

ATL_NFLD

Verified Price Guarantee

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

*Conditions apply. See sobeys.com for details.

Sobeys

Verified

3⁹⁹ /lb



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

Verified

6⁴⁴ /lb



COUNTRY RIBBON Boneless Skinless Chicken Breasts Family Size 14.20/kg

Verified

9⁹⁹



BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g or COMPLIMENTS Smoked Sausages 900 g

Verified

3⁹⁹



COMPLIMENTS Rainbow Peppers 3 pk product of Canada or Mexico

Verified

7⁹⁹



MARINA DEL REY Wild Argentinian Raw Shrimp easy-peel or Shrimp Meat 300 g or LAND & SEA Salt Fish Bits 454 g

Verified

4/\$5



Large Avocados or Large Red Haden Mangoes product of Mexico

1,000 PTS when you buy 2

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

Verified

19⁹⁹



NABOB Roast & Ground Coffee 915-930 g or COMPLIMENTS Whole Bean Coffee 907 g

Verified

2⁷⁷



DEMPSTER'S Holsum White or Whole Wheat, Texas Toast or Sandwich Bread 570-675 g, Hot Dog or Hamburger Buns 8 pk

Verified

3⁹⁹



CHAPMAN'S Premium or No Sugar Added Ice Cream, Frozen Yogurt or Sorbet 1-2 L selected

Verified

11⁹⁹



CASHMERE Bathroom Tissue 24=48 or 12=48 Rolls, SPONGETOWELS 6=12 Rolls or SCOTTIES Facial Tissue 12 pk

Verified

5⁹⁷



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

Verified

4⁹⁷



HEINZ Ketchup 750 mL-1 L or Picnic Pack 3 pk 375 mL or KRAFT Miracle Whip or Mayonnaise 650-890 mL

YOUR **1,000 PTS** OFFER IS WAITING

Visit the Sobeys app or MyGroceryOffers.ca

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 30-MAY 6, 2026

Scan QR code to download or open the app

Global Market

Verified

12⁹⁸



EIGHT TREASURES Thai Jasmine Rice 8 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 stores for the weekly flyer period. Program subject to change without notice. Visit www.sobeys.com/verified-prices for additional details.

THU 30 | FRI 1 | SAT 2 | SUN 3 | MON 4 | TUE 5 | WED 6

Prices and offers in effect April-May 2026 Newfoundland

So many deals
Scan here for our full digital flyer

ATL_NS_NB_PEL_NFLD

Scene⁺ MEMBER

PRICING

Swipe your Scene+ Card and Save



MEMBERS SAVE \$1
4.99
MEMBER PRICING

5.99
without Scene+ Card

MAPLE LEAF or SCHNEIDERS Bacon 375 g, MAPLE LEAF Ready Crisp 65-85 g, SCHNEIDERS Cooked Bacon 100 g, Juicy Jumbos or Smoked Sausages 375-450 g selected



MEMBERS SAVE 40¢/lb
7.29
/lb
2.84/kg MEMBER PRICING

7.69
/lb, 3.73/kg
without Scene+ Card

Prepared Fresh Daily
Watermelon quarters or slices assorted sizes



MEMBERS SAVE 77¢
2.22
MEMBER PRICING

2.99
without Scene+ Card

CHRISTIE Snacking or Mini Crackers selected 162-200 g



MEMBERS SAVE 44¢
7.25
MEMBER PRICING

7.69
without Scene+ Card

MICHELINA'S Frozen Entrées 128-284 g

Look for more Member Pricing throughout the flyer and in-store.



Prices locked in until
June 3, 2026

150 PTS
when you buy 2

5.99

ASIAN INSPIRATIONS
Entrées 400 g

1 KG

MEMBERS SAVE \$4

13.99 MEMBER PRICING

~~17.99~~ 100g

without Scene+ Card

H&H Dried Fruit Thai Honey Mango 1 kg

2/\$9

MISS VICKIE'S Kettle Chips 190-200 g

2/\$8

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

2.99

KELLOGG'S Nutri-Grain Bars, Rice Krispies Squares, Pop-Tarts or Pastry Crisps selected 125-384 g



Scan here for more
locked in prices

Stock up for Cinco de Mayo

500 PTS when you buy 1

6.99 /lb

Fresh Lean Ground Beef available only in 5 lb tube 15.41/lb

250 PTS when you spend \$25 or more

17.99 /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 39.66/kg

100 PTS when you buy 2

4.47

Limes product of Colombia or Brazil 454 g 1 lb bag

3.99

OLD EL PASO Dinner Kits 250-510 g or Salsa 650 mL

3.49

FARMERS or SCOTSBURN Sour Cream 500 mL assortment may vary by province

5.99

AL PASTOR Pulled Pork Loaded Fries 405 g available hot

200 PTS when you buy 2

2/\$7

AL PASTOR Pulled Pork Flatbread or Select Varieties 230-305 g

2.99

TOSTITOS Tortilla Chips 205-300 g

2.99

DEMPSTER'S 7" Tortillas 240-340 g or TIA ROSA Tortillas 220-328 g

Celebrate the taste of Mexico May 5

10.99 /lb, ea

From Newfoundland Fresh Steelhead Trout Fillets 24.23/kg or MIRABEL Cooked Shrimp 71-90 ct per lb 400 g

3.99

Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g

7.99

JANES Pub Style Breaded Chicken & Wings, COMPLIMENTS Spring or Egg Rolls, Cheese Sticks, Pickle Spears, Blooming Onion Pearls or Potato Skins 325-700 g

3.99 **100 PTS** when you buy 2

PHILADELPHIA Cream Cheese 227-250 g selected or KRAFT Singles 410 g

6.99

GAY LEA Butter Sticks salted or unsalted 454 g

2/\$5

COMPLIMENTS Pasta 900 g or HUNT'S Thick & Rich Pasta Sauce or Tomato Sauce 680 mL or Tomato Paste 369 mL

3.49

EARTH'S OWN Select Beverages 1.75-1.89 L

2/8.50

COCA-COLA or PEPSI Soft Drinks 6x710 mL

10.99

NUTELLA Hazelnut Spread 1 kg, COMPLIMENTS Honey 750-1 kg or KRAFT Peanut Butter 2 kg

3.99

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

100 PTS when you buy 1

6.99

IMPERIAL Soft Margarine or Squares 1.28-1.36 kg

27.99

VAN HOUTTE Coffee Pods 48 pk or MCCAFFE Roast & Ground Coffee 875 g

3/\$5

CLOVER LEAF Flavoured Tuna 85 g or Skipjack Light Tuna 170 g

9.99 **500 PTS** when you buy 2

GAIN Liquid Detergent 2.6 L, TIDE Simply 2.72 L, DOWNY or GAIN Fabric Enhancers or Softener 303-379 g or 1.66-2.63 L or DOWNY, GAIN or BOUNCE Sheets 120-200 pk

10.99

PURINA Tidy Cats Litter 2.72 kg

Scene GET 750 PTS FOR EVERY \$50 SPENT IN EDO JAPAN, REITMANS & JOEY RESTAURANTS GIFT CARDS

We have 2X as many Canadian-origin products as competing stores*

2X Canadian-origin products

It is our intention to have every advertised item in stock for all customers, so we reserve the right to limit quantities to reasonable family requirements while supplies last. We regret we are unable to provide large quantities to retail outlets. Occasionally an item may not be available due to unforeseen difficulties. In such cases, we'll issue you a rain check so you may buy the item at the advertised price when it becomes available, or if you prefer, we'll offer you a similar item at a comparable price. Text prevails for product size and type identification. We reserve the right to correct any typographical errors. Advertised prices do not include any applicable taxes or deposits. At 24-hour locations prices effective from 8 am Thursday morning until midnight Wednesday evening. The Scene+ Loyalty Program is available at all participating Sobeys locations within Newfoundland. 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 Atlantic 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. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based inks. Newfoundland. Supplement to The Western Star. P06_SBY_WK01_PRN_ATL_NFLD

400 PTS when you buy 1
27⁹⁹
Premium Ecuadorian Roses
50 cm 1 dozen

STARTING AT 8⁹⁹
Assorted Mother's Day Flowering in Ceramics selection may vary by store grown in Canada

Just for Moms!
Fresh blooms to make their day!

STARTING AT 12⁹⁹
Chrysanthemum in Ceramic available in 4" or 6" pots grown in Canada

STARTING AT 17⁹⁹
Multi-Bloom Hydrangeas available in 5" or 6.5" grown in Canada

300 PTS when you buy 1
27⁹⁹
Petals of Gratitude Bouquet

So much value

100% FRESH GUARANTEE

4⁹⁹ /lb Extra Large Red or Black Seedless Grapes product of Chile 11.00/kg

5⁹⁹ Green Kiwi product of Greece or Italy 454 g

4⁴⁹ Raspberries product of Mexico or USA 170 g

BUY 1 GET 1 FREE
COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g product of USA 4.49 ea

3⁴⁹ /lb, ea Brussels Sprouts product of Mexico or USA no 1 grade 7.69/kg or Spinach Bunch product of Mexico

7⁹⁹ HIIROS Cherry Tomatoes on the Vine product of Canada 340 g

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

2²⁷ /lb Bulk Vidalia Onions or Bulk Sweet Potatoes product of USA no 1 grade 5.00/kg

2⁴⁹ /lb Green Zucchini product of Mexico or USA 5.49/kg

4⁸⁸ **200 PTS** when you buy 2
COMPLIMENTS ORGANIC Cremini or White Sliced Mushrooms product of Canada 227 g

2⁹⁹ /lb Eggplant product of Mexico or USA 6.59/kg

5⁹⁹ Whole or Cored Pineapple product of Costa Rica

2⁹⁹ /lb Forelle Pears product of South Africa extra fancy grade 6.59/kg

\$4 Large Cantaloupe product of Guatemala or Honduras no 1 grade

7⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Gala, McIntosh, Cortland or Red Delicious Apples product of Canada, Canada fancy grade 1.36 kg 3 lb bag

1⁹⁹ BELLEISLE FARMS Coleslaw product of Atlantic Canada 227 g

6⁴⁹ COMPLIMENTS Single Cut Green Leaf or Romaine Lettuce product of USA 198 g

25% OFF
Prepared Fresh Daily Taco or Guacamole Dip or Pineapple Salsa assorted sizes

BUY 2 GET 3RD FREE
Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes

\$8 /lb Sugar Mangoes product of Colombia 17.64/kg

1⁴⁹ /lb Napa Cabbage or Bok Choy product of USA 3.28/kg

2⁹⁹ Bulk Organic Avocado product of Mexico

4⁹⁹ Organic Grape Tomatoes pint product of Canada

\$4 LIGHTLIFE Smart Veggie Dogs 340 g

5⁹⁹ RENÉE'S Dressing selected 350-355 mL

2/\$6 FRESH GOURMET Croutons 128-142 g

11⁹⁹ NATURSOURCE Almonds or Mixed Nuts selected 450-600 g

floral

Available at most stores

STARTING AT 24⁹⁹
Mother's Day Indoor Gardens selection may vary by store

STARTING AT 14⁹⁹
Phalaenopsis Orchids in Ceramic various sizes grown in Canada

150 PTS when you buy 1
12⁹⁹ Just Because Bouquet

17⁹⁹ Glowing Hearts Bouquet grown in Canada

*Receive 1000 Scene+ points, when you load the offer and make the specified minimum purchase amount based on your individual shopping history, on eligible grocery purchases at participating Sobeys locations in Atlantic Canada in a single transaction before applicable taxes and charges and after deducting any discounts or coupons. Scene+ card must be valid and registered. Offer valid from April 30-May 6, 2026. Offer must be loaded to a registered Scene+ card prior to transaction. Offer excludes taxes, tobacco products, gift cards, bottle deposits, prescriptions, lottery, alcoholic beverages, fuel, Western Union and any other non-discountable product excluded by law. No base Scene+ points earned. Void if sold, transferred, or altered. Digital Offer has no cash value. Scene+ registered digital or physical card must be presented at time of transaction. Visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. We reserve the right to rescind the offer, if we determine, in our sole discretion, there is abuse of the offer or unauthorized or ineligible use of the offer and is subject to change without notice. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

So.tender

Sterling SILVER PREMIUM BEEF

HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection
Exclusive to Sobeys

11.99 /lb

STERLING SILVER Fresh Boneless Inside Round Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA 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

100 PTS when you spend \$10 or more

3.99 /lb

COUNTRY RIBBON Fresh AIR-CHILLED Chicken Legs 8.80/kg

Try it with our In-Store Souvlaki Marinade

10.99 /lb

Fresh Store Made Boneless Skinless Chicken Breast or Thigh Kabobs with Vegetables 24.23/kg

150 PTS when you spend \$10 or more

5.99 /lb

Fresh Boneless Pork Loin Centre Cutlets Family Size 13.21/kg

400 PTS when you spend \$20 or more

4.99 /lb

Fresh Pork Side Ribs breast bone removed 11.00/kg

200 PTS when you spend \$20 or more

8.99 /lb

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

STARTING AT

12.49

NOBLE Premium Bison selected varieties 226 g

12.99

SUNGOLD Lamb Tonight 284-375 g

10% off

Frozen Grade A Duck

Stir-fry Made Easy

13.99 /lb

Fresh Beef Hip Boneless Stir-Fry Strips 30.84/kg

9.99 /lb

Fresh Boneless Skinless Chicken Breast Stir-Fry 22.02/kg

BUY 2 GET 3RD FREE of equal or lesser value

Fresh Boneless Pork Loin Centre Stir-Fry Strips

fresh from our Kitchens

4.99 /lb

Fresh Maple Chipotle or BBQ Whisky Marinated Boneless Pork Loin Centre Chops 11.00/kg

7.99 /lb

Marinated Fresh Boneless Skinless Chicken Breast 17.61/kg

13.99 /lb

Fresh Beef Hip Boneless Korean BBQ Marinated or Three Pepper Glazed Stir Fry Strips 30.84/kg

5.49 /lb

400 PTS when you spend \$20 or more

Fresh Korean BBQ Marinated Pork Side Ribs breast bone removed sweet & sour cut 12.10/kg

quick & easy

BUY MORE SAVE MORE

3.50 ea when you buy 3 or more

SCHNEIDERS or GREENFIELD Snack Kits or Lunchmate Stackers 74-120 g selected 3.99 ea

4.99

SUNRISE Sliced Bologna 375 g

3.99 MEMBER PUNCHING

4.99 without Scene+ Card

COMPLIMENTS Boneless Smoked Ham Slices 375 g

STARTING AT

4.99

BUTTERBALL Turkey Franks, Bacon or Rasher 300-450 g

200 PTS when you buy 2

7.99

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g

300 PTS when you buy 2

9.99

COMPLIMENTS Sweet & Sour Chicken Balls 700 g

10.99

SWISS CHALET Chicken or Beef Pot Pies 650-655 g

13.99

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 pts = \$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



2.99 MEMBER PRICING
without Scene+ Card

COMPLIMENTS Crab or Lobster-Flavoured Alaskan Pollock 227 g



4.99 MEMBER PRICING
without Scene+ Card

COMPLIMENTS NATURALLY SIMPLE Tilapia, Basa or Pollock Fillets 400 g

Choose Canadian Seafood!

We work hard to bring you quality Canadian Seafood from Coast-to-Coast. Explore our delicious offerings to make tonight a seafood night.

13.99
COMPLIMENTS Newfoundland and Labrador Cooked Wild Cold Water Shrimp product of Canada 340 g

Get **100 PTS** When you spend \$10-24.99
Get **300 PTS** When you spend \$25 or more

16.99 /lb
From Nova Scotia
SUSTAINABLE BLUE Land-Raised Fresh Atlantic Salmon Fillets product of Nova Scotia subject to availability 37.46/kg

2.49 /lb
From Atlantic Canada
Fresh Mussels product of Atlantic Canada 5.49/kg

9.99 /lb
From Newfoundland
Wild North Atlantic Cod Fillets product of Newfoundland frozen or previously frozen 22.02/kg



\$12 **120 PTS** when you buy 1

BEST BUY Breaded Popcorn Shrimp, Squid Rings or Breaded Sole Fillets 800-860 g

14.99
CEDAR BAY Air Fryer Salmon Bites, Fish & Chips or Salmon & Broccoli 283-510 g

7.99
CEDAR BAY Planked Atlantic Salmon applewood orange or hickory maple 141 g

12.99 **100 PTS** when you buy 1
COMPLIMENTS Breaded or Battered Haddock or Pan Seared Haddock, Cod, Sole or Salmon Fillets 460-680 g

7.99 **100 PTS** when you buy 1
HIGH LINER Breaded or Battered Haddock or Pollock, Butterfly or Popcorn Shrimp, Chips & Fish or Fish Cakes 330-700 g

\$23
OCEAN JEWEL Pacific White Shrimp cooked 50-70 ct per lb 908 g

deli & kitchen

3.99 MEMBER PRICING
without Scene+ Card
THE LAUGHING COW 8 pk 140 g or KIRI Portions 144 g

30% off **200 PTS** when you spend \$12 or more
L'EXTRA Brie, Double Crème Brie, OKA Original or L'Artisan Swiss-Style prices as marked

7.99
PILLER'S Kolbassa Sausage turkey, extra lean or regular 250-375 g

Spend \$12 or more on participating deli meat from the service case
Get 1 FREE
Kaiser Buns 6 pk 430 g save up to 4.69
BAKED IN STORE
Made with 100% Canadian flour

5.99 MEMBER PRICING
without Scene+ Card
Snack or Classic Meal Boxes selected 300-320 g

7.99 **200 PTS** when you buy 2
PANACHE Italian Sliced Meats 100 g selected

5.99
GARDEN FRESH GOURMET Salsa 324-473 mL

Get **100 PTS** When you buy 300 g
Get **250 PTS** When you buy 500 g or more
Service Case Salads selected sold by 100 g

6.49 **250 PTS** when you buy 2
YUCATAN Guacamole or Avocado Salsa 227-340 g

BUY 2 GET 3RD FREE
SUMM! Asian Appetizers 250-350 g available chilled

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

drinks & snacks



9.49

120 PTS when you buy 2

NESCAFÉ Espresso Concentrate 500 mL, Gold Instant Coffee 95-100 g or STARBUCKS Nespresso Pods 10 pk



9.99

FOLGERS Single Serve Coffee Pods 12 pk, Roast & Ground Coffee 272 g or TAYLORS OF HARROGATE Yorkshire Gold Tea 80 pk



120 PTS when you buy 2
16.49

JUMPING BEAN Single Serve Coffee Pods 20 pk



2/7.50

ALLEN'S Apple Juice 1.89 L or Juice Boxes 8x200 mL tetra



7.99

50 PTS when you buy 2

GATORADE 8x355 mL




9.99

ATHLETIC BREWING CO. Non-Alcoholic Beer 6x355 mL or OLE Mocktails 4x355 mL



2/5.50

PRIME Hydration Drink 500 mL



9.99

CELSIUS Energy Drink 4x355 mL



\$3

150 PTS when you buy 3

KELLOGG'S Cheez-It Crackers 191-200 g



5.99

PANACHE Cracker Assortment Classic Collection 250 g or BOULANGERIE GRISSOL Melba Toast 350-400 g



2.99

100 PTS when you buy 2

VOORTMAN BAKERY Turnover or Wafer Cookies 300 g



2/\$7

LECLERC Celebration Cookies 200-350 g



2/\$9

CHEETOS 170-285 g or SMARTFOOD Popcorn 150-220 g



6.99

100 PTS when you buy 2

MCSWEENEY'S Jerky 70 g




3.99

HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g



3.49

COMPLIMENTS Ready to Eat Popcorn 190-250 g



5.99

50 PTS when you buy 1

COMPLIMENTS Mixed Nuts 40% cashews 200 g



4.99

CADBURY Bagged Chocolate 144-200 g, KINDER Bueno Minis 145 g, Bueno Bars multi-pack 129 g or KINDER Surprise 3 pk



2.99

BUY MORE SAVE MORE

MAYNARDS Candy 135-154 g 3.99 ea



2.99

BUY MORE SAVE MORE

MAYNARDS Candy 135-154 g 3.99 ea



2.99

NESTLÉ Tablet Bars 95-105 g




10.99

MARS or M&M's Pouches 324-400 g



5.49

NUTELLA B-ready Bars 6 pk



3.69

200 PTS when you buy 2

LECLERC Go Pure Bars 140-175 g

Here for your budget and lifestyle



9.99

400 PTS when you buy 2

COMPLIMENTS Roast & Ground Coffee 300 g



5.99

100 PTS when you buy 1

COMPLIMENTS Apple Juice 2.84 L



3.49

200 PTS when you buy 2

COMPLIMENTS Cookie Dunkers 150 g or Cracker Sticks 130 g



1.99

100 PTS when you buy 3

BEST BUY Wafers 227 g



6.99

100 PTS when you buy 2

COMPLIMENTS Sparkling Water 12x355 mL



4/\$5

100 PTS when you buy 4

BIG 8 Spring Water 1 L



2.49

100 PTS when you buy 2

COMPLIMENTS Potato Chips 200 g



8.99

300 PTS when you buy 2

COMPLIMENTS Mega Mix Candy 800 g while supplies last

Scene GET 1,500 PTS FOR EVERY \$100 SPENT ON HOME HARDWARE GIFT CARDS

Offer valid during April 30 - May 13, 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.

deli & kitchen



100 PTS
when you buy 2

5⁹⁹ COMPLIMENTS Goat Cheese
113 g or Feta 200 g



STARTING AT
8⁷⁹ COWS CREAMERY Aged Cheddar
1-3 Year Old 200 g



SLICED FRESH

3⁷⁹ /100 g COMPLIMENTS German,
Hungarian or Peppercorn Salami



8⁴⁹ DAWN Cooked Ham 300 g



2⁹⁹ HOBBS PICKLES selected 90 mL



SLICED FRESH

100 PTS
when you buy 200 g or more

2⁶⁹ /100 g LARSEN Country Style Salami

celebrate Cinco de Mayo



100 PTS when you buy 1
13⁹⁹ Al Pastor Whole Roasted Chicken 900 g available hot

5⁹⁹ Al Pastor Pulled Pork Loaded Fries 405 g available hot

200 PTS when you buy 1
2⁰⁹ /100 g Al Pastor Chicken Taco Kit available chilled

200 PTS when you buy 2
\$7 Al Pastor Pulled Pork Flatbread or Selected Varieties 230-305 g

GET 1 Hot Churro Bites with Caramel and Chocolate Dipping Sauce for \$3 (regular retail \$4.99)

WHEN YOU BUY ANY 1 Al Pastor Item from Our Kitchen Department

Celebrate the taste of Mexico - May 5

bakery



- European inspired flaky puff pastry dough
- Bursting with a selection of real fruit fillings
- No artificial flavours, colours or preservatives

BAKED IN STORE

2/\$7

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



4⁹⁹ MEMBER PRICING

5⁹⁹ without Scene+ Card

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



BUY MORE SAVE MORE

2⁹⁹ ea when you buy 2 or more

Mini Croissants 8 pk 250-260 g 3.49 ea

BAKED IN STORE



BUY 1 GET 1 FREE of equal or lesser value

Brownies 550-585 g or Brownie Cakes 310-390 g



21⁹⁹ Dessert Carrot Cake 1.49 kg



200 PTS when you buy 2

7⁴⁹ COMPLIMENTS Pecan or Raisin Butter Tarts 510 g



EVERYDAY VALUE

\$2 COMPLIMENTS English Muffins 6 pk



3⁴⁹ COMPLIMENTS Grain Breads 600 g

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

meal makers



100 PTS
when you buy 2

8.99 FLOURISH Pancake Mix 430 g



5.99 POST Family Size Cereal 368-650 g



2.99 APPLESNAX Fruit Cups 6 pk



4.99 SMUCKER'S Pure Jam 250 mL selected, ADAMS Peanut Butter 500 g or JIF Peanut Butter 500 g



3.49 KRAFT Jet-Puffed Marshmallows 400 g or BETTY CROCKER Frosting selected 340-450 g



5.49 LAURA SECORD Chocolate Chips 250 g



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



2.99 HOSTESS Snacks 121-225 g



7.88 BEN'S ORIGINAL Fast & Fancy Rice 132 g



2/\$6 BEN'S ORIGINAL Bistro Express Rice 240-250 g or TASTY BITE Side Dish 285 g



2/\$5.50 AYLMER Tomatoes 796 mL or Accents 398-540 mL



8.99 SCHÄR Gluten-Free Bread or Buns selected 200-400 g




50 PTS
when you buy 1

5.99 EAST SIDE MARIO'S Pasta Sauce 410-650 mL



50 PTS
when you buy 1

7.99 TRE STELLE Parmesan Shaker 200 g



3.99 CATELLI Protein+ Pasta or BARILLA Gluten Free Pasta 340 g



12.49 BEN'S ORIGINAL Rice selected 1.6 kg



3.99 COMPLIMENTS Canned Fruit 796 mL



15% off COMPLIMENTS Baking Nuts 100 g selected (excludes pine nuts)



2/\$4 COMPLIMENTS Broth 900 mL



6.99 COMPLIMENTS Pickles 2 L or Ranch Dressing 1.06 L

WE'RE FULL OF compliments



natural health



7.49 KASHI GoActive Cereal 349-501 g or Organic Cereal 360-510 g



9.99 UNDERGROUND Kombucha 355 mL 4 pk or 2.99 ea



500 PTS
when you buy 2

14.99 ETHICAL BEAN COFFEE Pods 12 pk




BUY MORE SAVE MORE

\$3 ea when you buy 3 or more

200 PTS
when you buy 3

3.99 GUAYAKI Beverages 458 mL 3.99 ea



100 PTS
when you buy 2

5.99 IMAGINE Chicken Bone Broth 946 mL



3.29 RISE Organic Kombucha 414 mL



200 PTS
when you buy 2

STARTING AT 5.49 OLYMPIC Organic Original or Greek Yogurt 650 g




100 PTS
when you buy 2

7.99 MID-DAY SQUARES 4 pk



400 PTS
when you buy 1

39.99 PERFECT SPORTS Diesel Sports Protein Powder 908 g



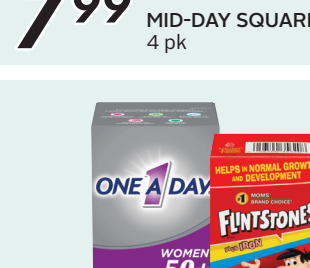
100 PTS
when you buy 2

2/\$7 PROBAR Real Food, Protein, Energy Chews or GRENADE Protein Bars 60-85 g



200 PTS
when you buy 2


14.99 COMPLIMENTS Multivitamin Supplements 90-130 pk (excludes prenatal)



200 PTS
when you buy 2

20% off ONE A DAY or FLINTSTONES Multivitamin Supplements 60-180 pk

Give them more with the Grocery Essentials Card



Visit sobeys.com/giftcards for details

frozen & dairy



100 PTS
when you buy 2
4.99 COMPLIMENTS Cozy Coop Large White Eggs 12 pk



4.49 **100 PTS**
when you buy 2
COMPLIMENTS Tropical Blends 1.75 L



4.99
CENTRAL DAIRIES or SCOTSBURN Chocolate Milk 2 L



3.99 **200 PTS**
when you buy 3
YOPLAIT Source 630 g or Minigo or Tube Yogurt 6-8 pk



2.99
LACTANTIA Flavoured Butter 125 g



5.99
BEAVERTAILS Cookie Dough 350 g



5/\$5
YOPLAIT YOP Drinkable Yogurt 200 mL



5.99
ASTRO Balkan Yogurt 12 pk



5.99 **50 PTS**
when you buy 1
COMPLIMENTS BALANCE Non-Hydrogenated or Olive Oil Margarine 850 g



3.99
KOZY SHACK Rice Pudding 624 g Tub or 4 pk



5.49
DANONE Activia Yogurt 8 pk



4.49 **100 PTS**
when you buy 2
SIGGI'S Icelandic Style Skyr Yogurt 4 pk



5.99
NANAPOPS! Frozen Bars 4 pk selected



6.99
RIGHTEOUS Gelato or Sorbetto 473 mL selected



6.79
MCCAIN Deep'n Delicious Cakes 510 g selected



100 PTS
when you buy 2
SCHNEIDERS Breakfast Sandwiches or Egg Bites 224-288 g



12.99
EL MONTEREY Taquitos 567-588 g



6.99
PILLSBURY Pizza Pops 8 pk



7.29
TINA'S Burritos 113 g



4.99
TAST!EZ Frozen Snacks 311 g



3.99
MCCAIN Superfries 454-800 g



7.99 **50 PTS**
when you buy 1
POPSICLE Ice Pops 18 pk selected



5.69
HUNGRY-MAN Frozen Dinner or XL Bowls 360-455 g



4.99 **NEW**
COMPLIMENTS Moxii Ice Pops 6 pk selected



3.29 **NEW**
COMPLIMENTS Dough'chi Bites 6 pk selected



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



4.49 **50 PTS**
when you buy 1
COMPLIMENTS Aerosol Whipped Cream 225 g

WE'RE FULL OF compliments

3.99
COMPLIMENTS Frozen Vegetables selected 500-750 g

4.99
COMPLIMENTS Traditional Crust Pizza 352-446 g

4.99
BUY MORE SAVE MORE
COMPLIMENTS Cheese 250-270 g 5.99 ea

100 PTS
when you buy 2
4.99
COMPLIMENTS BALANCE Egg Whites 500 g

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

home & pet care



9.99 PURINA Beneful Dry Dog Food 1.6-1.8 kg



8.99 PURINA Cat or Kitten Chow 1.6-2 kg or Dentalife Dog Chews or Treats 404-595 g



13.49 IAMS Proactive Health Dry Cat Food 1.36-1.59 kg



200 PTS when you buy 1
54.99 BLUE BUFFALO Dry Dog Food 9.9 kg

carton cards | PAPYRUS
April 16 - May 6, 2026
SAVE \$5*
when you buy 3 Carlton Cards
MOM, You mean so much to ME.
*details in participating stores



4.99 ZIPLLOC Bags 10-100 pk selected



7.49 GLAD Kitchen Bags 26-52 pk or Compostable 10 pk



24.99 CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towel 6=18 or 8=16 rolls



3.49 DAWN Dish Soap 431-502 mL



STARTING AT 5.99 WINDEX Glass Cleaner 765-950 mL or BON AMI Glass Cleaner 560 g



5.79 LYSOL Toilet Bowl Cleaner 946 mL, Powder Odour Fight 710 mL or Air Freshener 283 g selected



14.99 FLEECY Fabric Softener 4.7 L

health, beauty & baby



4.49 **150 PTS** when you buy 2
CREST 3D White or Pro-Health Toothpaste or ORAL-B Toothbrushes, Floss or Picks 63-120 mL or 1-75 pk selected



100 PTS when you buy 2
STARTING AT 7.79 SENSODYNE, Pronamel or Clinical Strength Toothpaste 75 mL selected



STARTING AT 5.49 SOFTSOAP, IRISH SPRING Body Wash 591 mL or PANTENE or GARNIER Hair Care 150-370 mL selected



STARTING AT 3.49 GARNIER Fructis or HERBAL ESSENCES Shampoo or Conditioner 346-370 mL or SECRET or OLD SPICE Deodorant 73-96 g selected



500 PTS when you buy 2
15.99 ALWAYS Pads, Liners or Tampons 10-216 pk selected



STARTING AT 8.49 OLD SPICE Body Wash 532-709 mL or AUSSIE Shampoo or Conditioner 778 mL or OLD SPICE, SECRET or GILLETTE Deodorant 45-216 g selected



7.99 **100 PTS** when you buy 1
DR TEAL'S Epsom Salts or Foaming Bath 1.36-1.81 kg or 1 L selected



200 PTS when you buy 2
20% off CERAVE Moisturizers or Cleansers selected



400 PTS when you buy 1
78.99 ENFAMIL A+ NeuroPro Ready-To-Feed Bottles 18 pk



200 PTS when you buy 1
28.99 PAMPERS Super Pack Diapers 42-116 pk



2.22 BABY GOURMET Organic Baby Pouches or Jars 92-128 mL



100 PTS when you buy 2
3.99 PAMPERS Baby Wipes 56-72 pk

pharmacy

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



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



15% off **150 PTS** when you buy 2
TYLENOL, BENLIN or SINUTAB Cough, Cold & Sinus selected† or VISINE Eye Care selected 15 mL



10% off **250 PTS** when you buy 2
VOLTAREN Emulgel 60-150 g or FLONASE 60 dose†



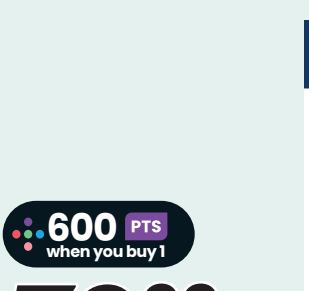
10% off **250 PTS** when you buy 1
COLD-FX 45-60 pk



15% off **250 PTS** when you buy 1
NICORETTE Gum or Lozenges 160-210 pk or QuickMist Duo†



400 PTS when you buy 2
21.99 CLARITIN Allergy Relief 15-30 pk or AERIUS 24 pk†



600 PTS when you buy 1
79.99 A&D Blood Pressure Monitor UA1040TCNBL or UA810CNBL 1 ea

A&D Medical VOICE GUIDED
Blood Pressure Monitor
Premium Upper Arm
Bluetooth
CLINICAL GRADE ACCURACY
Measurement Accuracy, Atrial Fibrillation, 90 Reading Memory, Includes Batteries

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Activate your offers in the Sobeys app or at [Sobeys.com/offers](https://www.sobeys.com/offers)

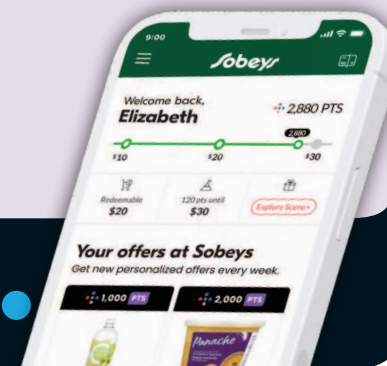


SAVE
\$2.79

LOAD THIS OFFER
AND SAVE \$2.79 ON
BEST BUY Napkins
500 pk

Get
800 PTS
when you buy 2

COMPLIMENTS Laundry
Scent Booster Beads 422 g



Offer valid April 30th to May 6th, 2026 at all Sobeys locations in Atlantic 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. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

celebrate Cinco de Mayo

1 LB BAG

100 PTS
when you buy 2

4.47

Limes product of Colombia or Brazil 1 lb 454 g

6.99 /lb

Jalapeño Peppers product of Mexico or USA 15.41/kg

2.49 /lb

Red Onion product of Canada or USA no 1 grade 5.49/kg

BUY MORE SAVE MORE

\$6 ea when you buy 2 or more

COMPLIMENTS Lean Ground Pork, LAMB TONIGHT Lean Ground Lamb, JOHNSONVILLE Sausage Meat, NOBLE PREMIUM Lean Ground Bison or FONTAINE Lean Ground Veal 226-454 g starting at 6.99 ea

7.99 /lb

Fresh Lean Ground Beef Family Size 17.61/kg

NEW **READY FOR YOU**

14.99 /lb

AL PASTOR In-Store Marinated Fresh Atlantic Salmon Fillets 33.05/kg

2.09 /100 g

200 PTS when you buy 1

AL PASTOR Chicken Taco Kit available chilled

5.97

CRACKER BARREL Shreds 250-320 g

NEW **READY FOR YOU**

1.25

AL PASTOR Marinated Raw Shrimp Skewers previously frozen 45 g

4.99

CHOLULA Salsa 325 mL or Hot Sauce 150 mL

4.99

TACO BELL Dinner Kits 260-420 g

1.99

OLD EL PASO Seasonings 24 g or CHOLULA Taco Seasoning 28 g

250 PTS when you buy 2

3.49

WINDSOR Grinders selected 34-70 g

100 PTS when you buy 1

3.75

COMPLIMENTS Pickled Jalapeños 375 mL

5.99

FIREBARNS Hot Sauce 200 mL

2.99

LA COSTEÑA Refried Beans 546 mL

3.99

JARRITOS Soft Drink selected 1.5 L

4.49

PACO Tortillas 650 g or CASA BONITA Corn Tortillas 250-450 g not available in all stores

1.99

HUNT'S Heirloom Tomatoes or Manwich Sloppy Joe Sauce 398 mL or ROTEL Tomatoes 284 mL

100 PTS when you buy 2

Celebrate the taste of Mexico - May 5



Your destination for variety and value



\$8 /lb

Sugar Mangoes product of Colombia 17.64/kg



1.99

Bean Sprouts product of Canada 325 g



7.99

DERLEA Chopped Garlic 1 kg



10% off

NEW ZEALAND SPRING LAMB frozen



150 PTS when you spend \$10 or more

3.99 /lb

Fresh Pork Hock 8.80/kg



4.88

EIGHT TREASURES Basa Steaks 500 g



2.49 POIDS NET 400 mL

AROY-D Coconut Milk 400 mL



11.48

BILLY BEE Natural Honey 1 kg



3.28

EIGHT TREASURES Sweetened Condensed Milk 300 mL



2.98

CHINA LILY Soya Sauce 483 mL



2.98

CHEN KE MING Ramen or Udon Noodles 800 g



3.98

GOLDEN DRAGON Sauce selected 455 mL



4.78

HORMEL FOODS Tocino-Flavoured Spam 340 g



3.48

INDOMIE Instant Noodles 400-425 g selected varieties



2.98

FOCO Coconut Water 1 L



2.48

CHACHA Sunflower Seeds 260 g selected varieties



8.98

DAN-D PAK Cashews salted or unsalted 454 g



4.79

ORION Turtle Chips 160 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

TRY OUR TRI TIP! IT'S FLAVOURFUL, VERSATILE AND AFFORDABLE!

Minimum
21 day aged

DID YOU KNOW?

- This triangular cut comes from the bottom of the sirloin.
- It boasts a rich meaty flavour.
- It's lean and lower in fat.
- It's a chef favourite for its versatility.

17⁹⁹
/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 39.66/kg

Learn more

Visit www.sobeys.com/articles/different-cuts-of-beef

Make your own "Steak Bites" at home

Get **250** **PTS**
when you spend \$25 or more on these products

18⁹⁹
/lb

Fresh Boneless Bottom Sirloin Tri Tip Grilling Steak Cubes cut by your meat expert from Canada AAA grade beef 41.86/kg

18⁹⁹
/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 41.86/kg

A predominant note of soy sauce enhanced with ginger, garlic and sesame flavour, the attractions of tasty Asian cuisine

YOUR GUIDE TO THE PERFECT STEAK

STEAK TEMP GUIDE

| | |
|--------------------|---|
| RARE | Remove from heat at 115° - 120° F (46° - 49° C) |
| MEDIUM-RARE | Remove from heat at 125° F (52° C) |
| MEDIUM | Remove from heat at 135° - 140° F (57° - 60° C) |
| MEDIUM-WELL | Remove from heat at 145° - 150° F (63° - 66° C) |
| WELL-DONE | Remove from heat at 155° - 160° F (68° - 71° C) |

HOW TO COOK A TRI TIP:

ROAST IT: Sear on the stovetop, then go low and slow.

BRAISE IT: Cook it, shred it and savour the sauciness!

GRILL IT: The tried-and-true quick and easy method.

SMOKE IT: Pick the dry rub and wood, and give it time!

READY FOR YOU

East coast lobster is coming May 7!



First
of the
Season



Sobeys

**1,000+ ITEMS ARE
PRICE LOCKED**

until June 3, 2026



100 PTS
when you buy 2

3⁹⁹

COMPLIMENTS Lemonade
1.36-1.54 L



3⁹⁹

TWIGZ Pretzels
130 g



4⁴⁹

DEMPSTER'S Signature Buns
6-12 pk



2/\$8

RED BULL Energy Drink
355 mL



100 PTS
when you buy 2

7⁹⁹

COMPLIMENTS Dry Lentils or Beans
450 g



2/\$4

COMPLIMENTS Prepared
Mustard 400 mL



8⁹⁹

KELLOGG'S Jumbo Cereal 700 g-1.1 kg



6⁹⁹
ea when you
buy 2 or more

E.D. SMITH Pie Filling selected 540 mL
8.29-9.29 ea



2⁴⁹

COMPLIMENTS Sour Cream 250 mL



3⁷⁹
ea when you
buy 2 or more

MIO, KOOL-AID or CRYSTAL LIGHT
Water Enhancers Liquids 48 mL or
Powders 4-10 pk 4.69 ea



3⁴⁹

HEINZ Hot Bites 198 g



15⁹⁹

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



So much value in every shop

Sobeys

1,000+ ITEMS ARE PRICE LOCKED

until June 3, 2026



\$8
/lb

Sugar Mangoes product of Colombia 17.64/kg



\$3
/lb

Ginger Root product of China 6.61/kg



MEMBERS SAVE \$1
13⁹⁹
MEMBER PRICING

14⁹⁹
without Scene+ Card

COMPLIMENTS Sliced Cheeses 440 g



\$4

Garlic Bread 540 g

Made with 100% Canadian Flour



\$4

Large Cantaloupe product of Guatemala or Honduras no 1 grade



\$4

THE LITTLE POTATO COMPANY Kits 454 g product of Canada, Canada no 1



\$6

FIELD ROAST Plant-Based Burgers 184 g



12⁵⁰

OCEAN JEWEL Shrimp Skewers 454 g



11⁹⁹

ULTRA NATURAL Fair Trade Honduras Cooked Shrimp with Garlic & Parsley or Asian-Style Marinade 454 g



200 PTS
when you buy 2

16⁴⁹

Ribs full rack 710 g available hot or chilled



BUY 1 GET 1 FREE
of equal or lesser value

Cream Pies 5" 260-370 g

So much value in every shop

Rachelle Béry

Feel good, all season long.

Rachelle Béry
wellness boutique



200 PTS when you buy 1

20% off

PROGRESSIVE VITAMIN C, OMEGA, SUPERFOODS GREENS OR YOUTHEORY GUMMIES
SELECTED VARIETIES AND SIZES

200 PTS when you buy 1

15% off

ST FRANCIS HERB FARM DIGEST OR DETOX SUPPLEMENTS
SELECTED VARIETIES AND SIZES

20% off

HAVN LIFE MUSHROOM SUPPLEMENTS
60-90 PK

15.99

ENER-C VITAMIN DRINK MIX
OR ENER-B OR ENER-D 16.99, 30 PK

500 PTS when you buy 1

29.99

GENUINE HEALTH MARINE OR BOVINE
COLLAGEN POWDER 140-160 G

NEW

24.99

THE LITTLE CACAO CO.
VITAMIN CHOCOLATES 20 PK

15% off

AURA CACIA ESSENTIAL OILS OR SKIN CARE
SELECTED VARIETIES AND SIZES

15% off

GREEN BEAVER ORAL CARE, DEODORANT OR ANTIPERSPIRANT
SELECTED VARIETIES (EXCLUDES MENS AND CASTILLE SOAPS)

15% off

SPA DENT NATURALS ORAL CARE
SELECTED VARIETIES AND SIZES



A selection of organic and natural products made to enrich your life

Products available at select locations only.

Browse a Rachelle Béry boutique at your local Sobeys store

40 YEARS OF DELIGHT

100 PTS when you buy 2

5.99

INTERNATIONAL DELIGHT
946 mL or Cold Foam
369-396 g

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YOUR COFFEE'S CREAMY GOODNESS

5.99

SILK Creamers
890 mL or Cold Foam
369 g

Silk® © 2026 WhiteWave Services, Inc. All rights reserved.

MAKING EVERY BITE COUNT

BUY A CADBURY PRODUCT, HELP DONATE A MEAL

5.49 ea when you buy 2 or more

CADBURY Sharing Bars
180-200 g
6.99 ea

5.29

CADBURY Multipacks
152-200 g

200 PTS when you buy 2

Cadbury is donating \$100,000 to Food Banks Canada, and you can help raise \$100,000 more for select affiliate food banks within Canada. A portion of proceeds from the purchase of Cadbury products between April 6th - May 16th, 2026, will be donated, up to a maximum of \$100K. Food Banks Canada meal metric, \$1 = 2 meals. NHLPA and the NHLPA logo are registered trademarks of the National Hockey League Players' Association. © NHLPA. All rights reserved.

THE TASTE OF PERFECTION

4.49

OIKOS 4x95 g or 4x100 g

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BACKED BY OVER 35 YEARS OF ACTIVIA'S EXPERTISE IN GUT HEALTH

4.99

ACTIVIA 8x100 g

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THE SNACK OF THE MOST INTENSE FANS

3.99

Takis Fuego, Pickle Punch

talenti CRAFTED TO TASTE
as good as it looks

6.99

TALENTI Sorbetto or Gelato
473 mL selection may vary by store

SUMMER OF SAVINGS

SAVE ALL SUMMER ON YOUR FAVOURITE Kraft/Heinz PRODUCTS

4.97

HEINZ Ketchup 750 mL-1 L
Miracle Whip Spread 650-890 mL or Picnic Pack 3x375 mL any variety

\$4

KRAFT Salad Dressing 425 mL or HEINZ Mayonnaise-Style Sauces 340 mL any variety

\$3

KRAFT BBQ Sauce 455 mL any variety

ARMSTRONG

HIGH IN PROTEIN Marble Cheddar Cheese

6.99

ARMSTRONG Shredded Cheese 300-320 g

5.99

ARMSTRONG Sticks 210 g, Nibblers 200 g, Swirls 283-340 g or Combos 180 g

Winner Cheese category. Survey of 4,000 people by Kantar.

ONE SIP AND YOU'RE MATCH READY!

7.99

FUZE Iced Tea 12x341 mL

21.99

POWERADE Beverages 24x591 mL

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NEW CRACKER BARREL Signature

PERFECT FOR SNACKING, SPREADING & DIPPING

3.99

CRACKER BARREL Monterey Jack Spreads 200 g

9.99

CRACKER BARREL Cheese Slices 500 g

5.49

COCA-COLA Beverages 6x222 mL

50 PTS when you buy 1

5.99

COCA-COLA mini

21.99

POWERADE Beverages 24x591 mL

7.99

FUZE Iced Tea 12x341 mL

21.99

POWERADE Beverages 24x591 mL

21.99

POWERADE Beverages 24x591 mL

Offer valid from April 30th to May 6th, 2026.
*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price.
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NEW FLAVOURS!

Häagen-Dazs EXTRÄAZ

5.99

HÄAGEN-DAZS Ice Cream 400-450 mL selection may vary by locations

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6.99

YOPLAIT Source Yogurt 16 pk or Méditerranée Yogurt 900 g

3.49

KRAFT Philadelphia Dips 227 g

5.99

FILLO'S Beans or Lentils 283 g

3.99

LA COCINA Tortilla Chips 300-400 g

12.49

SAPPORO Non-Alcoholic Beer 6x355 mL

21.99

GURU Energy Drink 355 mL

50 PTS when you buy 2

6.49

DR. OETKER Casa di Mama or Ristorante Pizza 288-410 g

9.99

RED BULL Energy Drink 4x250 mL

Drink in the FIFA World Cup 26™

Coca-Cola
OFFICIAL PARTNER

*Coca-Cola Ltd., used under license.

15⁴⁹
GLACEAU smartwater Beverages 6x1 L
100 PTS when you buy 1

6⁹⁹
AHA Sparkling Water Beverages 12x355 mL
100 PTS when you buy 1

2/4⁵⁰
POWERADE Beverages 710 mL

2/4⁵⁰
COCA-COLA Beverages 1 L

Offer valid from April 30th to May 6th, 2026.
*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Not valid in conjunction with any other offer. Retailer may sell for less. All products must be purchased at the same time, single units at regular price. The trademarks that appear are the property of their respective trademark owners.

Dare

500 PTS when you buy 4

\$3
BRETON Bites 160-200 g

6⁴⁹
DARE Family Pack Cookies 336-630 g

Hot Wheels
Proudly Canadian

YOU COULD WIN FIFA WORLD CUP 26™ TICKETS AND MORE

300 PTS when you buy 3

3⁶⁹
QUAKER Instant Oatmeal 232-344 g selected or Standard Oats 709 g-1 kg selected

3⁴⁹ go when you buy 3 or more
CRISPY MINIS Rice Snacks 90-100 g selected 4.29 ea

BUY MORE SAVE MORE

HELLMANN'S
OFFICIAL CONDIMENT OF CANADA

100 PTS when you buy 2
HELLMANN'S Flavoured Mayonnaise 325-445 mL

100 PTS when you buy 2
HELLMANN'S Mayonnaise 750-890 mL

Scene+ You could WIN 1,000,000 PTS or 1 of 110 Canada Soccer Gift Cards!

SPEND \$10 on participating Hellmann's products (before taxes). SCAN your Scene+ card at check-out to enter for a chance to win.

*NO PURCHASE NECESSARY. Full Contest rules found at https://www.sobeys.com/hellmanns-canada-soccer-spring-contest. Contest runs from 03/12/2026-05/06/2026. Open to legal residents across provinces of Canada including QC with a valid Scene+ account and who have reached the age of majority. 1 grand prize of 1,000,000 Scene+ points (ARV: \$10,000.00), 1 secondary prize of 500,000 Scene+ points (ARV: \$5,000.00), 110 tertiary prizes of Canada Soccer gift cards (ARV: \$50.00 each). Trademarks of Scene Plus IP corporation used under license by Sobeys Capital Incorporated. All Canada Soccer logos and marks are the property of Canada Soccer and may not be reproduced without prior written consent. © 2026 Canada Soccer. All Rights Reserved.

Knorr

5⁹⁹
KNORR Pastes 311 g

2⁹⁹
KNORR Rice & Pasta Cups 73 g

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Fire-up THE FLAVOUR!

3⁹⁸
VH Sauces 341-380 mL

5⁹⁹
PAM Cooking Sprays 113-170 g

GO TEAM

YOU COULD WIN A TRIP FOR 4 TO TENERIFE, SPAIN

ENTER FOR A CHANCE TO WIN AT WWW.ORVILLECONTEST.CA

6⁴⁹
ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 340-492 g or Gourmet Popping Corn 850 g

150 PTS when you buy 2

3⁹⁹
ORVILLE REDENBACHER Ready to Eat Popcorn 116-220 g

STAR WARS THE MANDALORIAN AND GROGU
Only in theatres! MAY 22

GRILL TIME

3⁴⁹
TABASCO Pepper Sauce 57 mL

4⁹⁹
NANDO'S Perinaise 450 mL

4⁹⁹
MAILLE Mustard 200 mL

5⁴⁹
BRIANNA'S Salad Dressing 355 mL

7⁹⁹
CATTLEBOYZ Original BBQ Sauce 490 mL

SCORE REWARDS WITH GENERAL MILLS & SCENE+

BUY A GENERAL MILLS PARTICIPATING PRODUCT FOR A CHANCE TO WIN CANADA SOCCER MERCH AND FREE GENERAL MILLS PRODUCTS!

Spend **\$15** and get **500 Scene+ POINTS** On General Mills™ participating products

5⁹⁹
GENERAL MILLS Family Size Cheerios or Selected Varieties 475-778 g

3⁹⁹
OLD EL PASO Taco Kits 250-510 g

2⁹⁹
NATURE VALLEY Lunch Box, Crunchy or Trail Mix Granola Bars or BETTY CROCKER Fruit, Gushers or MOTT'S 120-230 g selected varieties

*Must redeem online. Offer ends July 31, 2026. See participating products for details.

CHAPMAN'S Yukon Novelties 5-8 pk selected
4⁹⁹

SMART ONES Frozen Entrées 241-283 g
3⁹⁹ **200 PTS** when you buy 4

4/\$10

ANNIE'S Mac & Cheese 149-170 g excludes Gluten Free, Vegan and SuperMac

ANNIE'S SHELLS & WHITE CHEDDAR COQUILLES ET CHEDDAR BLANC 170 g

ANNIE'S SHELLS & REAL AGED CHEDDAR COQUILLES ET VRAI CHEDDAR VIEILLI 170 g

KELLOGG'S Eggo Waffles, French Toast Sticks or Pancakes 270-330 g
2/\$8

NERDS Gummy Clusters 142 g
4²⁹

SUNKIST Fruit Snacks Club Pack 792 g
9⁹⁹ **200 PTS** when you buy 2

HEINEKEN Non-Alcoholic Beer 6x330 mL
12⁹⁹ **200 PTS** when you buy 2

Make every day CATurday

Give them love, and they'll give you a lifetime of purrs



100 PTS when you buy 1

COMPLIMENTS Cat Litter 7 kg



1.49

PURINA Friskies Lil' Soups 34 g



19.99

PURINA ONE Live Clear Dry Cat Food 1.36 kg



100 PTS when you buy 2

5.99

WHISKAS Temptations Cat Treats 454 g



88¢

WHISKAS Wet Cat Food Pouches 85 g



6.99

PURINA Friskies Lil' Lickables 140 g



1.97

PURINA Fancy Feast Gems 114 g



1.89

BLUE BUFFALO Tasteful Wet Cat Food 155 g



200 PTS when you buy 1

10.99

COMPLIMENTS Cat Litter 15 kg





Dove
MEN
+care



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TICKETS TO THE
**FIFA World
Cup 26™**

Full rules and entry details at
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*Terms and conditions apply.

6.99

DOVE Body Wash
325 mL



6.99

DOVE Soap Bars
3 pk selected



6.49

DOVE Shampoo
355 mL or
Deodorant 45 g



START FRESH.
STAY FRESH.



5.49

DEGREE Body Wash
600 mL selected

AXE

SMELL IRRESISTIBLE
ALL DAY



5.99

AXE Body Wash 473 mL



5.49

AXE Shampoo 473 mL



5.99

AXE Deodorant 85 g or Body Spray 113 g



MONSIEUR GUSTAV™

Celebrate Cinco de Mayo the Gouda way



100 PTS
when you buy 2



SANS
LACTOSE
FREE



6.99

MONSIEUR GUSTAV
Swiss Cheese
Gouda Cheese
selected varieties
170g



5.99

100 PTS
when you buy 2

MONSIEUR GUSTAV
Double Crème Brie
125g, JARLSBERG Slices
selected varieties 120g
or FRICO Slices selected
varieties 150g

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APPLY NOW



*Conditions Apply





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or more and

Save
\$10



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SHOP NOW

OFFER VALID APRIL 30 – MAY 6, 2026

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