MEMBER PRICING**
21.99 SAVE \$6

24.99 without Scene+ Card
SAVE \$3 **Sea Change Brewing Co.**
Mix Pack, 8 x 473 mL

OILERS GAME DAYS



15 CAN PACKS \$27.99



THE EDMONTON OILERS NAME AND ASSOCIATED LOGOS ARE THE TRADEMARKS OF THE EDMONTON OILERS HOCKEY CORP. AND ARE USED UNDER LICENSE.

The Scene+ Loyalty Program is available at all participating Sobeys Liquor and Safeway Liquor locations within Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery 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 (equivalent to \$500) per day. 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.

*Receive \$20.00 off when you purchase one (1) the Glenfiddich 14-Year-Old Scotch Whiskey 750 mL in a single transaction, before applicable taxes and charges and after deducting any discounts or coupons. Offer valid March 26 to April 29, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Offer must be loaded to a registered Scene+ card prior to purchase. While supplies last. No rainchecks. The person purchasing the Glenfiddich 14-Year-Old Scotch Whiskey 750 mL and redeeming this offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.



LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at [MyLiquorOffers.ca](https://www.myliquoroffers.ca) before you shop

MARCH 26 TO APRIL 29, 2026



SAVE \$12
when you buy 1

Skrewball Peanut Butter Whiskey
750 mL (Reg. \$45.99)



SAVE \$11
when you buy 1

Mailroom Premium Vodka
750 mL (Reg. \$35.99)



SAVE \$20
when you buy 1

Glenfiddich
14-Year-Old Scotch Whisky
750 mL (Reg. \$73.99)



SAVE \$14
when you buy 1

Traveller Blend
No. 40 Bourbon Whiskey
750 mL (Reg. \$53.99)



SAVE \$6
when you buy 1

Banrock Unwooded Chardonnay
750 mL (Reg. \$16.99)



SAVE \$7
when you buy 1

Montecillo Crianza
750 mL (Reg. \$19.99)



SAVE \$5
when you buy 1

Jacob Creek Moscato Lighter
or Moscato Rosé Lighter
750 mL (Reg. \$16.99)



SAVE \$7
when you buy 1

Barossa Valley Estate Rosé
750 mL (Reg. \$20.99)



SAVE \$4
when you buy 1

Smirnoff Crush Mango & Peach
or Lemon & Lime
6 x 355 mL (Reg. \$17.99)



SAVE \$3
when you buy 1

Banded Peak Brewing
Tea Bar Hard Iced Tea
6 x 355 mL (Reg. \$15.99)



SAVE \$5
when you buy 1

Cabin Brewing Co. Classics
Core Mix Pack
8 x 473 mL (Reg. \$33.99)



SAVE \$5⁵⁰
when you buy 3

Pabst Strong Half Iced
Tea & Half Lemonade
710 mL (Reg. \$5.49 ea)

Activate Your Offers

All participating products featured on this page are available to be loaded from March 26 to April 29, 2026 on [MyLiquorOffers.ca](https://www.myliquoroffers.ca)*

*Offer valid March 26 to April 29, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. While supplies last. No rainchecks. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.