

ATL_NB_BIL

Canadian Sobeys

Since 1907

Verified
3.99 /lb

Fresh Pork Tenderloin Family Size cryovac or Fresh Pork Side Ribs breast bone removed 8.80/kg
Filet de porc frais format familial, emballage sous vide ou côtes de flanc de porc fraîches sternum enlevé

Verified
6.44 /lb

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Breasts while supplies last 14.20/kg
Poitrines de poulet fraîches COMPLIMENTS sans peau, désossées, REFROIDIES À L'AIR jusqu'à épuisement des stocks

Verified
9.99 MEMBERS SAVE *2
MEMBER PRICING

11.99 without Scene+ Card

COMPLIMENTS Smoked Sausages 900 g or BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g
Saucisses fumées COMPLIMENTS ou côtes de dos de porc BBQ ou au miel et à l'ail LA SÉLECTION DU BOUCHER

Verified
2.99

Cauliflower product of USA
Chou-fleur produit des É.-U.

Verified
1.99

From Atlantic Canada
Russet Potatoes product of Atlantic Canada 5 lb
Pommes de terre Russet produit du Canada atlantique

Verified
6.99

COMPLIMENTS Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops
Crevettes crues COMPLIMENTS ou pétoncles de baie

Verified
9.99

Prepared Fresh Daily In-Store Fruit or Vegetable Trays 900 g-1.3 kg
Plateaux de fruits ou de légumes frais préparés chaque jour en magasin

READY FOR YOU

Verified
5.99

ROYALE Bathroom Tissue 9-12=24 Rolls, Paper Towel 3=6 Rolls or Facial Tissue 6 pk
Papier hygiénique ROYALE rouleaux, essuie-tout rouleaux ou mouchoirs

Verified
3.99

DANONE Activia Yogurt 8 pk
Yogourt Activia DANONE

Verified
1.88

SMART ONES Frozen Entrées 241-283 g or HEINZ Hot Bites 198 g
Repas surgelés SMART ONES ou bouchées Hot Bites HEINZ

Verified
5.49

BUBLY or MONTELLIER Sparkling Water 10-12x355 mL
Eau pétillante BUBLY ou MONTELLIER

Verified
9.99

STARBUCKS Roast & Ground Coffee 340 g or K-Cup® Pods 10 pk or VAN HOUTTE Roast & Ground Coffee 340 g
Café torréfié et moulu STARBUCKS ou dosettes K-Cup® ou café torréfié et moulu VAN HOUTTE

Verified
3.47

DR. OETKER Ristorante or Casa Di Mama Pizza 288-410 g or DR. OETKER Giuseppe Garlic Fingers 317 g
Pizza Ristorante DR. OETKER ou Casa di Mama ou bâtonnets à l'ail Giuseppe DR. OETKER

Scene+ SPEND & GET

SPEND \$125 OR MORE ON GROCERIES, GET 1,000 PTS

That's like \$10 toward your groceries

Valid Thursday, April 16 - Sunday, April 19, 2026

Offer valid April 16 to April 19, 2026 at all Sobeys locations in Atlantic Canada. Receive 1,000 Scene+ points when you spend a minimum qualifying purchase of \$125 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1,000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery 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. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/termsand-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.

DON'T FORGET YOUR COUPON Offer also available through mygroceryoffers.ca or on the Sobeys app

Verified
4.99

KEWPiE Japanese Mayonnaise 450 g or HUY FONG Sriracha Hot Chili Sauce 714 mL
Mayonnaise japonaise KEWPiE ou sauce sriracha piquante HUY FONG

Global Market

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.

THU 16 | FRI 17 | SAT 18 | SUN 19 | MON 20 | TUE 21 | WED 22

Prices and offers in effect April 2026 - New Brunswick
Prix et offres en vigueur ces jours avril 2026 - Nouveau-Brunswick

So many deals
Scan here for our full digital flyer

ATL_NS_NB_BIL

Scene™

MEMBER

PRICING

Swipe your Scene+ Card and Save



20% off
MEMBER PRICING

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs or STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef
Longe de porc fraîche de choix NAGANO, côtelette coupe hôtel, filet ou côtes de dos ou médaillons de haut de surlonge désossé frais à griller STERLING SILVER coupé par votre expert boucher, coupe de bœuf Canada AAA



From Atlantic Canada

SAVE UP TO **43%** WITH MEMBER PRICING

19.99
MEMBER PRICING

25.99
without Scene+ Card

COMPLIMENTS Newfoundland Wild Snow Crab Clusters or New Brunswick Lobster Claws product of Canada 454 g
Grappes de crabe des neiges sauvages cuites de Terre-Neuve COMPLIMENTS ou pinces de homard du Nouveau-Brunswick produit du Canada



MEMBERS SAVE 50¢

99¢
MEMBER PRICING

1.49
without Scene+ Card

COMPLIMENTS Canned Legumes 540 mL
Légumineuses en conserve COMPLIMENTS



MEMBERS SAVE 50¢

3.49
MEMBER PRICING

3.99
without Scene+ Card

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

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

Scene™

TURN POINTS INTO GROCERIES



300 PTS when you buy 2

8⁹⁹

JANES Pub Style Breaded Chicken or Wings 660-700 g
Poulet pané Style Pub JANES ou ailes



That's like \$5 toward your groceries

500 PTS when you buy 3

5⁴⁹

COMPLIMENTS Dry Cured Salami selected 125 g
Salami salé à sec COMPLIMENTS certaines variétés



That's like \$5 toward your groceries

500 PTS when you buy 1

47⁹⁹

VEGA All-in-One Nutrition 827-876 g
Nutrition tout-en-un VEGA



150 PTS when you buy 2

3⁹⁹

AXE Body Wash or Shampoo 473 mL, DOVE Bar 2 pk, AXE or DEGREE Deodorant 76-113 g selected
Nettoyant pour le corps AXE ou shampooing AXE, pain de savon DOVE, déodorant AXE ou DEGREE certaines variétés



300 PTS when you buy 1

26⁹⁹

HUGGIES Giga Diapers 36-128 pk
Couches format giga HUGGIES

1,000 Points = \$10 of free groceries

100% **fresh** GUARANTEE

Guaranteed fresh or your money back



17.99 /lb
Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 26.43/kg Rôti de pointe de surlonge frais désossé à cuire au four ou bifteck mariné à griller format familial coupés par votre expert boucher, coupe de bœuf Canada AAA



13.99
COMPLIMENTS, MONTANA'S, BELMONT, THE KEG, CARDINAL OR SUNRISE Burgers selected 680-906 g Burgers COMPLIMENTS, MONTANA'S, BELMONT, THE KEG, CARDINAL ou SUNRISE certaines variétés



7.49 /lb **500 PTS** when you buy 1
Fresh Lean Ground Beef available only in 5 lb tube 16.51/kg Bœuf haché maigre frais disponible uniquement en tube



10.99 /lb, ea
COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g, MIRABEL Cooked Shrimp 71-90 ct per lb 400 g or Haddock Loins 24.23/kg Couronne de très grandes crevettes cuites avec sauce COMPLIMENTS, crevettes cuites MIRABEL ou longues d'aiglefin



\$4
Red Mangoes product of Mexico 3 pk Mangues rouges produit du Mexique



7.99
Small Bar Cakes 325-575 g Petits gâteaux rectangulaires



BUY 2 GET 3RD FREE
BALDERSON Cheddar 250-280 g selected Cheddar BALDERSON certaines variétés



2.99 /100 g
COMPLIMENTS Black Forest or Honey Ham Jambon forêt-noire COMPLIMENTS ou jambon au miel



100 PTS when you buy 1
6.99 BECEL Margarine 637-850 g Margarine BECEL



5.99
ARMSTRONG Cheese 400 g or Shreds 300-320 g or SAPUTO Mozzarellissima 500 g Fromage ARMSTRONG, fromage râpé ou mozzarellissima SAPUTO



5.99
COMPLIMENTS Free Run Large White Eggs 12 pk or MARITIME PRIDE Large White Eggs 18 pk Gros œufs blancs de poules en liberté COMPLIMENTS ou gros œufs blancs MARITIME PRIDE



200 PTS when you buy 2
2/\$7
QUAKER Harvest Crunch Cereal 270-510 g Céréales Croque nature QUAKER



4.49
SCOTSBURN Premium Ice Cream 1.5 L or Selected Novelties 12 pk Crème glacée de qualité supérieure SCOTSBURN ou nouveautés certaines variétés



2.99
LECLERC Celebration or DARE Viva Puffs, Simple Pleasures or Whippet Cookies 200-350 g Biscuits Célébration LECLERC ou Viva Puffs DARE, Petits plaisirs ou Whippet



2.99
DEMPSTER'S Holsum White or Whole Wheat, Texas Toast or Sandwich Bread 570-675 g, Hot Dog or Hamburger Buns 8 pk or English Muffins 6 pk Pain blanc Holsum DEMPSTER'S, blé entier, Texas Toast ou à sandwich, pains à hot-dog ou à burgers ou muffins anglais



2.99
HEINZ Flavoured Mayo 340 mL Mayonnaise aromatisée HEINZ



300 PTS when you buy 2
2/\$7
LAY'S Potato Chips 220-235 g or TOSTITOS Tortilla Chips 205-300 g Croustilles LAY'S ou croustilles de tortilla TOSTITOS



6.99 **200 PTS** when you buy 2
NATURE VALLEY Mid Size Granola Bars 340-525 g Barres granola format moyen VAL NATURE



5.99
SMUCKER'S Strawberry Jam 310-500 mL or COMPLIMENTS Honey 375-500 g Confiture de fraises SMUCKER'S ou miel COMPLIMENTS



8.99
GENERAL MILLS Jumbo Cereal 825 g-1.3 kg, KELLOGG'S Jumbo Cereal 700 g-1.1 kg or POST Jumbo Cereal 11-124 kg Céréales format géant GENERAL MILLS, céréales format géant KELLOGG'S ou céréales format géant POST



150 PTS when you buy 2
14.99
SAPPORO Premium Lager 4x500 mL tall cans or BLUE MOON Wheat Ale 4x473 mL tall cans Bière Premium SAPPORO grandes canettes ou grandes canettes de bière blanche BLUE MOON



50 PTS when you buy 2
4.59
WHITE CLAW black cherry, lime or mango 473 mL can WHITE CLAW cerise noire, lime ou mangue, canette



200 PTS when you buy 2
11.99
LAS MORAS Cabernet Sauvignon or Pinot Grigio 750 mL Cabernet sauvignon ou pinot grigio LAS MORAS

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

*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 NielsenIQ 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.

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 New Brunswick. 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, McCafé@/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. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Please recycle where facilities exist. Printed with vegetable based inks. New Brunswick. Supplement to The Telegraph Journal, The Daily Gleaner & The Chronicle Herald. P06_SBY_WK51_PRN_ATL_NB_BIL

Bring on the grill

2,000 PTS
when you buy 1

7⁹⁹
/lb

value size

Fresh Whole Beef Brisket cryovac cut from Canada AA grade beef while supplies last 17.61/kg
Pointe de poitrine de bœuf entière fraîche emballage sous vide, coupe de bœuf Canada AA, jusqu'à épaisseur des stocks

4⁴⁹
/lb

Fresh Pork Side Ribs breast bone removed sweet & sour cut 9.90/kg
Côtes de flanc de porc fraîches sternum enlevé, coupe aigre-douce

6⁹⁹
/lb

Fresh Skinless Pork Belly Portion 15.41/kg
Portion de flanc de porc frais sans peau

12⁹⁹
/lb

Coho Salmon Fillets frozen or previously frozen product of Chile 28.64/kg
Filets de saumon coho surgelés ou décongelés, produit du Chili

500 PTS
when you buy 2

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken
Poulet entier frais refroidi à l'air COMPLIMENTS

CHOOSE CANADIAN SEAFOOD
From Atlantic Canada

STARTING AT 1²⁵

Fresh Choice Oysters subject to availability
Huîtres fraîches de choix Selon les arrivages

300 PTS
when you buy 3

2⁴⁹

COMPLIMENTS Foil Wrap 25 ft or Parchment Paper 35 ft
Papier d'aluminium COMPLIMENTS ou papier parchemin

100 PTS
when you buy 2

\$6

BEN & JERRY'S Ice Cream 473 mL or MAGNUM Novelties 3-4 pk selected
Crème glacée BEN & JERRY'S ou nouveautés MAGNUM certaines variétés

3⁴⁹

CLUB HOUSE La Grille Marinades 350 mL
Marinades La Grille CLUB HOUSE

400 PTS
when you buy 2

5⁹⁹

BIG 8 Soft Drinks 12x355 mL
Boissons gazeuses BIG 8

150 PTS
when you buy 2

4⁴⁹

DEMPSTER'S Signature Buns 6-12 pk
Petits pains Signature DEMPSTER'S

6²⁹

FRITO-LAY Value Size Snacks 325-535 g
Grignotines format écono FRITO-LAY

2/\$4

PANACHE Carbonated Water 750 mL-1 L
Eau gazéifiée PANACHE

5⁹⁹

SIMPLY Lemonade 2.25 L
Limonade SIMPLY

3⁹⁹

COMPLIMENTS Worcestershire Sauce 285 mL or Pickles 1 L
Sauce Worcestershire COMPLIMENTS ou cornichons

Scene GET 1,000 PTS FOR EVERY \$100 SPENT IN ONE4ALL ULTIMATE GIFT CARDS!

Offer valid during April 16 - 22, 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.

Early season favourites worth firing up



2⁴⁹ /lb
Green Zucchini or Eggplant product of Mexico 5.49/kg
Courgette verte ou aubergine produit du Mexique



7⁹⁹ /lb
Sweet Onions product of USA or Mexico no 1 grade 4.39/kg
Oignons doux produit des É.-U. ou Mexique, catégorie no 1



AVAILABLE AT OUR KITCHENS

AVAILABLE HOT OR CHILLED

\$15

Ribs full rack 710 g available hot or chilled
Côtes levées carré entier, disponibles chaudes ou réfrigérées



100 PTS when you buy 2

6⁹⁹ COMPLIMENTS Halloumi-Style Cheese 200 g Fromage Style Halloumi COMPLIMENTS



value size

99¢ /100 g

Twice Baked Potatoes Value Size sold by 100 g available chilled
Pommes de terre cuites au four deux fois format écono vendues par, disponibles réfrigérées

Made with 100% Canadian flour



BAKED IN STORE

2/\$5

White or 100% Whole Wheat Bread 450 g
Pain blanc ou 100 % blé entier



Place your brownie on the smoker for an extra indulgent treat! Then top with your favourite ice cream.

BUY 1 GET 1 FREE
of equal or lesser value

Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Mini Cornbread 228 g
Brownies, gâteaux brownies ou mini pain de maïs COMPLIMENTS



200 PTS when you buy 2
7⁹⁹ CLARK Beans in Tomato Sauce or Maple Style 398 mL
Fèves dans une sauce tomate CLARK ou style à l'érable



5⁴⁹ MONTANA'S BBQ Sauce 350 mL
Sauce BBQ MONTANA'S



4⁴⁹ PANACHE Dijon Mustard 500 mL
Moutarde de Dijon PANACHE



100 PTS when you buy 2
5⁹⁹ ARMSTRONG Cheese Slices 220-240 g, Sticks 210 g, Swirls 283-340 g, Nibblers 200 g or Combos 180 g
Tranches de fromage ARMSTRONG, bâtonnets, spirales, Nibblers ou Combos



100 PTS when you buy 1
COMPLIMENTS Everything Sauces 245 mL
Sauces tout usage COMPLIMENTS



4⁴⁹ COMPLIMENTS Ketchup 100% Canadian Tomatoes 1 L or 750 mL
Ketchup COMPLIMENTS tomates canadiennes à 100 %



2/\$5 KRAFT Pasta Salad 200 g
Salade de pâtes KRAFT



9⁹⁹ BBQ PIT BOYS Seasonings 240-408 g or SZN SPICE COMPANY Burger Binders, Seasonings or Spices 230-360 g
Assaisonnements BBQ PIT BOYS ou liants pour burger SZN SPICE COMPANY assaisonnements ou épices

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit Sobeys.com/offers or the Sobeys app.

so much value



3⁹⁹
/lb

Sweet ORRI Clementines or Mandarins product of Israel 8.80/kg
Clémentines Sweet ORRI ou mandarines produit d'Israël



2/\$4

200 PTS
when you buy 4

Red Mangoes product of Mexico
Mangues rouges produit du Mexique



3⁹⁹

Raspberries product of Mexico or USA 170 g
Framboises produit du Mexique ou des E.-U.



3⁹⁹

100 PTS
when you buy 2

COMPLIMENTS Caesar Salad Kit product of USA 280 g
Ensemble pour salade César COMPLIMENTS produit des E.-U.



3⁴⁹

Iceberg Lettuce product of USA
Laitue Iceberg produit des E.-U.



5⁹⁹

HIIROS Cherry Tomatoes on the Vine product of Canada 340 g
Tomates cerises sur vigne HIIROS produit du Canada



3⁹⁹

From Atlantic Canada

ECO SPUDS Red Potatoes product of Atlantic Canada, Canada no 1, 5 lb
Pommes de terre rouge ECO SPUDS produit du Canada atlantique catégorie Canada no 1



3⁴⁹
/lb

Broccoli Crowns product of USA or Mexico 7.69/kg
Couronnes de brocoli produit des E.-U. ou Mexique



1⁴⁹

Green Onions product of Mexico
Oignons verts produit du Mexique



3⁸⁸

100 PTS
when you buy 2

COMPLIMENTS ORGANIC White Button Mushrooms product of Canada 227 g
Champignons de Paris biologiques COMPLIMENTS produit du Canada



6⁹⁹

200 PTS
when you buy 2

Green Cotton Candy Grapes product of Peru 454 g
Raisins verts Cotton Candy produit du Pérou



ORGANIC
2⁹⁹

2/\$4

200 PTS
when you buy 4

Bulk Avocados product of Mexico
Avocats en vrac produit du Mexique



3⁹⁹

Cantaloupe product of Honduras or Guatemala no 1 grade
Cantaloup produit du Honduras ou Guatemala catégorie no 1



2/\$5

100 PTS
when you buy 2

Large Red Grapefruit product of Israel
Gros pamplemousse rouge, produit d'Israël



3⁹⁹

100 PTS
when you buy 2

FRESH ATTITUDE Caesar Bacon Dressing Kit product of USA
Salade prête à servir avec vinaigrette César au bacon ATTITUDE FRAÎCHE produit des E.-U.



4⁹⁹

200 PTS
when you buy 1

COMPLIMENTS Reusable Produce Bags
Sacs à produits réutilisables COMPLIMENTS



BUY 2 GET 3RD FREE
of equal or lesser value

Prepared Fresh Daily Roasters or BBQ Grillers assorted sizes
Poulets rôtis ou viandes pour le barbecue préparés chaque jour certains formats



15% off

Prepared Fresh Daily Mixed Fruit Salad or Tropical Fruit Salad assorted sizes
Salade de fruits variés ou salade de fruits tropicaux préparée chaque jour certains formats



3⁹⁹

Dragon Fruit product of Vietnam
Pitaya produit du Vietnam



2/\$5

Methi product of Mexico
Fenugrec produit du Mexique



4⁹⁹

Organic Onions product of Canada or USA 1.36 kg
Oignons biologiques produit du Canada ou E.-U.



1 LB BAG

6⁹⁹

100 PTS
when you buy 1

Organic Lemons product of USA or Mexico 1 lb 454 g
Citrons biologiques produit des E.-U. ou du Mexique



STARTING AT 5⁴⁹

LIGHTLIFE Tempeh 170-227 g or Plant-Based Chicken Tenders 170 g
Tempeh LIGHTLIFE ou pépites de poulet végétariennes



6⁹⁹

100 PTS
when you buy 1

LITEHOUSE Dressing 591 mL selected
Vinaigrette LITEHOUSE certaines variétés



4⁹⁹

H&H Dried Fruit selected 180 g
Fruits séchés H&H certaines variétés



4⁹⁹

COMPLIMENTS Raw Pumpkin Seeds 300 g or Roasted Sunflower Seeds salted or unsalted 450 g
Graines de citrouille crues COMPLIMENTS ou graines de tournesol grillées salées ou non salées

floral fleurs

Available at most stores
Disponibles dans la plupart des magasins



STARTING AT 12⁹⁹

Phalaenopsis Orchids In Ceramic selection may vary by store
Orchidées phalaenopsis en pot de céramique sélection variant selon le magasin



8⁹⁹

150 PTS
when you buy 1

Administrative Professionals Day Flowering Plants 4" grown in Canada
Plantes à fleurs pour la Journée des professionnels de l'administration cultivées au Canada



400 PTS
when you buy 1

24⁹⁹

Administrative Professionals Day or Earth Day Bouquets
Bouquets pour la Journée des professionnels de l'administration ou le Jour de la Terre



\$16

Anthurium or Peace Lily in Ceramic 4" grown in Canada
Anthurium ou lys de la paix dans un pot en céramique cultivé au Canada

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details

*If you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can present the product and/or receipt and we will provide you with the appropriate reimbursement. Restrictions apply, see www.sobeys.com/value-flyer for details.

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

So.tender

HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection
Exclusive to Sobeys

CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

16⁹⁹ /lb

STERLING SILVER Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef 37.46/kg
Rôti de haut de surlonge désossé frais à cuire au four de qualité supérieure
STERLING SILVER ou biftecks à griller format familial coupés par votre expert boucher, coupe de bœuf Canada AAA

STERLING SILVER Fresh Boneless Rib Premium Oven Roast or Family Size Grilling Steaks cut by your meat expert from Canada AAA grade beef
Rôti de côtes de bœuf désossé frais à cuire au four de qualité supérieure
STERLING SILVER ou biftecks à griller format familial coupés par votre expert boucher, coupe de bœuf Canada AAA

500 PTS
when you spend \$50 or more

250 PTS
when you buy 1

5⁹⁹ /lb

PANACHE Flattened Chicken Lemon Greek, Jerk or Portuguese 13.21/kg
Poulet en crapaudine
PANACHE Citron grec, jerk ou portugais

BUY 2 GET 3RD
of equal or lesser value
FREE

COMPLIMENTS Raised without Antibiotics Boneless Skinless Chicken Breast, Boneless Skinless Chicken Thighs, Thighs or Whole Chicken
Poitrine de poulet désossées et sans peau, cuisses de poulet désossées et sans peau, pilons, cuisses ou entier élevé sans antibiotiques COMPLIMENTS

3⁹⁹ /lb

Fresh Pork Loin Rib and Sirloin Combo Chops Family Size 8.80/kg
Côtelettes de longe de porc fraîches, combinaison de coupes de côte et de surlonge
Format familial

3⁴⁹ /lb

Fresh Pork Hock 7.69/kg
Jarret de porc frais

READY FOR YOU

8⁹⁹ /lb

Fresh Lean Ground Beef Burgers 4 pk Family Size 19.82/kg
Burgers de bœuf haché maigre frais
Format familial

5⁹⁹ /lb

MAPLE LODGE FARMS Chicken Sausage 375-500 g
Saucisse de poulet MAPLE LODGE FARMS

5⁴⁹ /lb

MARCANGELO Sweet or Hot Italian Pork Sausage Meat 450 g
Chair à saucisse italienne douce
MARCANGELO ou piquante

18⁹⁹ /lb

Fresh Canadian Lamb Loin Chop 41.87/kg
Côtelettes d'agneau du Canada fraîches

Ready for the Smoker!

9⁹⁹ /lb

Fresh Boneless Beef Brisket Pot Roast cut by your meat expert from Canada AA grade beef 22.02/kg
Rôti de poitrine de bœuf désossée fraîche coupé par votre expert boucher, coupe de bœuf Canada AA

14⁹⁹ /lb

Fresh Beef Chuck Simmering Short Ribs Family Size cut by your local meat expert from Canada AA grade beef 33.05/kg
Bouts de côtes d'épaule de bœuf frais à mijoter format familial coupé par votre expert boucher local, coupe de bœuf Canada AA

Scan to learn how to get more out of your BBQ

5⁹⁹ /lb

Fresh Whole Skinless Pork Belly cryovac 13.21/kg
Flanc de porc frais, entier et sans peau emballage sous vide

value size

quick & easy rapide et facile

7⁹⁹ /lb

CARL BUDDIG Sliced Meats 55 g
Viandes tranchées CARL BUDDIG

6⁹⁹ /lb

COMPLIMENTS Regular Wieners 1 kg
Saucisses fumées ordinaires
COMPLIMENTS

6⁹⁹ /lb

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

9⁹⁹ /lb

CHRIS BROTHERS Bologna 1.5 kg
Bologne
CHRIS BROTHERS

4⁹⁹ /lb

COMPLIMENTS Stuffed Chicken Cutlets or Asian Inspired Entrées 284-500 g
Escaloppettes de poulet farcies
COMPLIMENTS ou repas surgelés asiatiques

6⁹⁹ /lb

WHOLLY VEGGIE! Cauliflower Wings Buffalo Ranch, Hot Honey or Japanese Inspired BBQ 375 g
Ailes de chou-fleur WHOLLY VEGGIE! Buffalo, ranch, miel épice, style BBQ japonais

7⁹⁹ /lb

MARCANGELO or SCHNEIDERS Sausages frozen 375-675 g
Saucisses MARCANGELO ou SCHNEIDERS surgelées

11⁹⁹ /lb

COMPLIMENTS Cabbage Rolls or Five-Cheese Cannelloni 907 g-1 kg
Cigares au chou COMPLIMENTS ou cannelloni aux 5 fromages

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

seafood fruits de mer



4.99 **100 PTS** when you buy 2

COMPLIMENTS Crab Flavoured Seafood 454 g
Fruits de mer à saveur de crabe COMPLIMENTS



7.99

SHOAL WATER SEAFOODS Salt Fish Bits 454 g
Morceaux de poisson salés SHOAL WATER SEAFOODS

Bring on the Grill



\$3

TRUE NORTH Atlantic Salmon Burgers frozen or previously frozen 130 g or 2 pk of burgers for 6.00
Burgers de saumon de l'Atlantique TRUE NORTH surgelés ou décongelés ou burgers



4.99 **150 PTS** when you buy 3 portions

Fresh Atlantic Salmon Portions skin-on plain or in-store marinated 113 g
Portions de saumon frais de l'Atlantique avec peau, nature ou mariné en magasin



11.99 **100 PTS** when you buy 1

COMPLIMENTS Smoked Atlantic Salmon, Steelhead or Gravlax 150 g
Saumon de l'Atlantique fumé COMPLIMENTS, steelhead ou gravlax



9.99

WATERVIEW MARKET Shrimp with Sauce 454 g
Crevettes avec sauce WATERVIEW MARKET



6.99

Prepared In-Store Cooked or Raw Garlic Shrimp Griller previously frozen 280 g
Crevettes à l'ail à griller cuites ou crues préparées en magasin décongelés



12.50

OCEAN JEWEL Shrimp Skewers frozen 10 pk 454 g
Brochettes de crevettes OCEAN JEWEL surgelées

bakery boulangerie

Try our NEW Jumbo Cupcakes!

BUY 4 GET 5TH FREE
of equal or lesser value



Pâtisseries small or large
Pâtisseries petit ou grand format

Made with 100% Canadian Flour

3.99 **BAKED IN STORE**

Butter Crust, Dutch Crunch, Soft Italia or Sesame Seed Topped Bread 450 g
Pain croûte au beurre, hollandais croustillant, italien moelleux ou garni de graines de sésame



2.99 **MEMBER PRICING** **3.69** without Scene+ Card

Bagels 4 pk 450 g
Bagels



5.99 **100 PTS** when you buy 2

All Butter Croissants or Pastries 4 pk 275-400 g
Croissants ou pâtisseries tout beurre



BUY 1 GET 1 FREE
of equal or lesser value

MIX & MATCH

Brownies 550-585 g, Brownie Cakes 295-390 g or COMPLIMENTS Cornbread 228 g
Brownies, gâteaux brownies ou mini pain de maïs COMPLIMENTS



5.49 **200 PTS** when you buy 2

PORTOFINO Breads 585-600 g
Pains PORTOFINO



4.99

ACE BAKERY Rolls or Burger Buns 296-530 g
Petits pains ou pains à burger BOULANGERIE ACE

deli charcuterie & kitchen cuisine



11.99 **MEMBER PRICING** **12.99** without Scene+ Card

COMPLIMENTS Double Cream Brie or Camembert 350 g
Brie double crème ou camembert COMPLIMENTS



20% off

FRICO Gouda mild, medium, smoked or spiced prices as marked
Gouda FRICO Doux, moyen, fumé ou épicé prix comme indiqués



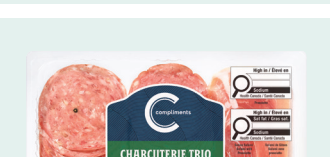
STARTING AT 9.99

TRE STELLE Feta 375 g or CASTELLO Havarti 425 g
Feta TRE STELLE ou havarti CASTELLO



3.99 **200 PTS** when you buy 300 g or more

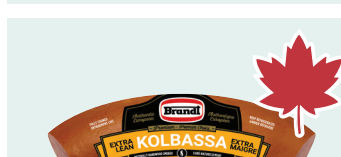
COMPLIMENTS Montreal Smoked Meat, Roast Beef, Corned Beef or Pastrami
Viande fumée montréalaise COMPLIMENTS, rosbif, bœuf salé ou pastrami



300 PTS when you buy 2

12.99

COMPLIMENTS Charcuterie Trio selected 250 g
Trio de charcuteries COMPLIMENTS certaines variétés



6.99

BRANDT Kolbassa Sausage selected 250 g
Saucisse kolbassa BRANDT certaines variétés



6.99

WHISPS Cheese Crisps selected 60 g
Croustillants au fromage WHISPS certaines variétés



7.19 **SLICED FRESH**

CHRIS BROTHERS Salami
Salami CHRIS BROTHERS



7.99 **MEMBER PRICING** **8.49** without Scene+ Card

2 Pack Mixed Deli Meat Subs or Select Varieties 430 g
Sous-marins de viandes variées, pqt de 2 ou certaines variétés



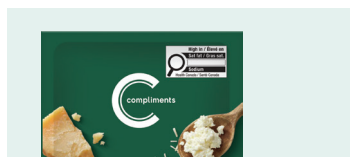
\$3

Handheld Savoury Pastries spinach & feta, bacon & egg or other select varieties 76-95 g available chilled or heated on request
Pâtisseries salées individuelles épinards et feta, bacon et œuf ou autres, certaines variétés, disponibles réfrigérées ou réchauffées sur demande



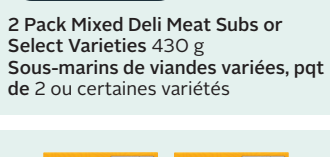
1.99 **75 PTS** when you buy 2

BURNBRAE FARMS Eggs2Go! 2 pk 88 g
OeufsPresto! BURNBRAE FARMS



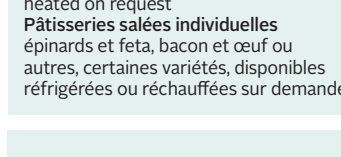
\$5

COMPLIMENTS Fresh Pasta 350-360 g or Sauce 170-300 mL
Pâtes fraîches COMPLIMENTS ou sauce



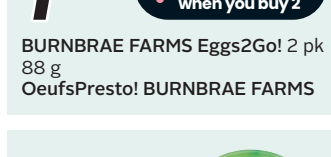
3.99 **100 PTS** when you buy 2

COMPLIMENTS Mini Hummus or Dips 4 pk 228 g
Mini-hummus COMPLIMENTS ou trempettes



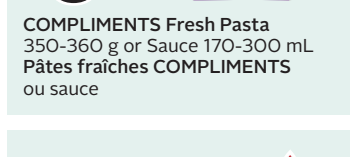
4.99 **200 PTS** when you buy 3

RESER'S Side Dishes 340-567 g available chilled
Plats d'accompagnement RESER'S disponibles réfrigérés



5.49 **100 PTS** when you buy 2

RESER'S Dessert Gelatin or Parfaits 567-624 g
Gélatine pour dessert RESER'S ou parfaits



3.99

COMPLIMENTS Regular Hummus, Topped Hummus or Dips 227-255 g
Hummus COMPLIMENTS, hummus garni ou trempettes

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

frozen & dairy produits surgelés et laitiers

5.99

NANAPOPS! Frozen Bars 4 pk selected
Barres glacées NANAPOPS! certaines variétés



2/\$11

HEALTHY CHOICE Simply Steamers Entrées or MARIE CALLENDER'S Bowls selected 255-349 g
Plats cuisinés Simply vapeur HEALTHY CHOICE ou bols MARIE CALLENDER'S certaines variétés



3.49

PILLSBURY Pizza Pops 4 pk
Pizza Pops PILLSBURY



7.99

MICHELINA'S Frozen Entrées 128-284 g
Repas surgelés MICHELINA'S



10.99

SMUCKER'S Uncrustables 10 pk
Uncrustables SMUCKER'S



6.99

RED BARON Pizza 584-665 g
Pizza RED BARON



100 PTS
when you buy 1

CAVENDISH FARMS Fries, Wedges or Onion Rings selected 1-1.8 kg
Frites LES FERMES CAVENDISH, quartiers ou rondelles d'oignon certaines variétés



7.49

100 PTS
when you buy 2

YOPLAIT Source Creamy Yogurt 16 pk
Yogourt Crémeux Source YOPLAIT



5.99

100 PTS
when you buy 2

LIBERTÉ Probiotic Kéfir 1 L or YOPLAIT Yop Drinkable Yogurt 6 pk
Kéfir aux probiotiques LIBERTÉ ou yogurt à boire Yop YOPLAIT



5.49

100 PTS
when you buy 2

COMPLIMENTS Pure Orange Juice 1.36-1.54 L
Jus d'orange pur COMPLIMENTS



6.99

DAIRY ISLE Butter 454 g
Beurre DAIRY ISLE



10.99

DANONE Oikos Greek Yogurt 12 pk or 1.5 kg
Yogourt grec Oikos DANONE



5.99

NATREL Lactose Free Milk 2 L
Lait sans lactose NATREL



7.99

150 PTS
when you buy 3

STÖK Cold Brew Coffee 1.42 L
Café Cold Brew STÖK



3.99

200 PTS
when you buy 2

COMPLIMENTS Cheddar Flavour Slices 400 g
Tranches de fromage cheddar COMPLIMENTS



WE'RE FULL OF
C
compliments

100 PTS
when you buy 2

COMPLIMENTS Mini Pizza Bagel Snacks 198 g
Collations de mini-bagel pizza COMPLIMENTS



3.49

COMPLIMENTS Hash Browns 650 g
Pommes de terre rissolées COMPLIMENTS



2.29

COMPLIMENTS Sour Cream 250 mL
Crème sure COMPLIMENTS



35 PTS
when you buy 1

2.99

COMPLIMENTS BALANCE Non-Hydrogenated Margarine 427 g
Margarine non hydrogénée Équilibre COMPLIMENTS



natural health santé naturelle

2/\$9

POPCORNERS Popcorn Crisps 142 g
Croustilles de maïs soufflé POPCORNERS



3.49

100 PTS
when you buy 2

MADEGOOD Bars, Minis, Rice Crisps 120-150 g
Barres MADEGOOD, Minis ou carrés croustillants



9.99

NATURE'S PATH Eco Pac Assorted Products 650-907 g
Produits assortis Eco Pac NATURE'S PATH



14.99

JUST US! Ground Coffee 340 g
Café moulu JUST US!



9.99

AMY'S Pizza 340-397 g
Pizza AMY'S



7.49

200 PTS
when you buy 2

DAIYA Cheezcakes 400 g
Gâteaux au fauxmage DAIYA



9.99

100 PTS
when you buy 1

EVIVE Smoothie Cubes 3 pk 405-450 g
Cubes pour boisson frappée EVIVE



5.99

EARTH'S OWN Oat Creamers 946 mL
Crèmes à café à l'avoine EARTH'S OWN



400 PTS
when you buy 2

25% off

WEBBER NATURALS Vitamins or Supplements selected
Vitamines ou suppléments WEBBER NATURALS certaines variétés



200 PTS
when you buy 2

9.99

CLIF Bar 5 pk
Barre CLIF



2/\$5

100 PTS
when you buy 2

LOVE GOOD FATS Bars 39-40 g
BARRES LOVE GOOD FATS



5.99

200 PTS
when you buy 2

METHOD Cleaners 828 mL selected (excludes floor, wood, granite, tub or tile cleaners)
Nettoyants METHOD certaines variétés (à l'exception des nettoyeurs pour planchers, bois, granit, baignoire ou carreau)



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drinks & snacks

boissons et grignotines



99¢ MARS Chocolate Bars 30-57 g
Barres au chocolat MARS



2.99 SKITTLES or STARBURST Candy 130-170 g or LIFE SAVERS Candy 150-180 g
Bonbons SKITTLES ou STARBURST ou bonbons LIFE SAVERS



19.99 BUDWEISER Zero Non-Alcoholic Beer 12x355 mL
Bière sans alcool Zéro BUDWEISER



2/\$3 COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L
Eau gazeuse COMPLIMENTS ou pétillante aromatisée ou non aromatisée



3.49 ea when you buy 3 or more
QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea
Crispy Minis QUAKER ou galettes de riz



100 PTS when you buy 2
COMPLIMENTS Tortilla Chips 250-280 g or Potato Chips 200 g
Croustilles de tortilla COMPLIMENTS ou croustilles



2/\$5 FRUITÉ Fruit Drink 2 L
Boisson aux fruits FRUITÉ



4.49 TETLEY Specialty Tea Canisters 20-24 pk
Contenants de thé de spécialité TETLEY



5.99 CHRISTIE Family Size Cookies selected 303-520 g or Oreo Cakesters 285 g
Biscuits CHRISTIE, format familial certaines variétés ou Moelleux Oreo



2/\$7 CHRISTIE Mini Cookies 144-200 g
Mini-biscuits CHRISTIE



\$4 150 PTS when you buy 3
KELLOGG'S Town House, Cheez-It or Snap'd Crackers 213-391 g
Craquelins Town House, Cheez-It ou Snap'd KELLOGG'S



200 PTS when you buy 2
2/\$7 LECLERC Go Pure Bars 140-175 g
Barres Go Pure LECLERC

meal makers alliés-repas



4.99 KELLOGG'S Vector Granola 311 g
Granola Vector KELLOGG'S



3.99 GOGO SQUEEZ Apple Sauce 360 g
Compote de pommes GOGO SQUEEZ



4.99 DEL MONTE Canned Fruit 796 mL
Fruits en conserve DEL MONTE



4.99 SUN-MAID Cinnamon Raisin Bread 450 g or DEMPSTER'S Protein Bagels 450 g or Tortillas 8.5" 6 pk
Pain aux raisins et à la cannelle SUN-MAID ou bagels protéinés DEMPSTER'S ou tortillas



5.49 LAURA SECORD Chocolate Chips 250 g selected
Brisures de chocolat LAURA SECORD certaines variétés



5.99 ea when you buy 2 or more
E.D. SMITH Pie Filling selected 540 mL 6.49 ea
Garniture pour tarte E.D. SMITH certaines variétés



6.99 STEFANO Pasta Sauce 405-648 mL
Sauce pour pâtes STEFANO



3.99 100 PTS when you buy 2
COMPLIMENTS 7" Tortillas 340 g
COMPLIMENTS Huile de canola pure à 100 %



2.99 CLOVER LEAF Yellowfin Chunk Light Tuna or Flaked Pink Salmon 142 g
Thon albacore en morceaux CLOVER LEAF ou saumon rose en flocons



3.99 TACO BELL Dinner Kits 260-420 g, Creamy Sauce 354 mL or Hot Sauce 207 mL
Ensembles de repas TACO BELL, sauce crémeuse ou sauce piquante



4.99 BARILLA Lasagna wavy 454 g or Pasta Jumbo Shells 340 g
Lasagne ondulée BARILLA ou pâtes en coquilles géantes



7.49 DAINTY Basmati Rice 900 g
Riz basmati DAINTY

Here for your budget and lifestyle



100 PTS when you buy 3
3/\$10
COMPLIMENTS Granola 325 g
Granola COMPLIMENTS



15% off
COMPLIMENTS Baking Nuts 350 g or Raisins, Currants, Dates or Prunes selected 375 g-1 kg
Noix grillées COMPLIMENTS ou raisins secs, raisins de Corinthe, dattes ou pruneaux, certaines variétés



2/\$5 100 PTS when you buy 2
COMPLIMENTS Baby Whole or Cut Corn 398 mL
Maïs miniature entier COMPLIMENTS ou coupé



3.79 PANACHE Egg Noodles 375 g
Nouilles aux œufs PANACHE



8.99 PANACHE Maple Syrup 100% Pure 375 mL
Sirop d'érable PANACHE Pur à 100 %



100 PTS when you buy 2
2.49 COMPLIMENTS Evaporated Milk 354 mL or Marshmallows 250 g selected
Lait évaporé COMPLIMENTS ou guimauves certaines variétés



2.49 100 PTS when you buy 2
COMPLIMENTS Flakes of Ham, Turkey or Chicken 156 g
Flocons de jambon, de dinde ou de poulet COMPLIMENTS



3.79 COMPLIMENTS 100% Pure Canola Oil 473 mL
COMPLIMENTS Huile de canola pure à 100 %

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home & pet care

produits ménagers et pour animaux domestiques

100 PTS
when you buy 2

11.99

GLAD Kitchen Catchers 50-60 pk
Sacs Kitchen Catchers GLAD

100 PTS
when you buy 2

2.99

COMPLIMENTS Compostable Cutlery 24 pk selected
Couverts compostables
COMPLIMENTS certaines variétés

26.99

CHARMIN Bathroom Tissue 16=64 rolls or BOUNTY Paper Towels 6=18 or 8=16 rolls
Papier hygiénique CHARMIN rouleaux ou essuie-tout BOUNTY rouleaux

3.49
MEMBER PRICING

3.99 without Scene+ Card

COMPLIMENTS All Purpose Reusable Cloths 15 pk
Linges réutilisables tout usage
COMPLIMENTS

4.99 **100 PTS**
when you buy 2

COLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foamer 887 mL selected
Nettoyants Clean-Up CLOROX ou tout usage ou moussant pour salle de bain certaines variétés

200 PTS
when you buy 2

5.99

FLEECY Fabric Softener 1.36 L or Sheets 80 pk
Assouplissant textile FLEECY ou feuilles

11.99 **300 PTS**
when you buy 2

FEBREZE Plugs 52 mL or Refills 2 pk, 52 mL
Chauffe-huile Prise FEBREZE ou recharges

9.99

DRANO Drain Cleaner Crystals 500 g or Clog Remover Gel 2.37 L
Nettoyant pour drains en cristaux
DRANO ou gel débouche-tuyaux

11.99

PURINA ONE Dry Cat Food 1.45-1.8 kg
Nourriture sèche pour chats
PURINA ONE

1.59 ea when you buy 4 or more

IAMS or SHEBA Perfect Portions 75 g 1.79 ea
IAMS ou Portions parfaites SHEBA

21.99

PURINA Tidy Cats Lightweight Cat Litter 5.44 kg
Litière Poids plume Tidy Cats PURINA

200 PTS
when you buy 2

18.99

IAMS Proactive Health Dry Dog Food 3.18 kg
Nourriture sèche pour chiens
ProActive Health IAMS

health, beauty & baby santé, beauté et bébé

5.99 **100 PTS**
when you buy 2

SENSODYNE or Pronamel Whitening or Multi-Action Toothpaste 110-135 mL selected
Dentifrice blanchissant SENSODYNE ou Pro-émail ou multi-actions certaines variétés

5.49

GARNIER Whole Blends Shampoo or Conditioner 346-650 mL, AUSSIE, GARNIER or HERBAL ESSENCES Stylers 150 mL or 170-283 g selected
Shampooing Whole Blends GARNIER ou revitalisant, produits coiffants AUSSIE, GARNIER ou HERBAL ESSENCES, certaines variétés

300 PTS
when you buy 1

68.99

ENFAMIL A+ NeuroPro Refill 862-890 g
Recharge NeuroPro ENFAMIL A+

4.49

LOVE CHILD ORGANICS Oaty Chomps or Seafriends Snack 100-138 g or Q-TIPS 400 pk
Collations Oaty Chomps LOVE CHILD ORGANICS ou Seafriends ou Q-TIPS

UP TO 15% off

OLD SPICE Body Wash 473-532 mL, OLAY Soap Bar 4 pk or PANTENE, OLD SPICE, HAIR BIOLOGY, HEAD & SHOULDERS, AUSSIE Hair Care 60-650 mL or 397 g selected
Nettoyant pour le corps OLD SPICE, pain de savon OLAY ou soins capillaires PANTENE, OLD SPICE, HAIR BIOLOGY, HEAD & SHOULDERS, AUSSIE ou certaines variétés

10.49

U BY KOTEX Pads, Liners or Tampons 22-129 pk selected
Serviettes U BY KOTEX, protège-dessous ou tampons certaines variétés

100 PTS
when you buy 4

2.99

HOTKID Baby Mum-Mum 50-60 g
Baby Mum-Mum HOTKID

400 PTS
when you buy 2

28.99

PAMPERS Easy Ups or Ninjamas Training Pants 34-74 pk
Culottes d'entraînement Easy Ups PAMPERS ou Ninjamas

2.49

COLGATE Toothpaste 70-120 mL selected
Dentifrice COLGATE certaines variétés

400 PTS
when you buy 2

20% off

AVEENO Skin Care selected
Soins pour la peau AVEENO certaines variétés

9.99

PAMPERS Baby Wipes 112-216 pk
Lingettes pour bébés PAMPERS

1.79 ea when you buy 5 or more

COMPLIMENTS ORGANIC Baby Pouches 128 mL 1.79 ea
Sachets de purée pour bébés Biologique COMPLIMENTS

pharmacy pharmacie

Only available at pharmacy locations. *Select products only available when a pharmacist is on duty. Seulement disponibles dans les magasins avec pharmacie. *Les produits sélectionnés sont disponibles uniquement quand un pharmacien est de garde.

12.99

ENSURE 6x235 mL or GLUCERNA 6x237 mL
ENSURE ou GLUCERNA

15.99 **100 PTS**
when you buy 1

ALEVE Pain Relief 40-100 pk or ASPIRIN 81mg 100-120 pk
Soulagement de la douleur ALEVE ou ASPIRIN †

150 PTS
when you buy 2

10% off

Children's TYLENOL, MOTRIN or BENYLIN selected†
TYLENOL, MOTRIN ou BENYLIN pour enfants certaines variétés †

10% off **200 PTS**
when you buy 2

BAND-AID Premium Bandages
Pansements de qualité supérieure
BAND-AID

200 PTS
when you buy 2

10% off

POLYSPORIN Ointment 30 g
Onguent POLYSPORIN

200 PTS
when you buy 1

10% off

FLONASE 60 Dose†
FLONASE 60 doses

Scene+ Get **1,000 PTS** with a Contour® meter**

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

Contour® meter **FREE** with purchase of 100 test strips

See your pharmacist for details. (Limit of 1 Free Meter)

79.99

CONTOUR® Next Test Strips 100 pk
Bandelettes réactives Next CONTOUR®

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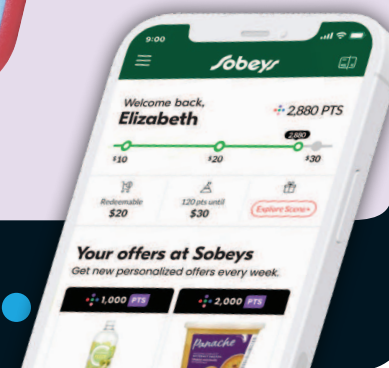


Perfect for salads, pizzas, antipasto skewers or quick snacks with olive oil and herbs.



Get
300 PTS
when you buy 2

COMPLIMENTS Bocconcini 200 g



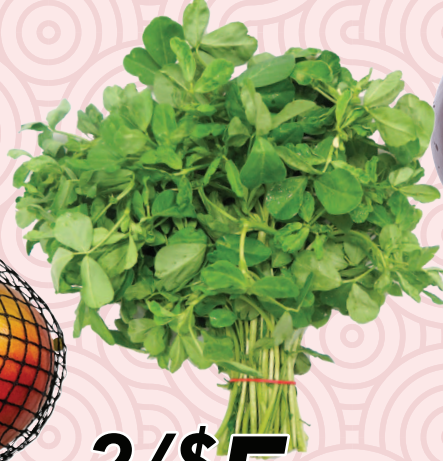
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\$4
Mangoes 3 pk
product of Mexico



2/\$5
Methi product
of Mexico



3.99
/lb

Indian Eggplant product
of The Dominican
Republic 8.80/kg



4.49
/lb
Okra product of
Honduras 9.90/kg



8.99
GIA Basmati Rice
3.63 kg



19.99
AASHIRVAAD Whole Wheat Flour
9.07 kg



14.99
INDIA GATE Pure
Basmati Rice 4.54 kg



2.99
DEEP Paratha 368-384 g or
Naan 300-375 g



4.49
PATAK'S Cooking Sauces
400 mL selected varieties



3.49
PATAK'S Side Dishes 285 g
selected varieties



3.99
PATAK'S 3 Step Sauce Kit
313-315 g selected



15.29
BRAR'S Desi Ghee 800 g



2.79
RUBICON Juice Drink
1 L or 4x200 mL



1.29
PARLE-G Biscuits
300 g



4.49
RUBICON Organic
Coconut Water or
Non-Dairy Beverage 1 L



6.99
BEST BUY Frozen
Vegetables 2 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.



Taste the exclusive* Sainsbury's selection!

Explore our new authentic British assortment from Sainsbury's.
*Exclusively at Sobey's and Safeway. Subject to availability.



2²⁹ SAINSBURY'S Vegetable Soup 400 g



1⁷⁹ SAINSBURY'S Reduced Sugar & Salt Baked Beans in Tomato Sauce 200 g



1⁷⁹ SAINSBURY'S Baked Beans in Tomato Sauce 400 g



4⁴⁹ SAINSBURY'S Lemon Curd 411 g



4⁴⁹ SAINSBURY'S Red Label Tea Bags 80 pk



4⁷⁹ SAINSBURY'S Marmalade three fruit or bitter seville orange 340 g



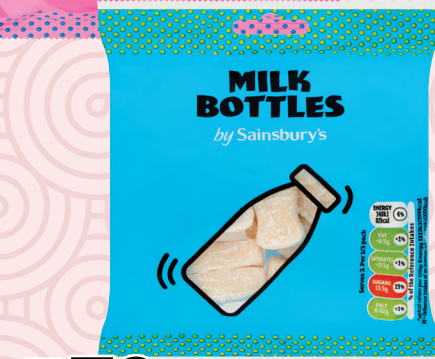
1⁹⁹ SAINSBURY'S Biscuits or Cookies 200 g selected varieties



2⁴⁹ SAINSBURY'S Indian Tonic Water 1 L or Diet 1 L



1⁴⁹ SAINSBURY'S Foam Bananas Candy 70 g



1⁷⁹ SAINSBURY'S Dolly Mixtures or Milk Bottles Candy 70 g



2⁹⁹ SAINSBURY'S Rhubarb & Custard Candy 200 g

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

So·tender



HAND-SELECTED CANADA AAA BEEF

Well-marbled • Aged to perfection

THE CERTIFIED TENDER[®] ADVANTAGE

When choosing a roast or steak, look for the shield. It means the meat has been certified by the Canadian Beef Grading Agency to be tender and aged perfectly, so you can count on delicious results. Exclusive to select STERLING SILVER[®] premium cuts available at Sobeys.



14⁹⁹ /lb

STERLING SILVER
Fresh Boneless Top Sirloin
Cap or Coulotte
Premium Oven Roast or
Family Size Grilling Steaks
cut by your meat expert from
Canada AAA grade beef
33.05/kg



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)

ASK US

- Known as the Picanha in South America.
- Our Exclusive Premium STERLING SILVER Top Sirloin Coulotte or Cap is cut with ample marbling.
- It can be smoked, grilled, sous vide or roasted — making it perfect for any meal.

*Certified by the Canadian Beef Grading Agency

Bring on the grill

Early season favourites worth firing up



READY FOR YOU

9⁹⁹
/lb

Fresh Premium Cheesy, Portabella Mushroom & Mozzarella, Bacon & Cheddar or Jalapeño & Cheddar Medium Ground Chuck Beef Burgers 22.02/kg



READY FOR YOU

5⁹⁹
/lb

Fresh Pork Tenderloin Kabobs with Vegetables 13.21/kg



READY FOR YOU

17⁹⁹
/lb

Fresh Beef Kabobs With Vegetables cut by your meat expert from Canada AAA grade beef 39.66/kg



READY FOR YOU

10⁹⁹
/lb

In-Store Made Fresh Boneless Skinless Chicken Breast Kabobs with Vegetables 24.23/kg





WISE CHOICES

KEEP ROLLING IN

Earth Day is April 22

Celebrate Earth Day: Look for the Ocean Wise® recommended logo in our stores for an Ocean Friendly Choice.



6⁹⁹

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



10⁹⁹ /lb

Yellowfin Tuna Steaks previously frozen or frozen product of Vietnam 24.23/kg

2⁴⁹ /lb

From Atlantic Canada Fresh Mussels 5.49/kg



Get **100 PTS** When you spend \$10 to \$24.99

OR Get **300 PTS** When you spend \$25 or more



11⁹⁹ /lb

Haddock Fillets frozen 26.43/kg



16⁹⁹ /lb

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



16⁹⁹ /lb

Jumbo Scallop Medallions 10-20 pk per lb product of USA frozen or previously frozen 37.46/kg



STARTING AT **1²⁵**

From Atlantic Canada Fresh Choice Oysters subject to availability



11⁹⁹

COMPLIMENTS Cooked Shrimp in bag with Cocktail Sauce 680 g



10⁹⁹

COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g

CHANCE TO WIN*
EVERY WEEK!

G R O C E R Y
GIVEAWAYS



Play on the Sobeys app now

IT'S GAME TIME



PLAY THE COMPLIMENTS CHALLENGES THIS WEEK
FOR YOUR CHANCE TO EARN A FREE ITEM OFFER!

COMPLIMENTS
Freeze-Dried
Candy 68-100 g



COMPLIMENTS
Milk & Dark
Chocolate Covered
Nuts or Peanut
Butter Bites
340-400 g

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 in 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.

THE OFFICIAL HIGH PROTEIN YOGURT OF THE NHL

oikos SNACK TO WIN

YOU COULD WIN A TRIP FOR 2 TO THE STANLEY CUP FINAL \$25,000 TOTAL PRIZES

3.49 DANONE Oikos Pro 300 mL

7.49 DANONE Oikos Greek Yogurt 650-750 g

SCAN NOW

*No purchase necessary. Begins 03/23/26 at 12:01 AM ET & Ends 05/04/26 at 11:59 PM ET. Draw 05/05/26 at 2 PM ET. One (1) Grand Prize: Trip for 2 to a 2026 Stanley Cup® Final game (ARV \$9,000 CAD) and 900 Instant Win Prizes: a \$100 Digital Prepaid Card (20 total), or a \$50 CAD Physical Danone Oikos® Coupon (800 total). Mathematical skill-testing question. Full contest rules: www.snacktowin.ca. Oikos® used under lic. © 2026 Danone LLC. All rights reserved. Oikos® Pro™ used under lic. © 2026 Danone US, LLC. All rights reserved. NHL, the NHL Shield, the word mark and image of the Stanley Cup and the Stanley Cup Final logo are registered trademarks of the National Hockey League, NHL and NHL team marks are the property of the NHL and its teams. © 2026 NHL. All Rights Reserved.

Knorr

BUY MORE SAVE MORE

1.779 ed when you buy 2 or more

300 PTS when you buy 4

300 PTS when you buy 2

KNORR Sauces or Gravies 17-48 g 2.29 ea

KNORR Rice & Pasta Cups 73 g or Soups 2 pk or LIPTON Cup-A-Soup 40-83 g any variety

Trademark owned or used under license by Unilever Canada, Toronto, Ontario, M4W 3R2.

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

delight

Elevating coffee moments, with just a Touch Of flavour

4.49 DANONE Activia 650 g or Activia Expert 4x100 g

3.49 INTERNATIONAL DELIGHT 425 mL

7.49 DANONE Activia 12x100 g or Activia Expert 750 g

Activia® used under lic. © 2026 Danone. All rights reserved.

International Delight® © 2026 WhiteWave Services, Inc. All rights reserved.

KitKat

WIN

CHANCE TO WIN A VIP EXPERIENCE TO MONTREAL OR MONZA + 100S OF PRIZES

SCAN TO ENTER

1,000 PTS when you buy 4

5.49 NESTLÉ King Bars 50-86 g, Juniors 8 pk or Tablet Bars 95-105 g assorted

5.49 NESTLÉ Cellos 76-203 g assorted

THE FLUGEL AND RELATED MARKS ARE TRADEMARKS OF P&G. © 2026 P&G. *NO PURCHASE NECESSARY. Scan QR code or visit website for complete contest rules. Contest opens March 1, 2026 and closes August 1, 2026. 2 Grand Prizes and over 100 secondary prizes available to be won, ranging in value from \$200 to \$42,000. Mathematical skill-testing question required. Odds of winning depend on number of eligible entries received. Retail trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland and used under license. ©2026 Nestlé. Official Partner of Formula 1®

2,500,000 PTS TO BE WON*

BUY ANY PARTICIPATING HERSHEY'S PRODUCT FOR A CHANCE TO WIN* 1 OF 5 PRIZES OF 500,000 PTS

5.79 HERSHEY'S Bagged Chocolate 160-290 g

2.19 HERSHEY'S King Size Bars 62-96 g

2.69 HERSHEY'S Family Bars 90-120 g

HERSHEY'S Scene

*NO PURCHASE NECESSARY. Full Contest rules found at https://www.sobeys.com/hershey-canada-scene-contest. Contest runs from 03/19/2026-04/29/2026. Open to legal residents across provinces of Canada excluding QC with a valid Scene+ account, and who have reached the age of majority. 5 prizes of 500,000 Scene+ points to be won (ARV: \$5,000.00 (CAD) each).

GET UP TO \$20 IN FREE GROCERIES!

Spend \$25 & get **1,000 PTS** OR Spend \$40 & get **2,000 PTS**

FOR EVERY BURGER IT HAS TO BE HEINZ

ESTD 1869

SCAN HERE FOR COMPLETE LIST OF PARTICIPATING PRODUCTS

Offer valid March 19 - April 29, 2026

Product availability may vary in each participating Sobeys or Sobeys store. All products must be purchased within the same transaction between March 19 and April 29, 2026 using a Scene+ card in order to qualify. The offer can only be redeemed for items per Scene+ merchant list during the banner of the program between March 19 and April 29, 2026. Empire reserves the right to make changes to this offer and to terminate the offer at any time, for any reason and without notice. Scene+ and Scene+ Design are registered trademarks of Scene Plus Corporation. Used under license.

NEW BASKIN-ROBBINS

9.99

BASKIN-ROBBINS Confectionery Ice Cream 946 mL or Novelties 4 pk selection may vary by location

MADE IN CANADA

NEW & IMPROVED FORMULA

finish

50% MORE CLEANING POWER*

TRY OUR BEST CLEAN

11.99 FINISH Dish Tabs 21-30 pk

24.99 FINISH Dish Tabs 60-105 pk

*BASED ON INCREASED INGREDIENTS VS. FINISH QUANTUM © 2026 RECKITT BENCKISER LLC

Nestlé® Favourites

5.99

NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L, Drumstick or Selected Premium Novelties 4-10 pk selection may vary by location

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A SMALL CHOICE WITH AN ENORMOUS IMPACT

MADE IN CANADA

7.99 **400 PTS** when you buy 2

BONTERRA Bathroom Tissue 9=27 rolls, Paper Towel 3=6 pk or Facial Tissue 3=6 pk

**with domestic and imported material.

LIBERTÉ Greek Yogurt 2-4 pk, Méditerranée 4 pk or 500 g or YOPLAIT Source Protein 650 g

4.49

GAY LEA Aerosol Whipped Cream 225 g

4.99

TWINKLE Original Food Colour Colourant Alimentaire

4 x 10 ml bottles/bouteilles 40ml

3.99

RED BULL Energy Drinks 250 mL

2/5.50

DR. OETKER Giuseppe Stuffed Crust or Suprema Pizza 475-771 g

7.99

CHEEMO Perogies 745-907 g

2.99 **100 PTS** when you buy 2

CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected

3.99

MILK2GO 310-473 mL assortment may vary by province

2/\$3 **100 PTS** when you buy 4

SAVE \$3
when you buy any
1 Dempster's Bagels or Bread*
+
1 any Philadelphia Cream Cheese Product (227 - 340 g) or Kraft Peanut Butter Spread (750 g - 1 Kg)*
EXPIRES: June 30, 2026
*See in-store for coupon. Subject to availability. While supplies last.
*Includes Philadelphia Cream Cheese (227 - 340 g) and Kraft Peanut Butter (1KG/750g), Dempster's White and Whole Wheat Bread only. Excludes Dempster's Signature and Whole Grain bread.

— MAKE —
HOSTING Delicious

5.99 CHRISTIE Ritz Mini Bits or Drizzled Crackers 226-280 g selected

2/\$7 CHRISTIE RITZ Snacking or Mini Crackers 162-200 g selected

#1 MOST TRUSTED BRAND IN CANADA

5.99 KRAFT Peanut Butter 750 g-1 kg selected

2.99 DEMPSTER'S Holsum White or Whole Wheat Bread 570 g

#1 MOST TRUSTED BRAND IN CANADA

6.99 PHILADELPHIA Cream Cheese Product 340 g selected

4.49 DEMPSTER'S Bagels 5-6 pk selected (excludes Protein Bagels)

*Based on the 2026 BrandSpark® Canadian Trust Study.

iögo nano

Bursting with Mini Popping Bubbles

3.49 iÖGO Nano Yogurt with Flavoured Pearls 4x100 g selected

3.49 ASTRO Balkan Yogurt or iÖGO Duo 650-750 g

4.50 iÖGO Nano Drinkable Yogurt 6x93 mL selected

WIN WITH SCENE+™

SHOP, SCAN, EARN 150 POINTS

+ CHANCE TO **WIN* 500,000 POINTS**

*Contest Ends June 3, 2026
See participating packages for details

150 PTS when you buy 2

4.49 GENERAL MILLS Retail Size Cereals 296-437 g

SPRING Savings

with General Mills

BUY MORE SAVE MORE

1.99 ea when you buy 2 or more

PILLSBURY Crescents Rolls or Wiener Wrap 200-227 g 2.49 ea

4.49 BETTY CROCKER Cake, Cookie or Bisquick Mix 263-1.13 kg selected

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

HELLMANN'S OFFICIAL CONDIMENT OF CANADA

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*

4.99 HELLMANN'S 340-445 mL any variety

6.49 HELLMANN'S 710-890 mL any variety

*NO PURCHASE NECESSARY. Full Contest rules and prize details found at <https://www.sobeys.com/hellmanns-canada-soccer-spring-contest>. Contest runs from 2026/03/12 - 2026/05/06. Open to legal residents across all provinces of CA including QC with a valid Scene+™ account, and who have reached the age of majority on the date they entered the Contest. 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.

Refresh your fandom

Coca-Cola FIFA

*Coca-Cola Ltd., used under license.

Folgers

OWN THE DAY

500 PTS when you buy 2

19.99 FOLGERS Coffee 544-865 g or Coffee Pods 30 pk assorted varieties

2/4.50 POWERADE Beverages 710 mL

2/4.50 BODYARMOR Beverages 473 mL

2/\$6 GLACÉAU Vitaminwater 591 mL or Smartwater 1 L

50 PTS when you buy 1

Offer valid from April 16 - April 22, 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.

SPREAD DELICIOUS MORNINGS

4.49 JIF or ADAMS Peanut Butter 500 g or SMUCKER'S Fruit Spreads 250 mL selected varieties

YOU COULD **WIN A TRIP FOR 4 TO TENERIFE, SPAIN**

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

6.49 ORVILLE REDENBACHER Microwave Popcorn 5-8 pk 248-492 g or Gourmet Popping Corn 850 g

THIS IS THE WAY™ TO SNACK

Snacks the whole family loves!

2.49 SNACK PACK Pudding assorted flavours 396 g

4.79 ANGIE'S Boomchickapop Sea Salt Popcorn 136 g or Sweet & Salty Popcorn 198 g

NOURISH EVERY DAY WITH QUAKER.

2.77 QUAKER Dips or Chewy Granola Bars 120-156 g

3.49 go when you buy 3 or more

QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g 4.29 ea

8.49 NONNA PIA'S Balsamic Reductions 250 mL

GLUTEN FREE

STARTING AT 6.99

LITTLE NORTHERN BAKEHOUSE Breads, Buns, Bagels or Pizza Crust 260-567 g

4.99 NESTLÉ Coffee-Mate Creamers 828-946 mL

2.99 CATELLI Pasta 375-500 g (excludes lasagna) or Limited Edition O Canada 375 g

CELEBRATE EARTH MONTH

ENTER FOR A CHANCE TO

WIN A LAUNDRY ROOM MAKEOVER



A smarter way to clean laundry, period.



SCAN FOR CONTEST DETAILS



5.99 CLOROX Liquid Bleach 2.4 L or PINE-SOL Cleaners 1.41 L

Pine-Sol
THE ONLY ONE YOU NEED
FOR MULTI-SURFACES
Use as directed.



Spring Cleaning Savings!

UP TO 100% OF GREASE & FOOD RESIDUE REMOVAL



100 PTS when you buy 2

4.49

COMPLIMENTS Disinfecting Wipes 75 pk



100 PTS when you buy 2

2.99

COMPLIMENTS Multi-Surface Cleaner 1.41 L



WE'RE FULL OF compliments

200 PTS when you buy 2

7.99

COMPLIMENTS Paper Towels 3=6 rolls



MEMBERS SAVE 50*

3.49 MEMBER PRICING

3.99 without Scene+ Card
COMPLIMENTS All Purpose Reusable Cloths 15 pk



GIVE YOUR SCENE+ POINTS A BOOST

Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply

