

**We match prices*
so you can just shop!**



REAL CANADIAN™ LIQUORSTORE
PROUDLY CANADIAN

\$45

DECA®
VODKA,
1.75L



Save **\$5**
with digital coupon

\$28

KING'S CROSS®
IRISH STYLE
CREAM LIQUEUR,
1.14L



\$45

MEDALLION
LONDON DRY GIN,
1.75L

5
days only

Get **5,000 pts**
when you spend \$50 or more on any PC®, Deca®, King's Cross®, No Name® or Medallion
April 15th to 19th



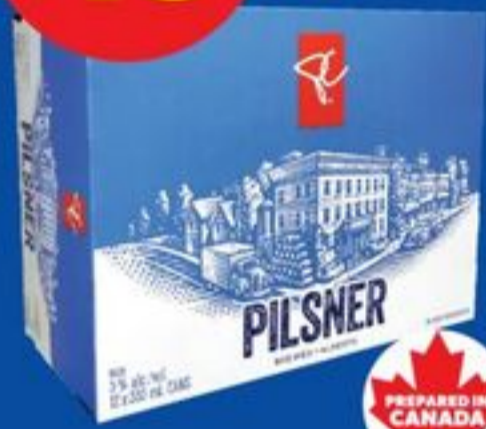
\$25

NO NAME®
LAGER OR LIGHT BEER,
24 X 355 ML



ALWAYS
LOW PRICE
\$15

PC® BEER
SELECTED VARIETIES,
12 X 355 ML



\$19

DECA®
VODKA SODA
MIXED PACK,
12 X 355 ML



Optimum™

MEMBERS ONLY

Exclusive savings and pts offers

Optimum™
Members-Only Price™
\$11
Non-members
\$16

Members save **\$5**



WOLF BLASS
RED LABEL
SHIRAZ, CABERNET OR
CHARDONNAY, 750 ML

**Must be a registered PC Optimum™ member to load and get this offer.

Optimum™
Members-Only Price™
\$33
Non-members
\$39

Members save **\$6**



J & B RARE
BLENDED
SCOTCH WHISKY,
1.14L

**Must be a registered PC Optimum™ member to load and get this offer.

Optimum™
Members-Only Price™
\$43
Non-members
\$46

Members save **\$3**



ALBERTA
GENUINE DRAFT
BEER,
36 X 355 ML

**Must be a registered PC Optimum™ member to load and get this offer.

Flyer prices effective from Wednesday, April 15th to Sunday, April 19th, 2026

HOT

DEALS

\$27

PERONI
NASTRO AZZURO
BEER,
12 X 330 ML



\$20

J. LOHR
CABERNET SAUVIGNON,
750 ML



Optimum™

Digital Coupons

SAVE UP TO \$18

FROM APRIL 1ST TO APRIL 28TH, 2026.

PRICE DROP

Scan to
download
exclusive offers
for PC Optimum™
members.



Save
\$2
with digital
coupon

OYSTER BAY
SAUVIGNON BLANC,
750 ML



\$15

Save
\$1
with digital
coupon

TOM GORE
CABERNET SAUVIGNON,
750 ML



\$16

Save
\$5
with digital
coupon

CASAMIGOS
TEQUILA
REPOSADO,
750 ML



\$59

Save
\$5
with digital
coupon

KING'S CROSS®
IRISH STYLE
CREAM LIQUEUR,
1.14 L



\$28

Save
\$5
with digital
coupon

HENNESSY
VERY SPECIAL
COGNAC,
1 L



\$59

APP EXCLUSIVE OFFER*

Optimum
GET 10,000 pts

\$10
back
in points

when you spend
**\$100 or more on
any Tequila**

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer.
†At least \$10 value in point

\$95

**DON JULIO
TEQUILA
BLANCO,
1.75L**

BONUS
ON PACK
50 ML BOTTLE

\$37

**JOSE CUERVO
TRADICIONAL
TEQUILA
SILVER,
1L**

BONUS
ON PACK
50 ML BOTTLE



**BOLD FLAVORS.
GREAT COMPANY!**

\$29

**GIBSON'S
FINEST RARE
12 YEAR OLD
CANADIAN RYE WHISKY,
750 ML**



\$59

**WOODFORD
RESERVE
BOURBON WHISKEY,
1L**



\$35

**BUMBU
ORIGINAL
RUM,
750 ML**



BIGGER BOTTLES, GREATER SAVINGS!

\$45

MEDALLION
LONDON DRY GIN,
1.75 L



\$49

BOMBAY
SAPPHIRE
LONDON DRY GIN,
1.75 L



\$46

BACARDÍ
WHITE RUM,
1.75 L



\$52

J.P. WISER'S
DELUXE
RYE,
1.75 L



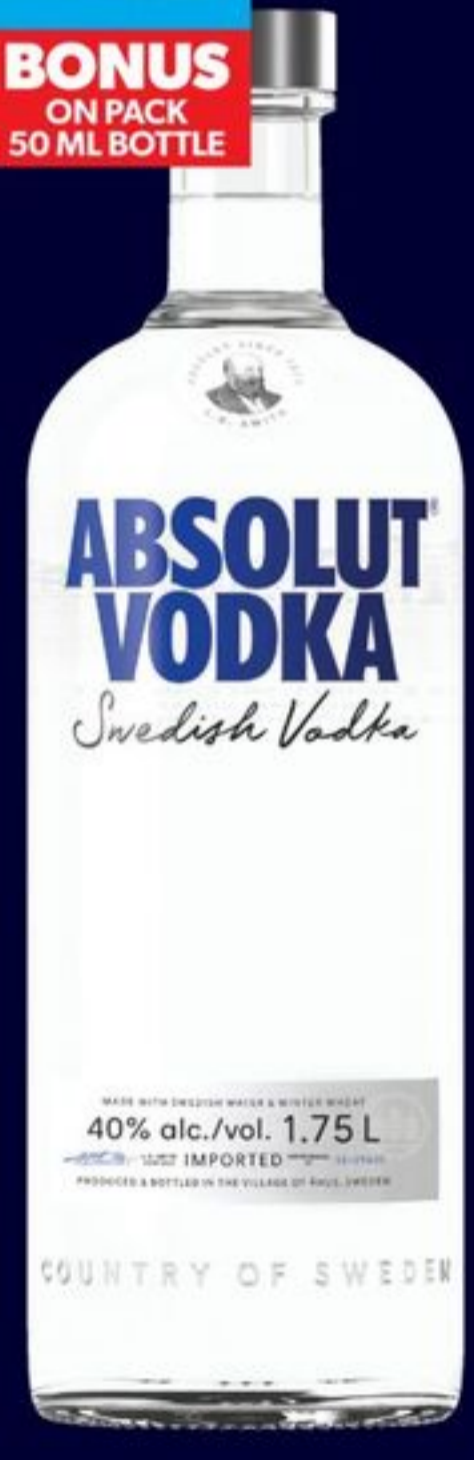
\$45

DECA
VODKA,
1.75 L



\$49

ABSOLUT
VODKA,
1.75 L



\$49

DEWAR'S
WHITE LABEL
BLENDED
SCOTCH WHISKY,
1.75 L



— NOW ON —
DOORDASH

SHAKE-FREE, FUSS-FREE, FLAVOR-FULL

\$19

**DECA®
VODKA SODA
MIXED PACK,
12 X 355 ML**



\$23

**LAKE LIFE
HARD ICE TEA OR
HALF HALF,
12 X 355 ML**



\$22

**HIGH NOON
TEQUILA VARIETY PACK,
8 X 355 ML**



\$25

**SVNS
HARD 7 UP
BERRY MIXER,
12 X 355 ML**

NEW



**7%
ALCOHOL**



\$24

**STRONGBOW
APPLE CIDER,
8 X 440 ML**



\$24

**WHITE CLAW
CLAWTAILS MIXER PACK,
12 X 355 ML**



**7%
ALCOHOL**



MIX & MATCH

**BUY GROUPS OF
6 SINGLE CANS
OR BOTTLES***

Optimum™

Earn

5,000 pts

**points when you buy 6 single
cans or bottles of any
Pre-made Cocktails
or Beer***

**\$5
back
in points**

***DOES NOT INCLUDE DISTRESS PRODUCTS**

TASTE THE WORLD, ONE BREW AT A TIME

\$13

SAPPORO
PREMIUM BEER,
4 X 500 ML



\$13

KILKENNY
IRISH CREAM ALE,
4 X 500 ML



ALWAYS
LOW PRICE
\$24

GUINNESS
DRAUGHT
BEER,
8 X 440 ML



\$15

DAB
ORIGINAL
LAGER BEER,
6 X 500 ML



SIP HAPPENS. GRAB A COLD ONE!

\$27

BLUE MOON OR
BLUE MOON LIGHT
BEER,
12 X 355 ML



\$34

OLD
MILWAUKEE
BEER,
24 X 355 ML



\$12

WHISTLER
FORAGER
GLUTEN FREE BEER,
6 X 355 ML



GLUTEN
FREE



\$19

PARALLEL 49
STRONG BEER,
8 X 473 ML



\$21

RED TRUCK BEER
MIX PACK,
12 X 355 ML



WINE NOT TREAT YOURSELF?

\$35

**BROKEN
BRIDGE®**
CABERNET/MERLOT
OR PINOT GRIGIO,
4 L



**ALWAYS
LOW PRICE**

\$11

MANDORLA
PINOT GRIGIO,
750 ML



\$38

BODACIOUS
SELECTED VARIETIES,
4 L



\$9

**PELLER ESTATES
FAMILY VINEYARDS**
SELECTED VARIETIES,
750 ML



\$11

GABBIANO
PINOT GRIGIO
OR CHANTIL,
750 ML



\$11

**FOLONARI
VALPOLICELLA**
RED,
750 ML



\$14

**WYNDHAM
BIN 555 OR 444**
SHIRAZ OR
CABERNET SAUVIGNON,
750 ML



\$19

MEIOMI
SELECTED VARIETIES,
750 ML



\$40

STAGS' LEAP
CABERNET SAUVIGNON,
750 ML





Optimum™

Get your favorite Sparkling wine & open the app!

April 15th to April 19th

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer.

Optimum™
 Earn
6,000 pts
 points when
 you spend \$60 or more
 on any Sparkling
 wine*

\$6
 back
 in points

\$13

LUNA ARGENTA PROSECCO, 750 ML



\$13

LUNA ARGENTA PROSECCO ROSE, 750 ML



\$14

MARTINI ASTI SPUMANTE, 750 ML



\$14

YELLOW TAIL BUBBLES, 750 ML



\$19

RUFFINO PROSECCO, 750 ML



\$19

RUFFINO PROSECCO ROSE, 750 ML



*when you spend \$60 or more on any sparkling wine in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions.

Offer valid Wednesday, April 15th to Sunday, April 19th, 2026. ©/™ Trademarks of Loblaw's Inc.



Mix and Match any **4**
& open the app!

April 15th to April 19th

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer.

Optimum
Earn
10,000 pts
points when
you buy any 4 of
these select
wines*

\$10
back
in points

\$20

RED
ROOSTER
CABERNET/MERLOT,
750 ML



\$19

SUMAC RIDGE
GEWURZTRAMINER,
750 ML



\$17

STAVE & STEEL
CABERNET SAUVIGNON,
750 ML



\$16

BABICH
SAUVIGNON BLANC,
750 ML



\$17

CONUNDRUM
WHITE,
750 ML



\$21

CONUNDRUM
RED,
750 ML



\$16

PASQUA
PASSIMENTO
ROSSO,
750 ML



\$20

SEA SUN
PINOT NOIR,
750 ML



\$20

JOEL GOTT 815
CABERNET SAUVIGNON,
750 ML



\$23

BONANZA
CABERNET SAUVIGNON,
750 ML



\$26

SEGHESSIO
SONOMA ZINFANDEL,
750 ML



\$25

MER SOLEIL
SANTA LUCIA
CHARDONNAY,
750 ML



*When you buy any 4 of the following select wines: Joel Gott 815 Cabernet Sauvignon 750 mL, Pasqua Passimento Rosso 750 mL, Stave & Steel Cabernet Sauvignon 750 mL, Conundrum Red 750 mL, Bonanza Cabernet Sauvignon 750 mL, Babich Sauvignon Blanc 750 mL, Sea Sun Pinot Noir 750 mL, Mer Soleil Santa Lucia Chardonnay 750 mL, Conundrum White 750 mL, Seghesio Sonoma Zinfandel 750 mL, Sumac Ridge Gewurztraminer 750 mL, Red Rooster Cabernet Merlot 750 mL in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions. Offer valid Wednesday April 15th to Sunday April 19th, 2026. ©/™ Trademarks of Loblaw's Inc.



AD MATCH

**We'll match
prices*
when you
show us a lower
advertised price!**

1. We'll match prices if you show us a lower advertised price.
2. We reserve the right to limit the quantity available for purchase to 4 units per Ad Matched item purchased at a competitor's price, regardless of variety.
3. We will not match competitor's private label offers on non-identical brands or other special offer types, see full explanation for details.
4. The competitor's advertisement, whether printed or digital, must be complete with all necessary information and in an acceptable format.

*We'll match prices if you show us a lower advertised price means that if a competitor identified here in Alberta advertises a lower price on an identical item carried in Real Canadian Liquorstore freestanding store locations in Alberta, show us the original print copy or official digital advertisement and we will sell you that item, up to a limit of four (4) units per item, at the same price but only during the effective dates of the competitor's advertisement. Competitors include Sobeys Liquor, Co-op Liquor Store, Olympia Liquor, BSW Liquor, Ace Liquor, Wine & Beyond and Liquor Depot. Identical items are defined as same brand, item type, size and attributes and carried at this store location. **We will not match:** competitor's private label offers on non-identical items, "Clearance", discounts or coupons. We reserve the right to refuse to match a competitor's item price if their advertising contains errors, typos or misprints or is subject to a correction notice. We reserve the right to revise the competitor(s) for Real Canadian Liquorstore locations in Alberta. The program applies if competitor's advertising is complete with all relevant information including, but not limited to, size and price, effective dates, and in print or from an official digital source (such as the competitor's online flyer or website). In no circumstances will the program apply to offers prohibited by local, provincial or federal laws or regulations. We reserve the right to cancel or change the terms of this ad match program at any time.