

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
3.49 /lb

Boneless Pork Sirloin Chops Family Size or Roasts or Fresh Pork Side Ribs breast bone removed 7.69/kg

Verified
12.88 /lb

GRAIN FED

Fresh Boneless Striploin Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Australian graded beef while supplies last 28.40/kg

Surf & Turf



Verified
11.99 /lb

CHOOSE CANADIAN SEAFOOD

Live Market Lobsters product of Atlantic Canada subject to availability 26.43/kg



Verified
11.99 MEMBER PRICING

13.99 without Scene+ Card

COMPLIMENTS Value Size Breakfast or Dinner Pork Sausages or Thick Cut Bacon 1-1.4 kg, MAPLE LEAF or SCHNEIDERS Hams 600-700 g or SUNRISE Bologna 2 kg

We will steam your lobster - just ask us!

Verified
3.49 /lb



Asparagus product of Atlantic Canada 7.69/kg

FIRST OF THE SEASON

Verified
7.99



Large Watermelon product of USA or Mexico no 1 grade 15 lb average

LARGE 15 LB AVERAGE



Verified
4.94

HÄAGEN-DAZS Ice Cream 400-450 mL or Novelties 3-4 pk selected



Verified
3.99

CHRISTIE Family Size Cookies selected 303-520 g, OREO Cakesters 285 g or RITZ Minis 226-280 g



Verified
2.47

200 PTS when you buy 4

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



Verified
5.47

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



Verified
5.97

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



Verified
2.75

300 PTS when you buy 4

LAY'S Potato Chips 200-235 g

Global Market

Verified
2.88

VH Sauces 341-380 mL selected

Scan here for our full digital flyer

so many deals



See the full flyer at sobeys.com, in the Sobeys app, or sign up for email to stay in the loop.

*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.

Happy Victoria Day!

Prices and offers in effect May 2026 Newfoundland

Victoria Day May 18th
Please check your local store or online for holiday hours.

THU	FRI	SAT	SUN	MON	TUE	WED
14	15	16	17	18	19	20

ATL_NFLD

Long Weekend Celebration

Victoria Day May 18th



MEMBERS SAVE \$3
11.99
MEMBER PRICING

14.99 without Scene+ Card
COMPLIMENTS, JACK ASTOR'S or BELMONT Burgers 678-907 g



MEMBERS SAVE \$1
1.99
MEMBER PRICING

2.99 without Scene+ Card

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



MEMBERS SAVE \$1.51
1.49
MEMBER PRICING

\$3 without Scene+ Card

KRAFT BBQ Sauce 455 mL



MEMBERS SAVE 40¢
87¢
MEMBER PRICING

1.27 without Scene+ Card

COMPLIMENTS Sparkling or Fizzy Flavoured or Unflavoured Water 503 mL-1 L



MEMBERS SAVE \$1.50
7.99
MEMBER PRICING

9.49 without Scene+ Card

COCA-COLA or PEPSI Soft Drinks 12x355 mL

Scene

TURN POINTS INTO GROCERIES



200 PTS when you buy 2

3⁹⁹

SUNRISE Sliced Bologna 375 g, MAPLE LEAF, SCHNEIDERS or LARSEN Wiensers 375 g or MINA Chicken Wiensers 675 g



300 PTS when you buy 2

6⁹⁹

FIELD ROAST Plant-Based Frankfurters or Sausages assorted 340-368 g



150 PTS when you buy 2

2/\$7

MOTT'S Clamato or Garden Cocktail or NESTEA Iced Tea 1.89 L



That's like \$5 toward your groceries

500 PTS when you buy 4

2⁷⁷

QUAKER Dipps or Chewy Granola Bars 120-156 g



200 PTS when you buy 1

28⁹⁹

PAMPERS Super Pack Diapers 42-116 pk

1,000 Points = \$10 of free groceries

100% **fresh** GUARANTEE

Guaranteed fresh or your money back



3.49 /lb

COUNTRY RIBBON Fresh AIR-CHILLED Whole Chicken or Fresh Chicken Legs back attached 7.69/kg



BUY 2 GET 3RD FREE of equal or lesser value

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



Get **400 PTS** When you buy 2
OR
Get **800 PTS** When you buy 3 or more

14" Take & Bake Pizza 715-890 g

READY FOR YOU



10.99 MEMBER PRICING

13.99 without Scene+ Card

MAPLE LEAF PRIME Raised Without Antibiotics Breaded Chicken or Wings or SCHNEIDERS Breaded Chicken 450-700 g



SLICED FRESH

3.49 /100 g

PANACHE Black Forest, Sugarbush Maple Ham or Oven Roasted Chicken



5.99

WONDERFUL Pistachios selected 200-225 g



3 LB BAG

\$7

COMPLIMENTS Oranges product of Israel 1.36 kg 3 lb bag



6.99

COMPLIMENTS Apple, Apple Crumble or Pumpkin Pie 650-750 g or Crumb Cakes 465 g

\$8

COMPLIMENTS Cooked Shrimp in Ring with Sauce 255-737 g assorted

\$22

\$12

\$25

WE'RE FULL OF compliments



3.99

COMPLIMENTS Cranberry or Ruby Red Cocktail 1.89 L



2.99

COMPLIMENTS Syrup 750 mL or Pancake Mix 905 g, Instant Oatmeal 260-344 g or Quick Oats 1 kg



4.99

COMPLIMENTS Peanut Butter 1 kg, Honey Bear 375 mL or Jam 375-500 mL



2.99

COMPLIMENTS Cooking Spray 141-170 g



4.77

CRACKER BARREL Cheese Slices 200-240 g or Snacks 168 g



4.99

TROPICANA Orange Juice or Juice Blends selected 1.36 L



2.99

CLOVER LEAF Albacore White Tuna 170 g



8.99

HERSHEY'S S'mores Kits 578-651 g, MR. FREEZE, CRUSH, POPSICLE or DR PEPPER Jumbo Freezies 27 pk while supplies last



3.49

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



2/\$5

DARE Bear Paws or Wagon Wheels 168-360 g or Veggie Crisps 100 g, CHRISTIE Mini Cookies 144-200 g or PEPPERIDGE FARM Goldfish Crackers or Crisps 156-227 g



35.99

TIM HORTONS Single Serve Coffee Pods 48 pk



6.99

ROYALE Bathroom Tissue 9-12=24 rolls, Paper Towel 3=6 rolls or Facial Tissue 6 pk



19.99

FINISH Dish Tabs 60-105 pk



100 PTS when you buy 2

\$3

COLGATE Total or Optic White Toothpaste or Toothbrushes 70-150 mL or 3 pk selected



90¢

PURINA Friskies or Fancy Feast Wet Cat Food 85-156 g

Scene+ SPEND & GET

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

That's like \$10 toward your groceries

Valid Thursday, May 14 - Wednesday, May 20, 2026

DON'T FORGET YOUR COUPON
Offer also available on the Sobeys app



Offer valid May 14 to May 20, 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/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.

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Get fired up for summer!



5.99

Sweet Snaps Peppers product of Canada 340 g or Mini Sweet Peppers product of Mexico or Canada 454 g 1 lb

We offer cored or whole pineapples for the same price

5.99

Whole or Cored Pineapple product of Costa Rica



3.49

Mini Cucumbers product of Canada Canada no 1 grade 6 pk



9.99

COMPLIMENTS Salads 1.7-1.81 kg



6.99

CASTELLO Havarti Blocks 170-200 g or Slices 145-165 g



1.25

In-Store Marinated Raw Shrimp Skewers previously frozen 45 g



READY FOR YOU

Try our new AI Pastor Flavour!



6.99

Prepared In-Store Cooked or Raw Garlic Shrimp Grillers previously frozen 280 g



Long Weekend Essentials



2/\$9 MISS VICKIE'S Kettle Chips 190-200 g



15.99 CADBURY Mini Eggs 700 g or MAYNARDS Candy 90 pk while supplies last



3.29 COMPLIMENTS Mini Light Ice Cream Bars 6 pk selected



2/\$9 CHEETOS 170-285 g



3.99 HELUVA GOOD! Dip 250 g



2.99 FRUITE Juice 1.36-1.54 L or FRUITOPIA 1.75 L



6.99 PROPEL Water 6x500 mL



4.99 SMUCKER'S Ice Cream Toppings assorted 428 mL

Here comes the sun!

Garden Centre locations now open



14.99 Premium Annual Planter 8" grown in Newfoundland



2/\$12 Assorted Annuals 5.5" grown in Newfoundland



24.99 Window Box Annual Planter 15" grown in Newfoundland



34.99 Buy more save more go when you buy 2 or more Premium Jumbo Hanging Basket or Planter 13" grown in Newfoundland 37.99 ea



2/\$50 Boston Fern Hanging Basket 10" grown in Canada



18.99 Assorted Annual Bowl 12" grown in Newfoundland

Give them more with the Grocery Essentials Card

Visit sobeys.com/giftcards for details



200 PTS when you spend \$20 or more

8.99 /lb

READY FOR YOU

Fresh Premium Cheesy, Portabella Mushroom & Mozzarella, Bacon & Cheddar or Jalapeno & Cheddar Medium Ground Chuck Beef Burgers 19.82/kg



6.99

DAILY'S Bacon 375 g

Build a better burger!



BAKED IN STORE

\$5

Sourdough Buns 4 pk 315-345 g

Made with 100% Canadian flour



BAKED IN STORE

\$5

Gourmet Cheese Hot Dog or Burger Buns 8 pk



4.99

GOODLEAF Lettuce Blends product of Canada 113 g



4.77

CRACKER BARREL Cheese Slices 200-240 g



200 PTS when you buy 4

2.47

HAMBURGER

DEMPSTER'S Hot Dog or Hamburger Buns 8 pk



9.99

BBQ PIT BOYS Seasonings 240-408 g or SZN Burger Binders or Seasonings & Spices 220-360 g



2.99

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



2.99

COMPLIMENTS Flavoured Mayo or Burger Sauce 300 mL or Whipped Dressing 445 mL



4.99

FRENCH'S Ketchup 750 mL



5.49

FRENCH'S Crispy Fried Onions 170 g



4.99

COMPLIMENTS Pickles 1 L



BUY MORE SAVE MORE

3.75

ea when you buy 4 or more
COMPLIMENTS Black Earth 25 L 3.99 ea



BUY MORE SAVE MORE

4.75

ea when you buy 2 or more
COMPLIMENTS Farm Manure Compost 25 L 4.99 ea



BUY MORE SAVE MORE

5.50

ea when you buy 2 or more
COMPLIMENTS Multi-Mix Soil 25 L 5.99 ea



BUY MORE SAVE MORE

5.50

ea when you buy 2 or more
COMPLIMENTS Professional Planter Mix Soil 25 L 5.99 ea



BUY MORE SAVE MORE

\$8

ea when you buy 2 or more
COMPLIMENTS Mega Soil 50 L 8.99 ea



BUY MORE SAVE MORE

4.50

ea when you buy 2 or more
COMPLIMENTS Cedar Mulch 42.5 L selection may vary by store 4.99 ea

Scene GET PERSONALIZED OFFERS ON PRODUCTS YOU'LL LOVE.

Visit Sobeys.com/offers or the Sobeys app.

So much value



2⁴⁹ /lb
Vidalia Onions or Sweet Potatoes product of USA no 1 grade 5.49/kg

9⁹⁹ /lb
Fiddleheads product of Canada 22.02/kg

3⁴⁹
Boston Lettuce In Soil product of Canada

100 PTS when you buy 4
4/\$5
Large Lemons product of South Africa or Limes product of Colombia or Brazil

6⁹⁹ /lb
Rhubarb product of Ontario 15.41/kg

4⁴⁹
Raspberries product of USA or Mexico 170 g

\$4
THE LITTLE POTATO CO. Kits product of Canada, Canada no 1 454 g

8⁹⁹
Medley Tomatoes product of Canada or Mexico 680 g

3⁷⁹ /lb
Green Peppers product of USA or Mexico 8.36/kg

2⁹⁹
Spinach Bunch product of Mexico

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

100 PTS when you buy 3
2/\$5
Red Mangoes product of Mexico

2⁹⁹ /lb
Granny Smith Apples product of USA extra fancy grade 6.59/kg

2⁹⁹ /lb
Bosc Pears product of USA extra fancy grade 6.59/kg

7⁹⁹
BELLEISLE FARMS Coleslaw product of Atlantic Canada 227 g

200 PTS when you buy 2
6⁹⁹
COMPLIMENTS Baby Spinach or Spring Mix product of USA 312 g

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

2/\$24
Prepared Fresh Daily Fruit or Vegetable Carousel 900 g-1.3 kg

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

2/\$6
Bulk Persimmon product of Spain

100 PTS when you buy 1
7⁹⁹ 1 LB
Organic Lemons product of USA 454 g 1 lb bag

200 PTS when you buy 2
5⁹⁹
COMPLIMENTS ORGANIC Mushroom Caps product of Canada 170 g

4⁹⁹
TRADITION Lemonade selected 2.25 L

\$6
FIELD ROAST Plant Based Burgers 184 g

4⁹⁹
COMPLIMENTS Candies selected 350-400 g

100 PTS when you buy 2
5⁹⁹
COMPLIMENTS Peanuts selected 425-500 g

floral

Available at most stores

100 PTS when you buy 1
11⁹⁹
Assorted Blooming in Linen Pot 4.5" grown in Canada

2/\$22
Vitality Foliage Collection 4.5" grown in Canada

22⁹⁹
Glorious Day Bouquet grown in Canada

500 PTS when you buy 1
39⁹⁹
Springtime Glow Bouquet

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.



9⁹⁹ /lb
Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Steaks cut by your meat expert from Australia graded beef while supplies last 22.02/kg



11⁹⁹ /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



5⁹⁹ /lb
COUNTRY RIBBON AIR-CHILLED Whole Chicken Wings Family Size 13.21/kg



20% off
HAYTER'S FARM Turkey Products selected varieties



250 PTS when you spend \$15 or more
3⁹⁹ /lb
Fresh Pork Shoulder Blade Roasts or Steak Family Size or Fresh Pork Shoulder Picnic Roast hock removed 8.80/kg



400 PTS when you buy 1
5⁹⁹ /lb
Fresh Whole Skinless Pork Belly cryovac 13.21/kg



value size
6⁹⁹ /lb
Fresh Medium Ground Beef Chuck available only in 5 lb tube 15.41/kg



500 PTS when you buy 1
13⁹⁹ /lb
Seasoned Lamb Chops Greek spices & lemon or provencal herbs 30.84/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



5⁸⁸ /lb
Grade A Duck frozen 12.96/kg



So Ready for the Grill

Made with medium chuck ground beef and SZN all dressed seasoning



8⁹⁹ /lb
200 PTS when you spend \$20 or more
Fresh All Dressed Seasoned Medium Ground Chuck Beef Burgers 19.82/kg



10⁹⁹ /lb
Fresh Boneless Skinless Chicken Breast or Thigh Kabobs with Vegetables 24.23/kg



5⁹⁹ /lb
Fresh Pork Tenderloin Kabobs with Vegetables 13.21/kg



250 PTS when you spend \$25 or more
19⁹⁹ /lb
Fresh Beef Kabobs with Vegetables cut by your meat expert from Canada AAA grade beef 44.07/kg

quick & easy



100 PTS when you buy 2
STARTING AT **3⁴⁹**
COMPLIMENTS Sliced Meats 175 g selected



STARTING AT **6⁹⁹**
LOU'S Bacon or Entrées 375-400 g



STARTING AT **12⁹⁹**
COMPLIMENTS Marinated Pork Loin Roast or Pulled Pork 800-900 g



16⁹⁹
SCHNEIDERS Smokies 900 g



9⁹⁹
IMPOSSIBLE FOODS Plant-Based Burger Simulated Meat Pack 340 g



value size
400 PTS when you buy 2
15⁹⁹
COMPLIMENTS Breaded Chicken 1.47-1.5 kg



BUY 2 GET 3RD of equal or lesser value **FREE**
COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls or Spring Rolls 252-800 g

GET TO FREE GROCERIES FASTER when you scan your Scene+ membership card and pay with your Scotiabank Scene+ Visa Card.




*1,000 points = \$10 in groceries - Scene+ points redeemed at any participating Empire location must be redeemed in increments of 1,000. *Get 2 Scene+ pts on every \$1 spent - On eligible everyday purchases at participating grocery stores. Other conditions apply. See full list of participating merchants across Canada at Scotiabank.com/participatingstores. *Visa Int. /Licensed user.

seafood



4⁹⁹ **150 PTS**
when you buy 3 portions

Fresh Atlantic Salmon Portions plain or in-store marinated product of Canada 113 g



4⁹⁹

CATCH OF THE DAY Breaded or Battered Fish 350 g



9⁹⁹ /lb

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



\$23

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

Bring on the Grill



10⁹⁹

PANACHE Herb & Garlic Shrimp 340 g



7⁹⁹

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



12⁵⁰

OCEAN JEWEL Raw Shrimp Skewers 10 pk 454 g



11⁹⁹

TRUE NORTH Delicious Salmon Burgers 568 g

bakery



14⁹⁹

Single Layer made with KitKat® Dessert Cake 516 g



5⁹⁹

Danish made with KitKat® 4 pk 375 g



12⁹⁹

Cheesecake made with KitKat® 6" 626 g



6⁹⁹ **7⁴⁹**
MEMBER PRICING without Scene+ Card

Gourmet Cookies made with KitKat® 6 pk 410-475 g



5⁹⁹ ea when you buy 2 or more

COMPLIMENTS Pecan or Raisin Butter Tarts 510 g 6.99 ea



4⁹⁹ **100 PTS**
when you buy 2

Tea Biscuits 6 pk 335-350 g



7⁹⁹ **100 PTS**
when you buy 2

Gourmet Cinnamon Buns plain or with cream cheese icing 4 pk 690-750 g

deli & kitchen



6⁹⁹ **7⁴⁹**
MEMBER PRICING without Scene+ Card

COMPLIMENTS Natural Ingredients Sliced Meats selected 175 g



4²⁹ /100 g

PANACHE Oven Roasted Turkey assorted



6⁹⁹

SAN DANIELE Prosciutto selected 100 g



7⁹⁹ **100 PTS**
when you buy 2

ENTREMONT Brie or Camembert 227 g, KERRYGOLD 198 g, AGROPUR Grand Cheddar 2-3 yr 200 g, OKA 190 g or MANCHEGO 150 g



6⁷⁹ **100 PTS**
when you buy 3

TRE STELLE Feta, Halloumi, Bocconcini or Feta Cubes 200 g, Grated Parmesan 125 g, Crumbled Feta 150 g or Ricotta 400-475 g



2⁹⁹ /100 g

BRANDT Kolbassa Coil



\$2 **\$3**
MEMBER PRICING without Scene+ Card

Handheld Savoury Pastries spinach & feta, bacon & egg or other select varieties 76-95 g available chilled



4²⁹ **200 PTS**
when you buy 2

SUMMER FRESH Dips, Hummus, Queso or Salsa 200-227 g



2⁹⁹ ea when you buy 2 or more

SUMMER FRESH Snack'n Go Hummus 118 g 3.49 ea



10⁹⁹

OLIVIERI Pasta or Skillet Gnocchi 520-700 g



Ready when you are quick and easy!



7⁹⁹

Deviled Eggs 12 pk



8⁹⁹ **100 PTS**
when you buy 1

2 Pack Mixed Deli Meat Subs or Select Varieties 430 g

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

drinks & snacks



8.99
MONSTER, REIGN or BANG Energy Drinks 4x473 mL



6.29
FRITO-LAY Value Size Snacks 325-535 g



2.99 **100 PTS** when you buy 2
COMPLIMENTS Microwave Popcorn 240-282 g



2.49 **100 PTS** when you buy 2
COMPLIMENTS Potato Chips 200 g



4.49 **200 PTS** when you buy 2
STARBUCKS Frappuccino or Doubleshot Coffee Drinks 405-444 mL



4.99
WALKER'S Shortbread selected 135-150 g or MCVITIE'S Cookies 300-400 g



4.99
CHRISTIE Family Size Crackers 328-454 g



4.79
OCEAN SPRAY Cranberry Cocktail 1.89 L



13.99 **100 PTS** when you buy 1
WERTHER'S ORIGINAL Candy 900 g



3.29
HARIBO Candy 170-175 g



10.99 **200 PTS** when you buy 2
NABOB Roast & Ground or Whole Bean Coffee 300-340 g



3.99
KELLOGG'S Special K or Kashi Bars selected 144-200 g

meal makers



4.49
KELLOGG'S Cereal selected 210-525 g (excludes Family Size)



3.69
MOTT'S Fruitsations 6 pk



5.99 **100 PTS** when you buy 1
LOTUS Biscoff Cookie Spread 400 g



5.49
DEMPSTER'S Protein Bagels 5 pk or Protein Tortillas 8.5"



3.49
AYLMER Ready To Serve Soup 540 mL



3.59
MAPLE LEAF Flakes of Ham, Turkey or Chicken 156 g



3.49
LANTIC Sugar Icing, Brown or Yellow 1 kg



3.99 **200 PTS** when you buy 2
COMPLIMENTS 7" Tortillas 340 g



6.99
MAZOLA Oil 1.18 L



2.00 PTS when you buy 1
HELLMANN'S Mayonnaise 1.42 L or COMPLIMENTS Value Size Pickles 2 L



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



2/\$6
TILDA Ready to Heat Rice 250 g

Here for your budget and lifestyle



2.99
COMPLIMENTS Ice Cream Cones or Cuplets selected 18 pk



3.49 **100 PTS** when you buy 2
COMPLIMENTS Fruit Cups 4 pk



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



\$2 **100 PTS** when you buy 3
BEST BUY Baking Mixes 375 g



1.99
COMPLIMENTS Broth 900 mL



2.29
COMPLIMENTS Canned Tomatoes 796 mL or Stewed Tomatoes 540 mL



12.99
COMPLIMENTS Canola Oil 3 L



4.79
COMPLIMENTS Hot Pepper Rings 750 mL or PANACHE Dijon Mustard 500 mL

Scene GET 1,500 PTS FOR EVERY \$100 SPENT IN BOSTON PIZZA GIFT CARDS



Offer valid during May 14 - 20, 2023. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

frozen & dairy



4⁹⁹
SCOTSBURN Family Favourites Ice Cream 1.5 L selected



4⁹⁹
NANA Frozen Dessert 500 mL, REVELLO or FUDGSICLE Novelties 12 pk selected



4⁹⁹
TENDERFLAKE Pie Shells, Tart Shells or Puff Pastry 255-397 g or KRAFT Cool Whip Frozen Whipped Topping 1 L



3⁹⁹ PILLSBURY Toaster Strudel 326 g



12⁴⁹
SWANSON Oven Easy or Family Skillet Meals 1.19 kg



7⁴⁹ **100 PTS** when you buy 2
DR. OETKER Giuseppe Stuffed Crust or Suprema Pizza 475-771 g



6⁴⁹
MCCAIN Pizza Pockets 6 pk



4⁴⁹
GREEN GIANT Riced Veggies or Restaurant Sides 283-340 g or MICHELINA'S Pizza Snack Rolls 496 g



4⁴⁹
SCOTSBURN or FARMERS Sour Cream 500 mL



4⁴⁹ GAY LEA Aerosol Whipped Cream Topping 225 g



2⁹⁹
I CAN'T BELIEVE IT'S NOT BUTTER! 400-427 g or LACTANTIA Flavoured Butter 125 g



5⁹⁹
AMOENZA Twists or Stix 228 g or CRACKER BARREL Crumbled Feta 180 g



4⁹⁹ **100 PTS** when you buy 2
NESTLÉ Coffee-Mate Creamer 828-946 mL



5⁴⁹
SHEPHERD GOURMET Skyr Icelandic Style Yogurt 500 g



15⁹⁹
SAPUTO Shredded Cheese 1 kg or ARMSTRONG 900 g



1⁹⁹ ea when you buy 2 or more
PILLSBURY Crescent Rolls or Wiener Wraps 200-227 g 2.49 ea

WE'RE FULL OF compliments



2⁹⁹
COMPLIMENTS Perogies 907 g



100 PTS when you buy 2
COMPLIMENTS Flatbread Pizzas 300-310 g



100 PTS when you buy 2
COMPLIMENTS Large Omega-3 Eggs or Large Brown Eggs 12 pk



2⁹⁹ **100 PTS** when you buy 2
COMPLIMENTS Cream Cheese or Spread 227-250 g 3.99 ea

natural health



4⁹⁹
G.H. CRETORS Popcorn 213-227 g



5⁹⁹
CROFTER'S Organic Jam 383 mL



100 PTS when you buy 2
2/\$5 CWENCH Sports Drink 500 mL



3⁹⁹
HUMBLE Rumbles Chips 135 g or SUNRYPE Organic Bites 6x18 g



8⁴⁹ **200 PTS** when you buy 2
ELMHURST Plant-Based Milk or Barista 946 mL



12⁹⁹
AMY'S KITCHEN Pizza 340-397 g



6⁴⁹
SILK Protein Beverages 1.75 L




STARTING AT **6⁹⁹** **50 PTS** when you buy 1
CARBONAUT Bread 544-550 g, Hamburger or Hot Dog Buns 288-315 g, Tortillas 210-264 g or Pizza Crust 216 g



5⁹⁹ **300 PTS** when you buy 2
METHOD Liquid Dish Soap 473 mL



200 PTS when you buy 2
9⁹⁹ KIND 5 pk, Minis or Thins 10 pk



2/\$7
PERFECT SPORTS Diesel Whey Protein Bars or HERSHEY'S One Bars 50-60 g



300 PTS when you buy 2
16⁹⁹ ONE A DAY Vitamin Gummies 120-130 pk

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

home & pet care



4.99 ZIPLOC Bags 10-100 pk selected



4.29 COMPLIMENTS Foil Wrap 50 ft or Heavy Duty 25 ft



3.49 COMPLIMENTS Summer Napkins 20 pk



200 PTS when you buy 1
22.99 CASHMERE Bathroom Tissue 24=72 rolls or SPONGETOWELS Ultra Pro Double 8=16 rolls



6.99 PALMOLIVE EZ-Pump Dish Detergent 828 mL



4.99 **100 PTS** when you buy 2
CLOROX Clean-Up or All Purpose Cleaners 946 mL or Bathroom Foam 887 mL



5.99 GLADE Plug-Ins Scented Oil 1 pk



6.99 ARM & HAMMER Laundry Detergent 1.42-1.63 L



8.99 GREENIES Dental Dog Treats 170-228 g



1.89 BLUE BUFFALO Tasteful Wet Cat Food 155 g



1.99 PEDIGREE Wet Dog Food 375 g



100 PTS when you buy 1
COMPLIMENTS Cat Litter 7 kg

health, beauty & baby



7.99 **100 PTS** when you buy 2
SENSODYNE Clinical Repair Toothpaste 75 mL selected



5.99 STARTING AT
HEAD & SHOULDERS, OLD SPICE or AUSSIE Shampoo or Conditioner 315-475 mL, OLAY or IVORY Body Wash 364-621 mL or SECRET Deodorant 45 g selected



7.49 TRESSEMMÉ Shampoo, Conditioner or Stylers 180-828 mL or 298-413 g selected



150 PTS when you buy 1
7.49 STARTING AT
SOFTSOAP Liquid Hand Soap 1.47 L or HELLO Deodorant 73 g selected



UP TO 20% off
GILLETTE, BIC or SCHICK Skintimate or Mach3 Razors or Shave Care 1-15 pk, 75-177 mL or 198-311 g selected



10.99 STARTING AT
HEAD & SHOULDERS Classic Clean or Dry Scalp Shampoo 400-835 mL selected



5.49 STARTING AT
ALWAYS Pads, Liners or TAMPAX Tampons 10-72 pk selected



500 PTS when you buy 2
20% off OMBRELLE Selected Sun Care Products



78.99 SIMILAC 360 Total Care Ready To Feed Infant Formula 16 pk



9.99 PEDIASURE Complete 4 pk



300 PTS when you buy 1
68.99 ENFAMIL A+ NeuroPro Infant Formula Refills 862-890 g



9.99 PAMPERS Baby Wipes 112-216 pk

pharmacy

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



400 PTS when you buy 2
19.99 DEPEND Underwear or POISE Pads selected



10% off **250 PTS** when you buy 2
BIOTRUE or RENU Twin Pack Contact Solution selected, OCUVITE 50 pk or PRESERVISION 60-120 pk Vitamins selected



15% off **600 PTS** when you buy 2
BAND-AID Premium Bandages or POLYSPORIN Ointment 15 g



200 PTS when you buy 2
10% off Children's ADVIL Liquid 24-100 mL or Tablets 20 pk



600 PTS when you buy 2
12.49 TYLENOL or BENLYN Cough, Cold & Flu selected*



600 PTS when you buy 2
14.99 PEPCID Heartburn Relief 25-30 pk

Need health care or advice? We do that!

From weight management to diabetes care, pharmacist can help.*

360Health | Sobeys
PHARMACY & WELLNESS

*Fee for some services may apply.

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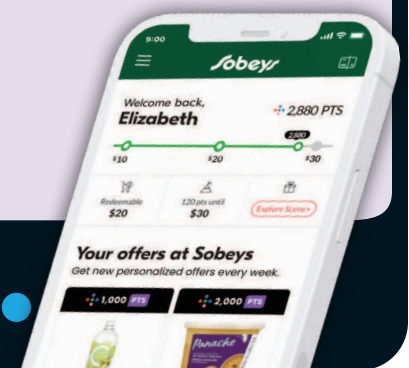
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Get
600 PTS
when you
buy 2

WEBBER NATURALS
Vitamins or Supplements
selected varieties and sizes



Download on the
App Store

GET IT ON
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Offer valid May 14th to May 20th, 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.



Your destination for variety and value



4.49
Pomegranates
product of Peru



1.99
/lb

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



حلال
Halal

10% off SUNGOLD Premium Lamb Loin Chops, Shoulder Steak, Leg Steak or Stew Cubes



8.88 EIGHT TREASURES Cooked & Peeled Shrimp 91-120 ct per lb 340 g

150 PTS
when you buy 2

10.98

DAINTY World Classics Basmati Rice 1.6 kg



16.99 SHER Desi Style Atta 9.07 kg



4.49 TRE STELLE Paneer 300 g



4.48 THE SPICE TAILOR 3 Step Kits 215-375 mL selected

1.79

MAGGI Masala Noodles Family Pack 280 g



4.29

SHERBON Mango Juice Drink 2 L



STARTING AT 2.79 RUBICON Juice 1 L

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Stock up on long weekend deals!



\$3 150 PTS when you buy 3
KELLOGG'S Cheez-It Crackers 191-200 g



3.99
HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g



2/\$9 300 PTS when you buy 4
TOSTITOS Tortilla Chips 205-300 g



5.99
CHRISTIE HoneyMaid Graham Wafers 400 g



150 PTS when you buy 2
2/\$7
COMPLIMENTS Lem&Tea or Raspberry Lemonade 1.89 L



100 PTS when you buy 1
4.99
COMPLIMENTS Lemonade or Iced Tea 2.84 L



BUY MORE SAVE MORE
7.25 ea when you buy 3 or more
CADBURY Singles 33-60 g 1.99 ea



BUY MORE SAVE MORE
4.99 ea when you buy 2 or more
MAYNARDS Large Bag Candy 308-315 g 5.99 ea



7.99
MR. FREEZE No Sugar Freezies 48 pk or TONY'S Chocolonely Chocolate Bar 180 g while supplies last



60 PTS when you buy 1
13.99
CORONA Cero Alcohol-Free Beer 6x330 mL



7.49 50 PTS when you buy 2
OCEAN SPRAY Sparkling Beverages 6x340 mL



50 PTS when you buy 2
7.50
BIG 8 Soft Drinks 2 L

So ready for a Long weekend BBQ



5⁹⁹ /lb
PANACHE Flattened Chicken in Various Flavours 13.21/kg



250 PTS
when you spend \$25 or more

19⁹⁹ /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 44.07/kg



200 PTS
when you buy 1

12⁹⁹ /lb
NAGANO Premium Fresh Pork Loin Hotel Cut Chop 28.64/kg

Made with 100% Canadian Flour



BAKED IN STORE



3⁹⁹
Dinner, Tray or Butter Topped Rolls 12 pk 425-455 g

Made with 100% Canadian Flour

BAKED IN STORE



100 PTS
when you buy 2

4⁶⁹
Panini or Calabrese Buns 6 pk 375-480 g

Try our Made with KitKat® Brownie or Brownie Cake for a Limited Time



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

BAKED IN STORE



2⁹⁹
Ciabatta or Artisan Style Baguettes 325-380 g

BUY 1 GET 1
of equal or lesser value
FREE

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



National Caesar Day

May 14th

Add in Horseradish brine for an extra kick!



2.99
HOBBS PICKLES
90 mL selected



4.99
MATT & STEVE'S
Caesar Mix 1.36 L



5.49
MATT & STEVE'S
Pickle Spears 750 mL



6.79
MATT & STEVE'S
Pickled Asparagus
500 mL



4.99
FRENCH'S
Worcestershire Sauce
295 mL



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

50 PTS
when you buy 2

2.99
LOUISIANA
Hot Sauce 177 mL



So Local

From Atlantic Canada



Moncton's Pump House Brewery is an award-winning independent brewery known for bold innovation. Since 1999, they've been creating craft favourites, non-alcoholic and seasonal releases.



Blueberry Ale

- Blonde, sweet blueberry refresher
- Peppery malts & spicy hops

Crafty Radler

- Grapefruit & tangerine soda
- Balanced malt & hops

From New Brunswick

12⁹⁹

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

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

World Bee Day

MAY 20, 2026



8⁹⁹

BEEMAID HONEY
500 g



10⁹⁹

COMPLIMENTS Honey
750 g-1 kg



Tiny Creatures. Big Impact!

Bees do more than make delicious honey. They power our ecosystem by pollinating millions of flowers. That includes pollinating one third of the foods we eat every day!



Explore New Sweet & Spicy Honey Infusions!

7⁹⁹

COMPLIMENTS Hot Honey
375 g

Canadian Hive Heroes

Meet Dani Glennie! She's a second-gen beekeeper from Langenburg, Saskatchewan, proudly continuing the work her mother started on their family farm. As a BeeMaid Honey co-op member, Dani specializes in raising nucs and queens to build strong, healthy hives and ensure a successful honey harvest each season.





Canada's Baby Grocery Store

Big offers for your baby's essentials!

5.49
NESTLÉ Gerbers Cereals 227 g

\$7 ea when you buy 5 or more
COMPLIMENTS ORGANIC Baby Pouches 128 mL 1.79 ea

\$4
BABY GOURMET Organic Baby Snacks 40-42 g

200 PTS when you buy 1
39.99
ENFAGROW A+ Powder 907 g

4.49
Q-TIPS Cotton Swabs 400 pk

22.49
HUGGIES Baby Wipes 560-704 pk

28.99
PAMPERS Easy Ups or Ninjamas Super Packs 34-74 pk

8.99
LIVE CLEAN Baby Shampoo & Wash 300 mL

200 PTS when you buy 2
12.99
AVEENO Baby Lotion, Wash & Shampoo 532 mL

NEW

BR
BASKIN-ROBBINS

9.99

BASKIN-ROBBINS Confectionery Ice Cream 946 mL or Novelties 4x125 mL selection may vary by location

MADE IN CANADA

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

Your **summer** lineup

2.99 MINUTE MAID Lemonades 1.75 L

3.99 MINUTE MAID Zero Sugar Drinks 1.54 L

4.49 SIMPLY Lemonades 1.54 L

*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Retailer may sell for less. The trademarks that appear are the property of their respective trademark owners.

SUPER PREMIUM PLUS by **CHAPMAN'S**

3.99

200 PTS when you buy 2

CHAPMAN'S Super Premium Plus Ice Cream 500 mL selection may vary by store location

Wildly DELICIOUS PRESERVE CO. LTD.

RULE THE GRILL

\$5 ea when you buy 2 or more or 6.99 ea

APPLEWOOD & HICKORY SMOKED BBQ SAUCE
TUMÉE AU BOIS DE CHÊNE ET DE NOYER

SOUVLAKI MARINADE
LEMON & OREGANO CITRON ET ORIGAN

PERI PERI
CHILI & GARLIC CHILI ET AIL

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NEW

TRY OUR CHIPS FOR FRY LOVERS

CAVENDISH FARMS Quick Crisp Crinkle Chips 540 g

3.99

CAVENDISH FARMS Flavour Crisp Classic Crinkle Cut Fries 650 g

CAVENDISH FARMS Restaurant Style Gourmet Frites 750 g

WANTA FANTA? COME GET IT.

CALL OF DUTY® HALO® WORLD OF WARCRAFT®

XBOX®25

EVERYONE 18+ E-M ESRB esrb.org

100 PTS when you buy 2

NEW

PEPSI Soft Drinks 6x222 mL

13.99

BUBLY Sparkling Water 24x355 mL

new

CELSIUS LIVE FIT

2/\$6 CELSIUS Energy Drinks 355 mL

100 PTS when you buy 1

GATORADE Powder Sticks 10 pk

ROCKSTAR ENERGY DRINK • BOISSON ÉNERGISANTE

2.99 ea when you buy 2 or more

ROCKSTAR Energy Drink 473 mL 3.79 ea

Alani NU

2/\$6 ALANI NU Energy Drinks 355 mL

Tim Hortons

Two NEW ways to chill

Tim's® Iced Coffee, Crafted Your Way

TIM HORTONS Ready-to-Drink Black Iced Coffee 1.42 L also available in vanilla or caramel

7⁹⁹

NEW!

TIM HORTONS Cappuccino Iced Coffee Syrup 470 mL also available in mocha

7⁹⁹

© & © Tim Hortons, 2026.

I ♥ Reese's DAY
MAY 18TH

SO MANY REESE'S, SO LITTLE TIME.

HERSHEY King Bars assorted varieties 62-85 g **2¹⁹**

HERSHEY Bagged Chocolate assorted varieties 160-290 g **5⁷⁹**

HERSHEY Single Bars assorted varieties 34-58 g **1⁴⁹**

200 PTS
when you buy any 4 items*

Offer valid in-store from May 7-20, 2026

Dempsters HAMBURGER THE SUPER MARIO GALAXY MOVIE SOFTER THAN EVER 8 pk \$7.99

Dempsters WHITE BLANC 57g \$5.99

Mi Tierra Original 250g \$5.99

Hostess Mini Cupcakes PEACH PÊCHE 8 pk \$5.99

Hostess Mini Cupcakes PEACH PÊCHE 8 pk \$5.99

*When you purchase 4 or more of any combination of Dempsters® hot dog and hamburger buns 8pk, Dempsters® breads 570g-675g selected varieties, Mi Tierra™ 250g and Hostess® 178g-231g products in a single transaction.

New
MADE WITH REAL TEA

MIO
60% less sugar.*
100% of the flavour.

200 PTS
when you buy 2

MIO Iced Tea Powder 540 g **8⁹⁹**

*Than regular iced tea per 1 1/2 cups (375 mL)

MIO
your water, your way.

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

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

FROM BREW TO CHILL.

11⁹⁹
VAN HOUTTE K-Cup® Pods 10-12 pk

13⁹⁹
VAN HOUTTE Roast & Ground Coffee 340 g

25⁹⁹
VAN HOUTTE K-Cup® Pods 30 pk

VAN HOUTTE
REAL. GOOD.

Sobeys

Your Wellness, Rewarded

Stock up on your favourites or try something different and get rewarded!



4/\$10 ANNIE'S Mac & Cheese 149-170 g (excludes Gluten Free, Vegan, or Super! Mac)



7²⁹ NATREL Organic Milk 2 L



2/\$10 EARTH'S OWN Barista 946 mL



2/\$6 BLUE DIAMOND Almond Breeze 946 mL



100 PTS when you buy 2
10⁴⁹ WESCANNA Gluten Free Oats 1 kg



2/\$6 COVE Organic Kombucha 355 mL



200 PTS when you buy 2
6⁴⁹ SAMBAZON Bowls berry bliss or superberry 173 g



100 PTS when you buy 2
7⁹⁹ MID-DAY SQUARES 4 pk



50 PTS when you buy 2
7⁹⁹ CALIFIA FARMS Organic Almond Beverage 1.4 L



500 PTS when you buy 2
2/\$40 BIOSTEEL Hydration Powder 16 pk



150 PTS when you buy 1
10⁹⁹ MUSCLE MILK Protein Shake 4 pk



3⁹⁹ BAREBELLS Protein Bars 55 g



15% off PVL Sports BCAA, Creatine, Domin8 or Glutamine Powders 225-400 g

Prices & offers in effect Thursday, May 14 - Wednesday, May 20, 2026.

*Scene+ Points and all offers valid from Thursday, May 14 - Wednesday, May 20, 2026. Participating products are those listed in this ad. All products must be purchased in one transaction, excludes taxes, deposits, and other non-discountable items. Redeem at checkout.

GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW



*Conditions Apply

