



President's Choice®

Insiders Report™

2026

Summer

POSSIBLE LIVES HERE™
—
100+
NEW PRODUCTS
—
TO SPARK YOUR SEASON



This summer, we're all PC® Insiders.

Being an Insider is all about the thrill of discovery, that can't-wait-to-see-what's-next energy. We're always chasing new taste possibilities, testing over 100 products in a day (someone's gotta do it). The goal? Turn everyday moments into More Memories. This is where our new chapter begins.

Every summer has its hero, and for us it starts with the grill. Not to brag, but we're grill groundbreakers. It's a journey to see what's truly barbecue-worthy, and this summer's standout is no exception.

We rewrote the burger rulebook with our **PC® Jerk Chicken Burgers**. A burger so bold, it took years to pull off its smoky, irresistible heat. Find this season's next smash hit and more grill game-changers like our juicy, protein-packed **PC® Smoked Chicken Sausages** on page 10. Don't forget to save room for our **PC® Triplelicious Very Strawberry Cheesecake Layered Pie** (pg. 15)—it's basically an entire cheesecake layered inside a pie. Yeah, we went there.

Then, make summer stretch forever with our greenhouse-grown tomatoes. We searched high and low for our best-tasting tomatoes and realized they couldn't be found. They had to be grown. We tried nearly every variety of tomato under the sun until we struck greenhouse glory. Meet our juiciest, most delicious, tongue-tingling bursts of pure summer goodness on page 8-9.

Speaking of peak produce, our PC® Test Kitchen knows how to make it shine with recipes that celebrate the season. We out-dipped ourselves with our **PC® tomato sizzle dip** (pg. 9), pairing pan-sizzled tomatoes with cool Greek yogurt for a sweet, jammy, and irresistibly fresh dip. You'll never look at salads the same after you make our **PC® maxed out mango salad** (pg. 22). Juicy mango meets toasted coconut crunch for a true texture triumph.

Even more flavour journeys await with our Taste Escapes, where destination delicious is always on the map. Go on a cross-Canada trek through our limited-edition, Canuck-ified **PC® World of Flavours Potato Chips** (pg. 18-19) and make sure to pack our **PC® Perfectly Portable Tabletop Grill** that's always up for an adventure.

After all that adventure, hit Balanced Bliss, where you never have to compromise. Scoop up nostalgia, with our new **PC® Scoop Shop Ice Creams** (pg. 34). Then, raise a glass with our biggest lineup of bubbles yet, from our new **PC® Blue Menu® Passionfruit Guava Flavoured Sparkling Water** (pg. 30) to sparkling beverages with added fibre. There's a reason why our sparkling sips are some of the most loved in the country.

And because going big is what we do best, we pulled out all the stops with four coffee-table-worthy front covers. Team Burger or team Sausage? Dessert or Fresh Fruit? Collect them all and let the friendly debates begin. No matter which side you pick, there's one undeniable truth: summer belongs to Insiders.



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- PC® Test Kitchen

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More memories

This season may be fleeting, but it doesn't have to feel that way. Our most boundary-breaking bites and fresh ideas are here to make every second count. Taste more, do more, live more because summer waits for no one.



We believe our shrimp sensation will go in a flash. Act fast!

Watch our marinade sizzle into the ultimate sauce that shrimp (and crunchy bread) can't stop diving into.

Take it from the grill to the table in one easy move.

Olé in a tray

Put something new on the 'cue with summer's surprise showstopper.

For over a decade, we've been committed to sourcing seafood from certified sustainable and responsible sources. Look for these labels on seafood products:



Our snacking sensation of the season started with a Spanish spark. In a tiny tapas bar, it hit us: shrimp sizzling in spices, tails up for smooth snacking. No forks, all flavour. Our **PC® Sizzle Wheel Shrimp** was born. Shrimp is the star, so we searched for our most perfectly sized prawns, hand-placed in a circle because this is meant to be gathered around. Inspired by our cult-fave chili spread, we took its fiery crunch and said, "louder!" Enter our **PC® The Sizzle Wheel Chili Crisp Shrimp**. Its tingly taste comes from Szechuan pepper extract, a move so bold we almost questioned it (almost). For classic cravers, our **PC® The Sizzle Wheel Garlic & Herb Shrimp** soaks up that iconic combo, brightened with lime for a delicious plot twist. Best part: slide onto the grill, sizzle, and serve straight from the tray for summer's can't-miss stunner.

\$13 300 g

Chili Crisp: 21704047_EA; Garlic & Herb: 21704114_EA



“Swicy” up your summer

Swicy (that sweet-spicy flavour combo) is totally trending. Here’s how to bring the heat with a little sweet all season long.

GRILL HACKS

Sun’s out, swicy wings on

We cracked the code on foolproof wings, so we’re spilling our secrets and a whole lot of our sweet-heat tropical glaze. Go ahead, fire up the grill.

Follow these steps:

1 Dry wings = crispy wings.

Sprinkle wings with salt and dry in the fridge overnight on a wire rack set over a baking sheet.

2 Season.

When ready to grill, toss wings with a drizzle of oil and a pinch of salt.

3 Fire up.

Grill over medium heat, turning occasionally, 10 min. Brush with **PC® Tropical Sweet Heat Wing Sauce** and keep grilling, flipping and basting with sauce, until cooked through, 10 to 15 min.

4 Hit the sauce.

Top with extra wing sauce or serve on the side for dipping.

1



Where our jerk journey began

Imagine all the flavour, complexity, and smokiness of barbecue, now times it by 100. That’s jerk, and that’s why we’re so captivated by it. We had to pay a proper tribute with our **PC® Jerk Chicken Wings** and knew just the guy to go to. Our resident jerk expert’s journey began in his home kitchen, where the precise balance of smoke and spice took years to perfect. It’s this dedication behind every bite, every brush of sauce. The next stroke of genius was saucing our wings while grilling them (instead of after) for a caramelization that brings out real depth, the kind you can’t get enough of...

\$17 907 g 21469394_EA

2



Spice sensation

Our jerk wings unleashed a thirst for something greater, so we built a burger worthy of the jerk legacy. Behold, **PC® Jerk Chicken Burgers**, our boldest burger yet. The secret jerk wing seasoning was our guiding light, but rewriting the burger rulebook meant reimagining the recipe that started it all. We went into the PC® Test Kitchen and didn’t leave until we captured the essence of wood smoke flavour—an ode to traditional jerk—and got habanero’s fruity-spice notes locked in. But it was missing one thing. We added some dark meat to emulate the rich bite of a classic jerk chicken leg. Best on the grill for a slightly charred finish, you haven’t truly burger’d until you’ve jerk burger’d.

\$12 852 g 21714192_EA

“In Jamaica, we’d go to the Grand Market for jerk chicken. Jerk is nuanced, with layers of spice and smoke that give it its signature kick. When I migrated to Canada, I created my own recipe to give my kids the experience I had.”

Sheldon H.
PC® jerk maestro

We love topping our PC® Jerk Chicken Burgers with our classic PC® Coleslaw. The surprise duo that just works.

That perfect crunch?
It's all in our classic wave cut.

Made with no artificial flavours, synthetic colours, or added MSG*.

3

The sip of summer

Every year, we search for our next best lemonade. This time, pink guava found us. The second we tasted its bright floral and honeyed notes, we knew we had to make PC® Guava Lemonade. We'd initially tried white guava but could barely tell it was even there. Fresh and juicy pink guava holds its own without overpowering, taking each sip to a new flavour dimension. Perfect for washing down our spicy jerk, pucker up for your sweet-tart trip to the tropics.

\$3 1.89 L 21706967_EA

You'll want this on everything

We could smell our PC® Tropical Sweet Heat Wing Sauce before we tasted it. So potent, it distracted us from our jerk jamming. One whiff of exhilarating scotch bonnet peppers and cue the waterworks (the good kind). Fiery sunshine, bottled. We knew scotch bonnet's unforgettable fruity heat had to be the star. Then, we intro'd our fave sun-drenched companions: concentrated passion fruit juice for soothing tropical tang and velvety mango purée for added sweetness. Sure, it's a wing sauce, but you'll want to dip, dunk, and drizzle this on anything.

\$4 350 mL 21717311_EA

When jerk met crunch

We weren't kidding about our jerk obsession. Our wings started it, our burger broke the rules, and now our PC® World of Flavours Jerk Chicken Flavour Potato Chips are pushing past snack standards. It was a true test: pack all the boldness of jerk chicken into even the tiniest ripple. In our relentless quest for the best jerk flavour imaginable, we landed on the final frontier of crunch, the holy grail of flavour, a chip we simply couldn't quit. Good luck putting these down.

\$2⁵⁰ 200 g 21711973_EA

*Except naturally occurring free glutamates

Tomato season forever

The future of farming lives here, one good-for-you, greenhouse-grown tomato at a time.

Phytochemicals are responsible for a tomato's yellow, orange, and red hues. Think of them as nature's colour palette.

We aim to grow our greenhouse tomatoes in a near stress-free environment, so what lands on your plate is a juicy, tasty tomato every time.



The PC[®] tomato trifecta

We had a dream: peak summer tomatoes, all the time. But dreaming is easy. Making this actually happen meant continuing to embrace the future of farming. And the future is greenhouse-grown tomatoes. When tomatoes grow under the right conditions, flavour follows. Because great tomatoes shouldn't just be seasonal. They should be exceptional, always.

Greenhouse game-changer

Inside our greenhouses, a tomato paradise built on precision and intention, where giving you our best looks like constant tomato health monitoring, efficient water usage, and reduced reliance on pesticides**.

Naturally nutritious

Think of tomatoes as a vibrant wellness addition to your plate. A juicy source of vitamin C, tomatoes support well-being. We'll wait until they reach just the right maturity on the vine before harvesting. Letting them ripen this way allows the plant to fully nourish the tomato for an enhanced aroma, richer flavour, and often sweeter taste.

Always our best in taste

For us, high-flavour tomatoes start with one key thing: the balance of sugar (sweetness) to acidity (that tomato tang). But it doesn't stop there. Aroma and umami notes play a part, too. We blind taste test every tomato variety to make sure they're consistently hitting their ideal flavour zone. Only top tomato triumphs here.

**compared to conventional open-field production systems

Many of our tomatoes are grown in Leamington, Ont., a.k.a. "the glass jungle" with North America's largest concentration of greenhouses.

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We've struck greenhouse glory

PC® Mixiany Cherry Tomatoes on the Vine

\$7 340 g 21720721001_EA



Flavour: A harmonious blend of sweetness with light acidity, delivering fresh-picked flavour and a satisfying “pop” when bitten into.

Best for: Plump and perfect for skewers, salads, snacking, or roasting. We like to call them bruschetta’s bff.

PC® Strawberry-type Tomatoes on the Vine

\$6 340 g 21720704001_EA



Flavour: Known for their strawberry-like shape, these juicy gems are a symphony of sweet and savoury.

Best for: Their tender, juicy bite gives delicious heart to salads and snacks.

PC® Sweet Marvels Grape Tomatoes on the Vine

\$7 340 g 21720619001_EA



Flavour: Shaped like a grape, consider these the cousin of the cherry tomato. Their low acidity and rich, sugary flavour make every bite a mini celebration.

Best for: Snack straight from the vine, toss into salads (Greek or pasta), or thread onto skewers for colourful, bursting bites.

DIP GOALS

PC® tomato sizzle dip

PREP TIME: 20 MIN | **SERVES:** 8

The dip of summer. Juicy, pan-sizzled tomatoes meet high-protein Greek yogurt for a hot-meets-cool contrast that disappears fast.

You'll need:

- ¼ cup PC® Canola & Olive Oil Blend
- ¼ cup capers, drained and patted dry
- 2 tbsp PC® Organics Pure Honey
- ¾ tsp salt, plus more to taste, divided
- ¼ tsp black pepper, divided
- 1 pkg PC® Mixiany Cherry Tomatoes on the Vine
- 1 spring PC® Rosemary (optional)
- 1 cup PC® Plain 2% Greek Yogurt
- 1 tbsp each chopped PC® Chives and fresh parsley, plus more for garnish
- 1 tsp grated lemon zest, plus juice to taste



Follow these steps:

- 1. Preheat** oven to 425°F. Heat oil in small skillet over medium; cook capers, swirling often, until bursting, 5 min. Using slotted spoon, transfer capers to paper towel-lined plate, reserving cooking oil.
- 2. Stir** together 2 tbsp reserved oil, the honey, ½ tsp salt, and pinch pepper. Place tomatoes (leaving on vine) and rosemary on baking sheet; drizzle with oil mixture. Bake in top third of oven until blistered, 15 min. Switch oven to broil; cook until charred, 2 to 4 min.
- 3. Meanwhile, stir** together yogurt, herbs, lemon zest, ¼ tsp salt, and pinch pepper; spread on serving plate. Top with tomatoes and juices; sprinkle with capers. Top with more herbs, lemon juice, and salt.

PC® CHEF PRO TIP: Serve with PC® Sea Salt Naan Crisp Crackers, chips, or sliced fresh veggies.

Big burger energy

Decades of burger mastery and sausage showstoppers later, we still got the boldest bites on the block.

**PC Plant Based
The Black Bean Veggie Burger**
are a very high source
of fibre!

**Our PC Smoked
Chicken Sausages**
serve up at least
16 g** of protein!

Not to brag, but we did change the burger game. First to bring you patties made from premium cuts like prime rib and sirloin? That was us. More mindful meat choices? Yup. Looking for protein? We're raising the bar with our new chicken sausages. Whatever your cravings or wellness goals, consider it done right.

For the protein-minded

Your protein goals never tasted so good. Our new **PC Smoked Chicken Sausages** set a whole new standard. Made with lean chicken breast, they pack at least 16 g of protein (per 94 g of sausage). But don't think for a second that means giving up an ounce of flavour. We've loaded our links with three craveable combos: Roasted Garlic and Herb, Spinach and Feta, and savoury Red Pepper and Mozzarella, so delish you won't even need a bun. No nitrates*, and fresh tasting, because we know your health is top of mind. Smoked over maple wood for a touch of sweetness, fully cooked and ready to heat, sizzle, or chop into pasta, salads, and breakfast skillet. Welcome to the chicken sausage shake-up.

\$6⁵⁰ 375 g

Roasted Garlic & Herbs: 21732121_EA; Spinach & Feta: 21731918_EA; Red Pepper & Mozzarella: 21732133_EA



Bun intended

Bun voyage to basic buns. Our new **PC® Gigantico Jalapeño Sausage and Burger Buns** are the bun upgrades you didn't know you needed. Golden and perfectly soft, now speckled with snappy jalapeño pieces you can see and taste, thanks to their spicy kick. Not for the faint of taste, these buns dare to take your grill game to the next level.

\$4 432 g

Sausage Buns:
21719679_EA;
21719982_EA

\$4 568 g

Burger Buns:
21719745_EA;
21720048_EA



Light and chewy, infinitely versatile, and baked in Canada, **PC® Gigantico** is the way to go!

Made with that iconic PC sausage snap, our **PC® Smoked Chicken Sausages** are as satisfying as a home run at the ballpark.

For the spice seekers

You want heat? Our **PC® The Heat Chaser Cheddar Jalapeño Beef Burgers** understood the assignment with bright jalapeño heat that builds with each bite. Then we wondered, what if we put cheddar inside the burger? Turns out, it was a really good idea. Spicy meets smooth thanks to our cheddar's creamy richness to help balance jalapeño's punch. Bonus: the crispy cheese bits that char on the grill are total gold.

\$18 852 g 21714070_EA

For the plant-powered

Bet you didn't think plants could pack this much punch. Hearty and full of flavour, our **PC® Plant Based The Black Bean Veggie Burger** take plant-based patties to the next level. After tasting and tinkering, we decided black beans, corn, and sweet potatoes bring the perfect blend of umami flavour with a texture that stays true. Plus, a kick of Southwest heat to tie it all together 'cause fibre's gotta bring the fun, too.

\$9 452 g 21431950_EA

For fish fans

When we go big, we go really big. We strived to make our best fish burger ever, and the secret is big chunks of responsibly farmed Atlantic salmon. Fish burgers are underrated. Our **PC® The Ultimate Atlantic Salmon Burgers** are impossible to ignore. Flaky, flavourful, and undeniably juicy at a juicy price.

\$16 500 g 21638144_EA

Flame faves

Meet your barbecue's new bffs: ready to tackle every flip, press, or mess.



PC® Flat Top Smash Burger Press

Smash burgers are stealing the spotlight, and now you can press patties like a pro with our sturdy stainless-steel press. Its grip lets you smash and sear for that irresistible crust without any slip.

\$9 21668592_EA



PC® Flat Top Stainless Steel Spatula Starter Set

We'd only do a spatula if it was worthy of epic flipping and big barbecue moves. Enter two stainless-steel superheroes: slotted drains liquids for crisp bites, while solid slides under even the daintiest delicacies.

\$16 21668369_EA



PC® The Sidekick Grilling Caddy

Grill gear, condiments, jumbo paper towels—it all fits. Portable, packable, primed for on-the-go grilling glory.

\$20 21668725_EA

Grill from day

Bye-bye basic barbecue, hello grill game-changers that serve serious sizzle without burning your budget.

Our grills go fast. Don't miss your chance!

*Morning
Bacon
Eggs
Pancakes*

Includes cover and beveled, hinged lid to protect grill from the elements.

Our hottest new grill, at a smokin' hot price

We think our PC® The Sizzle Grill Flat Top Propane Griddle is the best thing to happen to outdoor cooking since the creation of fire. Once you go griddle, you'll get it. Total freedom to sizzle, fry, steam, sauté—things you wouldn't dare on a regular grill—our durable iron plate workhorse does it all. Bacon and eggs, smash burgers, even fried rice for the whole crew. Versatility is the griddle's superpower thanks to its consistent, even-cooking surface. And the size? Massive. At 756 square inches, two foodies can flip 45 burgers at once, then fold down the collapsible shelves for more room to play and make memories. Premium tumbled finish, plus a five-year warranty, this is summer's biggest flex.

\$445 21672428_EA

Eight accessory hooks, plus two magnetic strips for all your barbecue toys.

to night

**Premium power,
unbelievable
prices**

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Tacos
Grilled
Sandwiches
Seafood

Evening
Roasted
Veggies
Seafood
Burgers



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*After 2 months of service.

There's been a seafood-baked-sized hole in our hearts, so we had to bring our **PC® Garlic & Herb Seafood Bake** back. Packed with as much seafood, including Canadian mussels, as our grill-ready tray could hold. Plus, pieces of real garlicky butter so big, we call them "pucks."

\$20 810 g 21713040_EA



Side burner built in for multitasking magic: simmer sauces, char corn, heat up whatever your heart desires.



Cast aluminum firebox coupled with triple-tiered heat plate system provides superior heat retention and even cooking.

Grill your way

When we set out to reimagine grilling greatness, we knew one size doesn't fit all. So, we fired up two propane-powered showstoppers: the **PC® The Ultimate Propane Grill** for the host who does it all (it can fit 28 burgers!), and the **PC® The Urban Propane Grill**, built to deliver pro-level power in smaller spaces. Both share the same powerful DNA: a cast aluminum firebox that traps heat like a champ and a triple-tier heating system for sizzling, evenly cooked results. Picture it: drippings zigzagging away from the flames (not onto them), locking in steady, even heat with zero cold spots. And because no great grill is complete without a little drama, we added an infrared burner for serious searing.

Ultimate Propane Grill
\$795
21670484_EA

Urban Propane Grill
\$695
21670523_EA

Fold-down shelves and compact design bring full-size grilling power to any small space.



Little cravings

Snacking goes global with big flavours at small prices.

Our Mexican-inspired cheeses are crafted with Canadian milk and are a source of calcium.

Antojitos means "little cravings." Think of them as Mexico's answer to tapas: savoury, snack-sized bites.

Tapas time

After snacking on tortilla española, we knew we had to bring Spain's legendary potato and onion omelette home. A first for us in Canada, our **PC® Potato & Egg Pie with Caramelized Onions** is made in Spain, where the craft runs deepest. With time-honoured know-how, our tortilla tastemaker turns humble ingredients into the golden, gloriously tasty tapas tradition we fell for. It starts with potatoes: a variety of carefully chosen spuds, thinly sliced and fried for the perfect bite. Then, velvety eggs and caramelized onions give it that signature richness. We'll eat it morning, noon, and night, and frankly, so should you.

\$7 600 g 21714876_EA

Worth crumbling for

When you need a little "oomph," meet **PC® Cotija Hard Unripened Cheese**. Nicknamed the "cheese of the mountains," cotija comes from the Mexican highlands, where it's been a culinary legacy for generations. Now, we're bringing the tradition north. Our cotija is made prepared in Canada, guided by a master cheesemaker who's been honing their craft for decades. True to time-honoured technique, it's rested for up to 45 days. This slow and sacred process develops a rich, earthy, crumbly cheese that makes savoury dishes shine.

\$9 290 g 21707616_EA

PC® CHEF PRO TIP: Crumble **PC® Cotija Hard Unripened Cheese** over everything from tacos to soups for a salty, savoury boost.

From oops to Oaxaca

Legend has it that Oaxaca cheese was created by fluke. In an 1800s Oaxacan kitchen, milk overheated, panic set in, and hot water saved the day. What could have been a crumbly mess became one of Mexico's most cherished silky, stretchy cheeses. Prepared in Canada, our **PC® Oaxaca Firm Unripened Cheese** honours this culinary twist of fate, the same way we celebrate creative sparks in our PC® Test Kitchen. Made by expert cheesemakers, our Oaxaca cheese is melt in your mouth, with a texture that rivals mozzarella. You haven't truly lived until you've tried it in a quesadilla. Perfect for anything that deserves a cheese-pull, every bite is as authentic and unforgettable as the happy accident that started it all.

\$9 190 g 21706793_EA

S'more memories

Summer nights, gooey s'mores, sticky fingers. We took that memory and pie-ified it into our **PC® S'mores Cream Pie**. The breakthrough? Toasting takes it over the top. Our famous graham cracker crust, now toasted and topped with a creamy chocolate filling and—wait for it—peaks of toasted meringue. Just thaw, grab forks, and gather 'round. Warning: known to spark “just one more bite” moments straight from the tray.

\$12 730 g 21574358_EA

Pie in the sky

We had a wild idea. What if cheesecake crashed the cream-pie party? Only we would dare when crafting our **PC® Triplelicious Very Strawberry Cheesecake Layered Pie**. Buckle up, because you've never seen strawberries and cream like this. It starts with our graham cracker crust because, well, our iconic crust is non-negotiable at this point. Then, we sandwich a whole cheesecake layer beneath a sweet strawberry filling because we like to over-deliver when making one of the most unapologetic dessert mashups ever. Topped with clouds of whipped cream and more crunchy graham cracker pieces for that double-header of graham cracker heaven. Summer is finally here and so is your most daring dessert.

\$12 730 g 21716096_EA

Punchy pie perfection

Some things are born to be bigger. Our **PC® Key Lime Pie** is just one of those things. More than the sum of its parts, it set the tone for our cream pie creations to come. Nothing shouts summer more than its citrusy, creamy zing and scratch-made, golden graham crumb crust. No wonder you keep coming back for it year after year.

\$12 730 g 21586299_EA



Layered, loaded, legendary

Next-level indulgences you won't want to put down.



Tested, tweaked, and obsessed over, this cheesecake gets its velvety texture from the perfect balance of Canadian dairy and eggs.

The base that started it all—our renowned, made in house graham crust.



Prepared in Canada and made with real strawberries, our juicy filling is a fresh taste of summer.




Our berry best

PC® Greenhouse-Grown Strawberries are grown year-round in Canadian greenhouses where every variable, from light to temperature, is dialled in just right. The payoff is juicy, sweet and consistently amazing berries.

\$6 340 g 21027142001_EA



A vibrant mango salad is the central focus, featuring chunks of bright yellow mango, sliced green kiwi, and orange segments, all topped with a generous amount of roasted almonds. A thick, creamy dressing is being poured from a glass pitcher above, creating a thin stream that falls onto the salad. The background consists of green square tiles, and a glass of water with a lime wedge is visible on the left. The entire scene is set on a wooden table with a striped placemat.

**All the mango.
All the crunch.**

Don't miss our
PC[®] maxed out
mango salad recipe
on pg. 22.

Taste escapes

Consider this your invitation to explore, where every snack and sip offers a moment of escape or adventure. Discover our latest flavour forays and gear that helps you go further. Wherever you're going, make the destination delicious.

Delivery wouldn't dare

Fast-forward to flavour town. We've got restaurant-worthy meals.

Zing it on

You know orange chicken, that sweet-sour sensation? Well, we love it so much, we agonized over our **PC® Orange Chicken Entrée**. Every attempt, things got a little heated in the PC® Test Kitchen. "Sweeter!" "More orange!" "Less soy!" No one could agree, so we tested probably every version under the sun until we found our flavour truth: our chicken had to be coated in our signature soy-ginger glaze. The glaze's golden touch? Orange juice concentrate for a complex, citrusy zing that everyone agrees is undeniably delicious.

\$4 300 g 21716419_EA

Our secret sauce

Slow Sundays in the Caribbean call for a comforting pot of stew. Our **PC® Caribbean Chicken** takes this ritual up a notch. We wanted to give you that same soulful pause, without needing to spend the entire day in the kitchen. Seasoned with enough Caribbean spices, herbs, and heat, it can transport you straight to the islands. But the real secret is time. We took our time pouring as much saucy goodness as possible over our chicken. The only thing you'll rush for is a taste.

\$4 300 g 21716515_EA

Paneer-fection

While eating our way through India, we couldn't get enough of palak paneer, a vegetarian curry with creamy, fresh cheese (paneer). Every roadside dhaba (a homestyle eatery) has its own take, so we pored over every detail on our own **PC® Palak Paneer Entrée** pursuit. We chose a firmer paneer that keeps its texture while soaking up our rich, spiced spinach curry. Still, it needed a little oomph: warm spices, including whole cumin seeds and the tangy pop of whole mustard seeds, transform our fragrant basmati rice into pure comfort in a bowl.

\$4 325 g 21716438_EA



Say "ta-ta" to takeout prices



"Rice and peas" is Caribbean code for rice and kidney beans.



PC® Palak Paneer Entrée is a good source of calcium and iron.

Go Wherever The Crunch Takes You™

Canada's most iconic flavours, now chip-ified.

Call it obsession, call it national pride, we'll claim both. We wanted to take our chips to bold new peaks, and there was only one way to do it: look to the dishes Canadians love most. For this limited-edition run, we went east, west, east again, across the map, tracking down the flavours that shout "Canada!" the loudest. There's no taste like home. So, you coming along or what?

SALTY SNACKS

PC® park-cuterie

PREP TIME: 10 MIN
SERVES: 6



Who knew chips could do *this*? Fresh toppings tumble onto our chips like a masterpiece in motion. Making you the hero of the entire picnic.

You'll need:

- 1 bag PC® Rippled Kettle Cooked Sea Salt Potato Chips
- 4 PC® Organics Cucumber Mini, chopped
- 1 cup PC® Strawberry-type Tomatoes on the Vine
- ¼ cup crumbled PC® Light Feta In Brine
- 2 tbsp PC® Whole Kalamata Olives, pitted and roughly chopped
- PC® Original Toux Garlic Spread and/or PC® Roasted Red Pepper Spread

Follow these steps:

1. **Place** bag on its side and cut long edge facing up to open bag like a bowl. Fold down edges to expose chips.
2. **Top** with all ingredients.



The Calgary cocktail that captured the country: PC® World of Flavours Spicy Caesar Flavour Potato Chips

Nothing screams Canadian summer more than a caesar, especially one that doesn't hold back on seasoning. Do you think Calgarian Walter Chell held back when creating the first-ever caesar that would become Canada's national cocktail? No, and we didn't either. We like our bold caesar-flavoured chips exactly how we like our after-hours PC® Test Kitchen caesar: celery salt punch, tangy Worcestershire kick, heat that builds, and preferably near a mountain.

\$2⁵⁰ 200 g 21712161_EA



Made with all-Canadian potatoes

The Toronto classic that made Canadian bacon famous: PC® World of Flavours Peameal Bacon Sandwich Flavour Potato Chips

The peameal bacon sandwich: Toronto on a bun. A no-frills, all-flavour legend that's become the star of slow mornings at the market. Pulling it off meant perfecting our peameal flavour, not just bacon. Peameal is Canada's bacon. We made sure to balance the savoury-sweet taste of cured pork with the toasted notes of cornmeal, key to peameal's crust. The finale is golden and glorious, just like the place it comes from. Plus, these chips are totally suitable for vegetarians.

\$2⁵⁰ 200 g 21712058_EA



The True North
in a chip. Catch it
before it's history.

The Quebec-born icon loved by all:
**PC® World of Flavours Poutine
Flavour Potato Chips**

Poutine is Quebecois for “mess,” a name it supposedly earned when it was first thrown together. Mess is the exact word we’d use for what went down in the PC® Test Kitchen when creating our chip-ified tribute. To pull off the perfect poutine harmony, we dodged the one-note gravy flavour trap, expertly balanced with the tang of cheese curd flavour. All delivered on a golden potato chip for the crucial “French fry” crunch that’s pure Canadian comfort.

\$2⁵⁰ 200 g 21712032_EA

The Halifax hall of famer:
**PC® World of Flavours Halifax Donair
Flavour Potato Chips**

One bite of donair, the delicious, drippy spiced pita delicacy, and we were hooked. Not just a late-night legend, but the official food of Halifax, we had to do it justice. Anchored by our very own East Coast chef’s family recipe, we set out to nail its signature sweet, garlicky flavour. The stakes were high: too much garlic and it overpowers, not enough, and you miss the punch. In the end, we got it just right, perfectly balanced by our savoury donair meat flavour. Donair diehards, this one’s for you.

\$2⁵⁰ 200 g 21712080_EA

Crunch companions



**PC® Organics Plant Based
Cheddar Baked Corn Crunchies**

We went full snack scientist to craft cheesy-but-not-too-cheesy Crunchies. This is snacking done right.

\$3⁵⁰ 142 g 21716109_EA



**PC® Organics Plant Based
Sour Cream & Onion Flavour
Baked Corn Ring Puffs**

Loaded with that tantalizing tang you just can’t put down.

\$3⁵⁰ 142 g 21716046_EA



**PC® Rippled Kettle Cooked
Sea Salt Potato Chips**

We doubled down on our batch-fried kettle chips and gave them ripples. Not just for drama, the ridges hold onto our spot-on sea salt for a crunch you didn’t see coming.

\$2⁵⁰ 200 g 21712110_EA

Stampede style

with **JOE FRESH**

Western-inspired styles made for grilling, gathering, and good times.

DYK: Joe Fresh has been dressing Canadians for 20 years!

Portable power. Priced to thrill.

Meet the grill that's about to change your entire summer. The **PC® Perfectly Portable Tabletop Grill** is our compact powerhouse packing full-sized performance. We're talking enough power to sear perfect steaks or grill nine burgers at once. But our small-but-mighty grill genius is more than a grill. Our all-in-one design features a lid that doubles as a food-grade bamboo cutting board. Plus, our integrated prep tray helps keep food seasoned and primed for that first sizzle. Since we like to make things smarter, not harder, we ditched the clunky side handles everyone else was doing and crafted our easy carry handle so you can bring the good vibes on one hand all season long.

\$165 21670419_EA

Comes with a storage bag and five-year warranty for all future outdoor hangs.



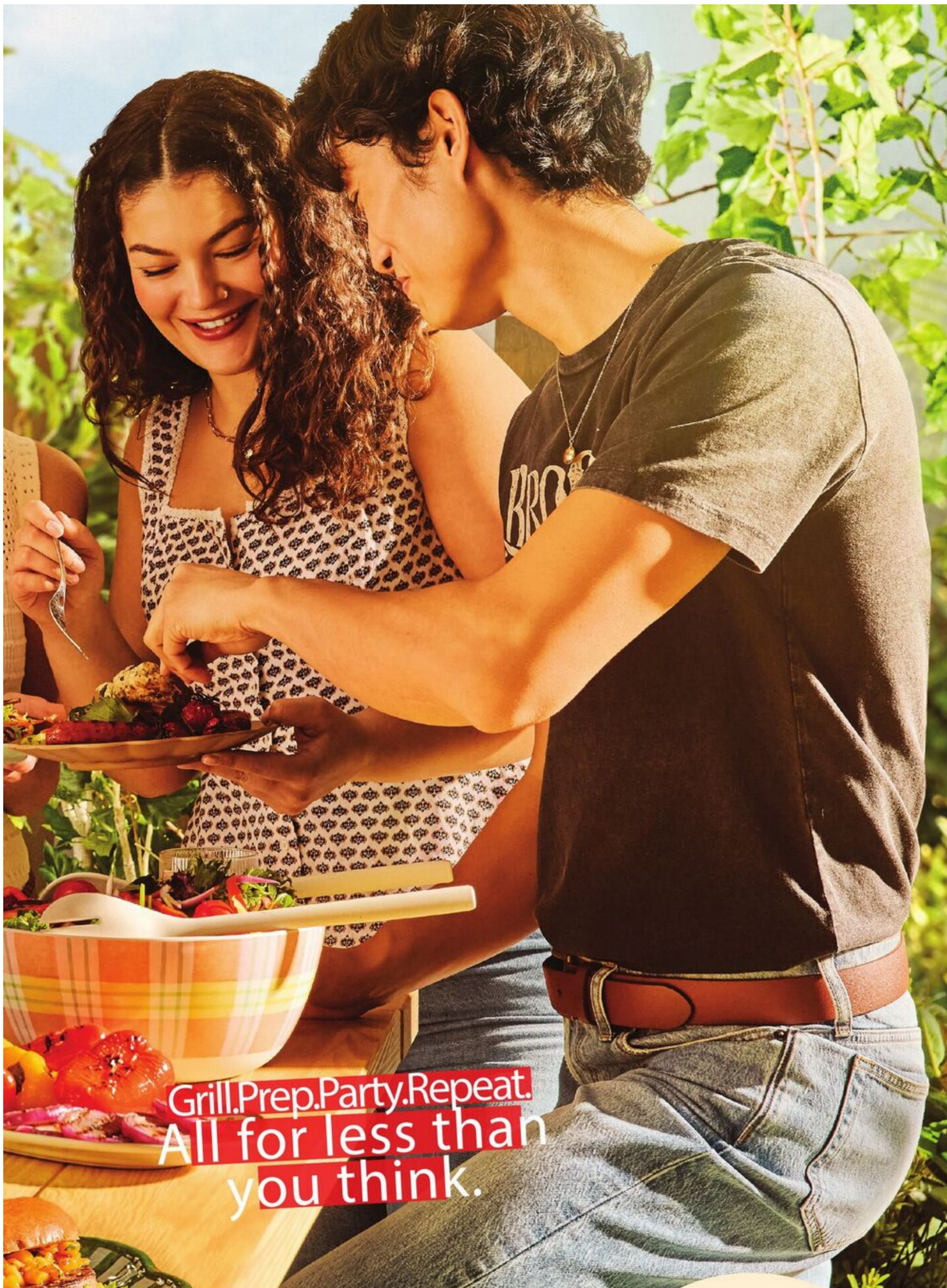
Our removable, easy-clean tray makes disposing charcoal post-cookout a breeze.



Low-prep, more party

We've all been there. Cluttered counters, messy marinades, dish disarray. Enter the **PC® Stackset Pro Grilling Prep Tray**, our do-it-all sidekick built to beat prep pileup. Marinate. Strain. Slice. All on the go. Because summer waits for no one. It starts with our generously sized marinade tray designed to handle everything from skewers to roasts, soaking up every drop of flavour. Then, our removable, sneaky strainer sits snug beneath the lid, so you can transfer food without all the sauce splatter. Slice or serve on the top cutting board, steady and stress-free, thanks to our grippy base. Tote it anywhere for instant party points, then toss it all in the dishwasher. We did the thinking, so you can do the eating, the laughing, the living.

\$20 21668524_EA



Grill.Prep.Party.Repeat.
All for less than
you think.

A saucy success story

Twenty years ago, we set out to make the best barbecue sauce in the country. When we finally nailed its bold, smoky, unforgettable taste, we brought our **PC® Smokin' Stampede Sweet & Bold Barbecue Sauce** straight to the ultimate test: the Calgary Stampede (who better to judge than a bunch of barbecue fanatics?). Well, we took home first place, and it's been a smoky staple in Canadian kitchens ever since.

\$4 500 mL 21719988_EA

"A spoonful of barbecue sauce is my secret weapon. Hot tip: brush on **PC® Smokin' Stampede Sweet & Bold Barbecue Sauce** in the last 10-15 minutes of grilling so it caramelizes into a rich, glossy glaze—never burnt."

Richard S.
PC® sauce boss

Dress for the invite

Easy styles for when plans come together fast.

Prairie, polished



Printed Peplum Blouse **\$35**
Light Wash Baggy Denim Short **\$39**

Golden hour style



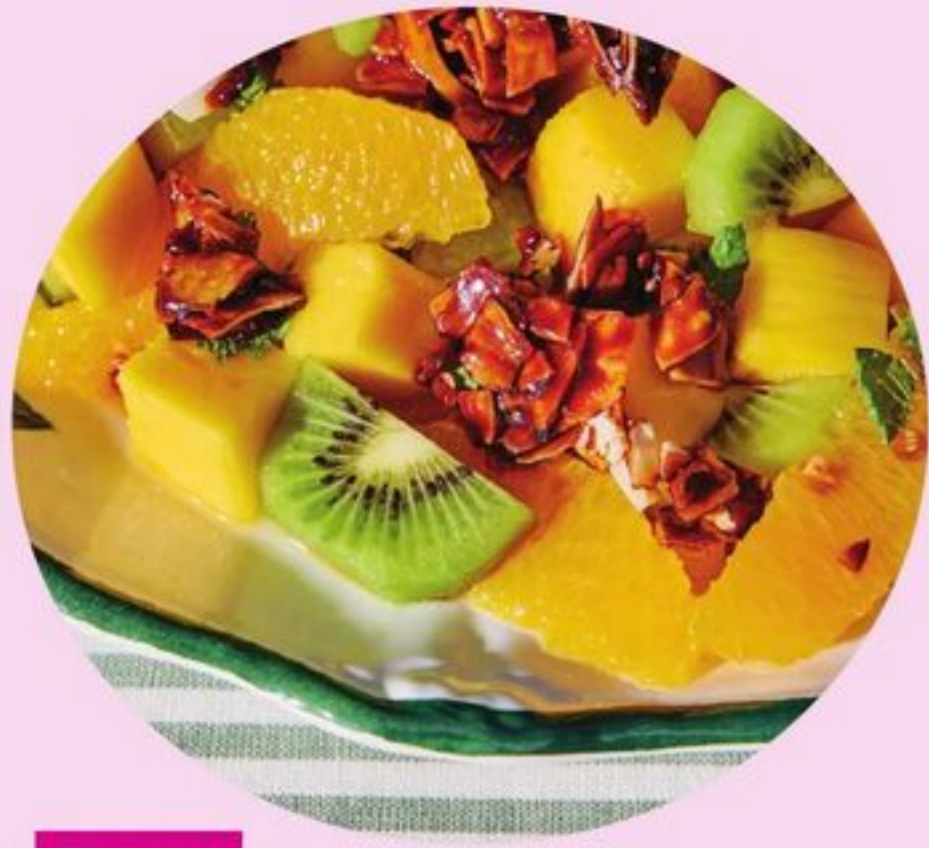
Denim Halter Vest **\$39**
Linen Midi Skirt **\$39**

A knit moment



Crochet Sleeveless Top **\$29**
Crochet Short **\$35**
Braided Belt **\$19**

Shop in-store or online
at joefresh.com



FRESH

PC® maxed out mango salad

PREP TIME: 25 MIN | SERVES: 6-8

The juiciest, crunchiest, most unforgettable salad of the season. Crowned with our signature warm-spiced coconut crunch for the ultimate texture party. You've never had fruit salad like this before.

You'll need:

- 1/3 cup granulated sugar
- 3 tbsp PC® Organics Pure Honey, divided
- 1 bag PC® Coconut Chips
- 1/4 tsp PC® Ground Allspice
- 1/4 cup fresh lime juice
- 3 tbsp PC® 100% Pure First-Pressed Canola Oil
- 1 tbsp grated peeled fresh ginger
- 2 tsp PC® Splendido White Condiment with Wine Vinegar
- 1/4 tsp salt
- 1 PC® Crimson Peach Mango, peeled, pitted, and cubed
- 2 oranges, peeled and segmented
- 2 kiwis, peeled and sliced into half-moons
- 1/4 cup lightly packed PC® Fresh Mint, finely chopped

Follow these steps:

1. **Heat** sugar and 1 tbsp honey in small saucepan over medium-high, stirring often, until liquid and deep golden, 5 min. Remove from heat; stir in coconut chips and allspice. Spread on parchment paper-lined baking sheet. Let stand until hardened, 5 min. Cut crackle into bite-size pieces.
2. **Whisk** together lime juice, oil, remaining 2 tbsp honey, ginger, white condiment, and salt in large bowl. Add mango, oranges, kiwis, and mint; toss. Add a big handful of crackle.



Our quest for the best
Your passport to our finest fruit,
at prices that please.

Act fast!
Mangoes this good
disappear quickly.

Mango and melon season is teasingly short-lived. That's why we treat them like the rare finds they are, scouring the globe for the very best and bringing them to you.

The hunt for peak mango

Our PC® Mango collection is a pretty big deal. We couldn't settle for just one variety. We searched far and wide, holding out for mangoes that earn their golden PC® reputation. Each one arrives only at its peak, so don't miss them at their absolute best. Maybe it's our bold, peachy-sweet PC® **Crimson Peach Mango**, the fragrant, honeyed PC® **Nam Dok Mai Mango** that shines in Thai desserts, or our finest PC® **Palmer Mango**, dripping with tropical sweetness. Always ripe, never stringy, our mangoes are the ones waiting for you.

\$3

Crimson Peach:
21729495001_EA

\$2

Nam Dok Mai:
21729547001_EA

\$5

Palmer:
21729460001_EA

Sunshine you can slice

We've all had a bite of melon that's just ... meh. Not juicy, not flavourful, totally mid. It's time for our new melons to have their main character moments. Our PC® **French Canary Melon** and PC® **Lemondrop® Melon** thrive under the perfect combo of hot sun and cool nights that help lock in flavour. Our French Canary is sweet and fragrant (think cantaloupe on a holiday), while our Lemondrop has the perfect balance of sweet and tart. Both will have you saying, "honeydew, who?"

\$2 / lb

French Canary: 21731824001_EA
Lemondrop: 21732157001_EA

Don't drop your
dough on delivery!

Hand-tossed in Italy, devoured in Canada

Forget delivery prices.
PC® Black Label Pizzas are
the best thing to happen to
pizza since pepperoni.

The fiery one:

PC® Black Label Diavola Premium Pizza

We wanted to spice up your pizza game to an 11/10. So, we turned up the heat with the Italian “diavola.” When was the last time you had Ventricina salami (our fave cured pork sausage), smoked provola cheese, and spices on a slice? Bite into our balanced hit of heat while you think.

\$9 420 g 21531410_EA

We can't stop talking about our better-than-delivery **PC® Black Label Premium Pizzas**. Can you blame us? Before they go from freezer to flavour explosion in minutes, it starts with our double-fermented dough, hand-tossed by professional pizzaioli in Italy. This gives our 'za its signature airy crust with a soft centre takeout just can't hold a candle to. Stone-baked for a specially crafted crisp, every slice a masterpiece.



The crowd-pleaser:

PC® Black Label Pepp Premium Pizza

You love pepperoni, so we cranked it up and created the ultimate pepperoni-lover's pizza. Loaded with two kinds of pepperoni: classic pepperoni for a subtle kick, while our larger salami offers a touch of sweetness. It's the peak of pepp performance.

\$9 420 g 21615467_EA



The OG:

PC® Black Label Margherita Premium Pizza

When something's this good, you don't mess with it. Our hand-tossed Italian icon is topped with not one but three types of cheese: mozzarella, hand-pulled buffalo's milk, and stracciatella. Because we couldn't choose a favourite. Finished with a bright burst of cherry tomatoes for a classic, cheesed up.

\$9 420 g 21531415_EA

The plastic film that wraps our
PC® Black Label Premium Pizzas
is easier to recycle*!

*Packaging acceptable for collection in participating municipal programs only. All packaging may not be accepted for recycling in all regions of Canada. Consumers are required to check their local municipality for more information on acceptability of packaging in their community.



THE DECADENT[®]

NOW A MUFFIN

We think we have the world's best chocolate chips. Our PC[®] The Decadent Chocolate Chips are melt-in-your mouth luxury.

Don't miss a muffin this decadent!



PC[®] The Decadent[®], now a muffin

For decades, you've known our PC[®] The Decadent[®] as our champion cookie. But legends don't sit still. They rise. For the first time ever, PC[®] The Decadent[®] Chocolate Chips take centre stage in a muffin. We're talking nearly a quarter of every muffin packed with decadent chocolate chips. That's double what most dare to hold. Because when you're The Decadent[®] "too much" doesn't exist. In two irresistible flavours: Chocolate Chip and Double Chocolate because of course we had to give you more. Blurring the line between breakfast and dessert, go ahead, have Chocolate Chip with your morning coffee, then Double Chocolate at night. The Decadent[®] devotion never ends.

\$6 360 g

Chocolate Chip Muffins: 21717326_EA; Double Chocolate Muffins: 21717562_EA

Tiny rituals, major chill

Need to take a sip, a bite, or a minute?
We make it easy to indulge.

INDULGE

PC[®] orange date parfait

PREP TIME: 15 MIN | SERVES: 2

Dessert-worthy taste, wellness-inspired, a.k.a. your new favourite date for breakfast, snack time, or anytime indulgence.

You'll need:

- 2 small navel oranges, peeled, divided
- 8 PC[®] Sukkari Whole Dates, pitted and roughly chopped
- 1 cup PC[®] 2% Plain Greek Yogurt
- 1 tbsp chopped shelled PC[®] Blue Menu[®] Unsalted California Pistachios

Follow these steps:

1. **Chop** one of the oranges; toss orange and juices with dates. Let soak five minutes.
2. **Divide** one-third of yogurt among bottoms of two serving cups. Divide half of the date mixture and another third of yogurt among cups. Layer with remaining date mixture and yogurt, dividing evenly.
3. **Cut** remaining orange into segments or cubes and arrange over top of parfaits. Sprinkle with pistachios. Serve immediately or cover and refrigerate up to 24 hours.



Tireless in our pursuit of the perfect cup, our beans are tested **three times.**

Taste:
Sweet cocoa and almond

Roast level:
Light-medium roast (2/6)



Spot the Scarlet Ibis that soars across the Brazilian sky as bold as our coffee.

Hottest cup in town

Real coffee connoisseurs know origin matters. So, we went straight to the source to bring you our **PC® Brazil Single Origin Light Roast Coffee**. Brazil's been number one on our bean bucket list for a reason: it's one of the hearts of arabica coffee, prized for its top-tier taste and smooth, rich sips. But you don't get some of our best coffee without beans that meet our high standards. No, really, our 100% arabica, Brazilian beans are grown at elevations over 800 metres. Higher altitudes slow cherry coffee ripening, allowing sugars to develop. Translation: you get a deeper more nuanced flavour. Plus, we lightly roast our beans here in Canada so their true character shines. Some say we're coffee obsessed, and they'd be right.

\$11 340 g 21668472_EA

SKIP THE SPENDY CAFE RUN!

Taste:
Smoky, smooth, balanced

Roast level:
Very dark roast (6/6)



Très bold

Lovers of our PC® French Roast Coffee had one gripe: our darkest roast lived only in the land of drip machines and presses. Pod people? They could only look on from the shadows, dreaming of something deeper. Until now. We introduce, **PC® French Roast Coffee Pods**. The perfectly smoky, smooth, and balanced taste of our beloved French Roast finally captured inside our 100% compostable pods*. Just pop, brew, and welcome the bold back into your mornings.

\$10 12 ea 21696559_EA

*For collection in municipal programs. These pods may not be accepted for composting in all areas. Check with your local municipality for more information.

Source of energy, naturally

We're relentless in our pursuit of excellence. It's this drive that led us to bring you the original energy bar, we like to say. Dates are a source of essential nutrients such as potassium and vitamin B6, and a natural source of energy. We call them nature's candy. Once traded like treasure, dates have fuelled people for centuries. There are over 200 varieties, and we made our way through nearly all of them to bring you only our best in class. Not all heroes wear capes, but we do think our secret weapon is the power of dates.

LUXURY TASTE, EVERYDAY PRICE.

Dates deliver sweetness the natural way.



Power up with PC® Dates:

PC® Safawi Whole Dates

What quiet luxury tastes like. Our Safawi gleams like polished onyx, a natural jewel of the desert it comes from. Beneath its glossy sheen lies a silky, indulgent chew, unfolding with molasses-like richness and a depth reminiscent of fine coffee.

\$8 400 g
21706738001_EA

PC® Medjool Whole Dates

Medjool means "unknown" hinting at its peculiar origins when farmers first stumbled upon the giant gems as if they appeared out of thin air. So extraordinary in size and richness, they were once reserved for royalty. Centuries later, their just-right "Goldilocks" of sweetness and allure remain.

\$8 400 g
21715402001_EA

PC® Sukkari Whole Dates

Our queen of sweetness, the name Sukkari means sugar, and yes, it lives up to it. Every bite melts like candy, coating your taste buds in sticky, buttery natural sweetness, and leaves you wondering how fruit could taste this good.

\$8 400 g
21706824001_EA



Balanced bliss

True balance is that sweet spot where everything is just right, like wellness wins that taste as good as they feel or bites that bring joy, not baggage. Whatever you need, chances are we got it all right here.

Boundary breaking bubbles

Whether it's soda without the sugar or fizz you can feel good about, we're all about pushing the bubble further.

It started with our PC® Cola, a recipe so iconic it's been locked in a vault since its launch in the '80s. Today, PC® Blue Menu® Sparkling Water is some of the most loved sparkling in the country. We didn't get here by playing it safe. We got here by refusing to settle for ordinary. How do we make water and soda taste this good without artificial flavours or synthetic colours? Well, we can't give away all our tricks. Some things are better sipped than said.

The fizz files

Our biggest bubble breakthroughs.

Better-for-you choices

When you see the PC® Blue Menu® flag, you know you're getting our best-in-class of healthier alternatives. We've got that bubbly blueprint down to a fine science: sugar-free, calorie-free, and sodium-free. The hard part? Deciding our next hit flavour. So, we chose two. Meet **PC® Blue Menu® Passionfruit Guava Flavoured Sparkling Water**. Passion fruit hits first: fresh tasting, tangy, tropical. Then our juicy pink guava cuts through—floral, bright, and bold enough to stop you mid-sip and think, *where has this been my whole life?*

\$5.75 12 x 355 mL 21703743_EA

Soda without the sugar

Soda should spark joy, not second thoughts. That's where PC® Zero Sugar sodas come in. We cracked the new cola code with our **PC® Cola Zero Sugar**: zero calories, zero sugar, all the natural flavour reminiscent of our PC® Cola cult classic. **PC® Ginger Ale Zero Sugar** refreshes our old-school sip, powered by zero calorie sweetness for a crisp, clean, candied-ginger flavour kick.

\$6.75 12 x 355 mL

Cola: 21703732_EA; Ginger Ale: 21703690_EA

Water that pops

Unreal but true: we made water taste like everyone's favourite flashback pop. **PC® Grape Soda Flavour Sparkling Pop Water** brings juicy nostalgia with no sugar, no calories, and no artificial flavours or synthetic colours. How? Just water wizardry and all-natural flavour.

\$5.75 12 x 355 mL 21703781_EA

Raising the bar

Bored of "blah" low- or no-alcohol options, we turned hydration into a celebration with our **PC® M'AQUA™ Cocktail Flavoured Sparkling Waters**. You read that right, water that tastes like cocktails. From Tequila Sunrise to Mojito, Mule and more, you can keep bringing the good times and we'll keep making your wellness goals taste like a treat. Deal?

\$5 6 x 355 mL

Mojito: 21590669_EA; Tequila Sunrise: 21590813_EA
Mule: 21590689_EA

DIY CUBES

PC® bubble boost

Canada's favourite sparkling water deserves ice cubes as special as the bubbles. Upgrade your bevvy with fruit and herbs for an irresistible sip.

Mix, match, freeze, and fizz your way to a showstopper.



FRUIT

- PC® Greenhouse-grown Strawberries
- PC® Crimson Peach Mango
- Kiwi

FLAVOUR BOMB

- PC® Fresh Basil, Mint, or Rosemary
- PC® Jalapeño Hot Peppers

REFRESHERS

- PC® Organics 100% Coconut Water
- Green or herbal tea
- Lemon or orange water

Protein, but make it

PSA: Snacking can be both high in protein *and* highly delicious.

Protein is having a moment and for good reason. It helps keep you full, builds strong muscles, and regulates blood sugar. But we couldn't sleep at night knowing some protein had lost the plot: something people tolerate instead of enjoy. That's why our chicken pulls double duty: a natural protein source and genuinely, outrageously delicious.

Dips on demand

The next big step in our dip evolution: squeezeable, spreadable, seriously unstoppable.

We've been known to out-dip ourselves, but *this* launches us into a whole new dip dimension. Honestly, we wanted our iconic dips on everything, anytime. So, we turned that obsession into squeezeable spreads inspired by those bold flavours. We could've made bigger tubs, but squeezing was the real hack. A drizzle at your desk, a squeeze in the streets, precise patterns on your pita (ok, chef!). No double-dipping, just pure, limitless flavour (well, until they run out).



PC® Original Toum Garlic Spread

We fast-tracked toum for creamy, garlicky goodness on grilled meats, veggies, sandwiches, anything!

\$5 255 mL 21732733_EA

PC® Hummus Chickpea Spread

Inspired by the creamy, fresh recipe you've loved for decades, ready for quick pita action and heroic sandwich saves.

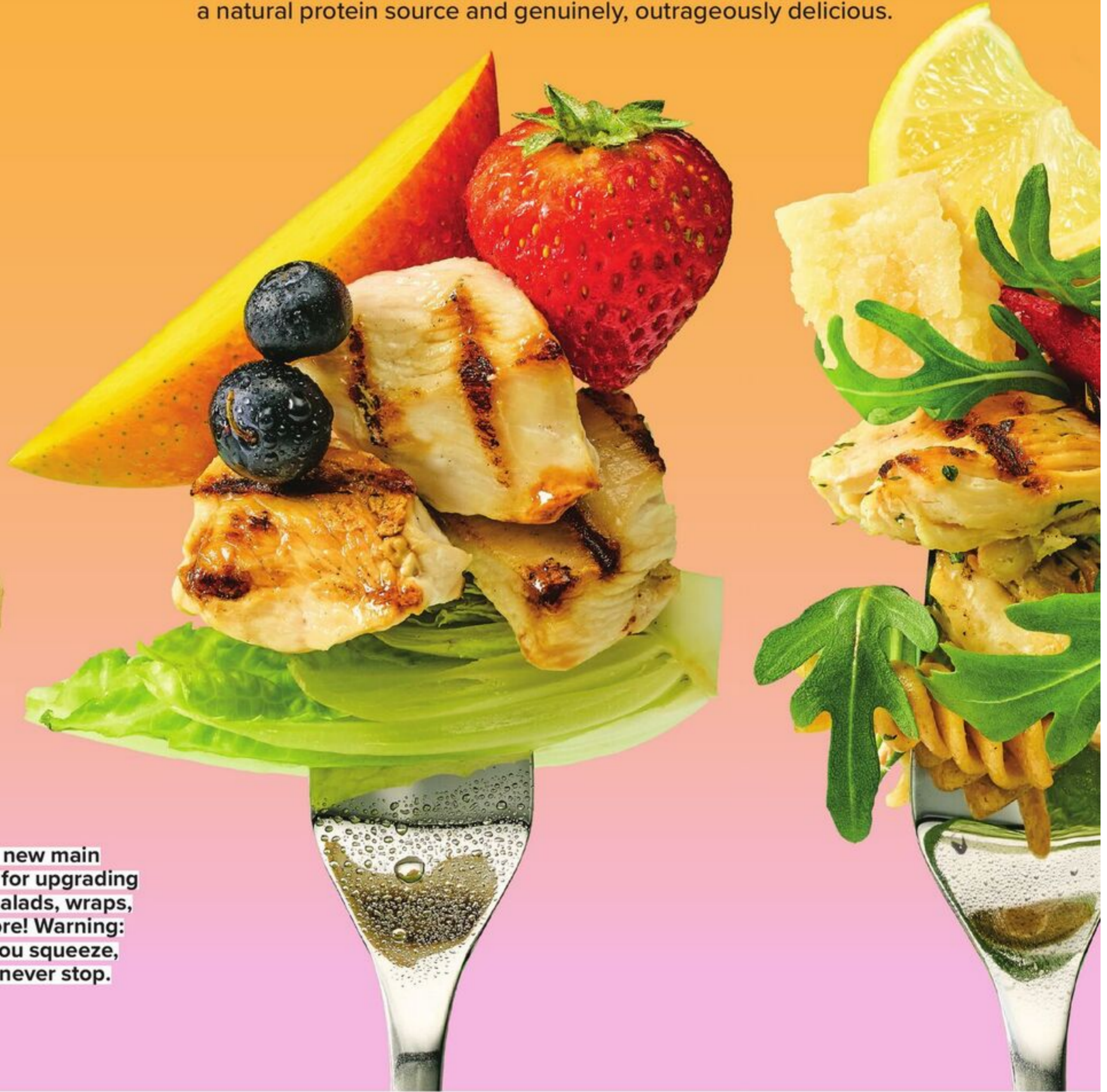
\$5 255 mL 21732723_EA

PC® Roasted Red Pepper Spread

Inspired by our spoon-worthy, slightly smoky-sweet dip, we're bringing bold, sun-kissed flavour to shawarma, salads, and snacks alike.

\$5 255 mL 21732656_EA

Your new main squeeze for upgrading bowls, salads, wraps, and more! Warning: once you squeeze, you'll never stop.



Meal prep gets a makeover

Pre-cooked chicken has a bad rap, but we think it's just misunderstood. Behold our **PC® Seasoned Chicken Breast Strips Shawarma**. We're convinced shawarma-style is the most flavourful way to cook chicken, so we took everything we love about it: bold spices, marinades, and that irresistible char to make chicken strips so shockingly savoury, each one a triumph of texture and taste.

\$12 300 g 21711098_EA

Small but mighty

We think our fire-roasted chicken breast tastes the best. We're not making comparisons. It's just what we believe. Especially when your mid-day snack attack hits, enter **PC® Chicken Breast Bites**, with 19 g of protein per 75 g serving. Perfectly seasoned and portioned, they're ready to grab and go for quick salad upgrades, last-minute meal prepping, or any "oops, forgot lunch" moment.

\$12 300 g 21711263_EA

tasty

Healthy habits just got more rewarding

Create your Health Profile for the first time and score **3000 pts** today.

Visit pchealth.ca/healthchallenges



**BIG ON PROTEIN,
BIG ON FLAVOUR**



Bowl goals

Not just a bowl, PC® Layered Tortilla Bowls are our boldest take on protein yet. Tired of flat, forgettable bowls, we realized layers were the key to packing in as much flavour as possible. Each bowl begins with aromatic rice layered under corn tortillas to soak up layers of saucy goodness. Best part? Your fork just sinks right in. With 17 g to 20 g of protein per bowl (300 g), plus unique peppers and spices, every bite turns into a full-on fiesta.



Our tortillas are made with masa harina, a.k.a. whole ground corn flour and Mexico's flavour foundation.

PC® Chicken Chili Verde Enchil-Layers Saucy Tortilla Entrée

Tomatillos may translate to “little tomatoes,” but trust us, these bright green gems are in a league of their own. Their bold, citrusy flavour gives this bowl its signature zing.

\$5 300 g 21717291_EA



Masa harina is a staple of Latin American cuisine, where corn is soaked and cooked in an alkaline solution to enhance flavour.

PC® Chicken Mole Enchil-Layers Saucy Tortilla Entrée

Mole is one of Mexico's most storied culinary traditions, simmered for hours, guarded like family secrets. We prepared this bowl with that tradition in mind. Deep, warm, and gently spiced with chili for smoky depth and cocoa for unmistakable richness—holy mole, holy flavour.

\$5 300 g 21716625_EA



Spiced, saucy, stacked with 17 g of protein per bowl (300 g).

PC® Beef Picadillo Enchil-Layers Saucy Tortilla Entrée

A dish with roots in Spain and reinvented across Mexico, our take on beef picadillo is a tribute to the Mexican-style dish. “Picadillo” comes from “picar,” meaning “to chop,” a nod to its finely minced meat. Then, we bring it chipotle powder for a subtle warmth that ties it all together.

\$5 300 g 21716545_EA

Fizz with benefits

Drink smarter, not harder with **PC® Sparkling Beverages** that redefine what a sip can do for you. With zinc for immune support, vitamin B12 for energy metabolism, or 5 g of fibre per can (355 mL) to help support gut health. Infused with nutrients that fit into your life and in flavours juicier than watercooler gossip, our boosted beverages are your new bestie.

\$5⁷⁵ 355 mL

Lemon + Echinacea: 21650434_EA
 Apple + Green Tea: 21650369_EA
 Peach + Ginger: 21650611_EA

Squeeze the day, not your wallet

Good things start with a good gut. That's why we added one billion probiotic live active cultures (per 333 mL) to our **PC® Cold Pressed Juice with Probiotics**. Not only do probiotics contribute to a healthy gut flora, but our juices are also next-level delish. They have no sweeteners, no food additives, no preservatives—only fruit and vegetable juices, so you get all the benefits at a price that makes it easy to sip daily. Pressed right here in Canada, and available in four refreshing flavours, your wellness goals are just a sip away.

\$5 333 mL

Carrot + Orange + Pineapple: 21666254_EA;
 Spinach + Kale + Apple: 21666496_EA;
 Grapefruit + Ginger + Lemon: 21666274_EA;
 Beet + Carrot + Apple: 21665736_EA

Probiotic powered

The lore goes, kefir—an ancient fermented dairy drink—was once a closely guarded secret, believed to lose its “magic” if shared. Espionage took it beyond its native mountains, where the world eventually caught on. Our **PC® Kefir** may not be magic, but we think it's pretty close. A good source of calcium. Check. Made with 10 to 12 different bacterial cultures. Double check. Bonus: packed with two billion probiotic cultures (per 188 mL) that contribute to a healthy gut flora. In four tasty flavours you can splash into smoothies, pour over cereal, or sip straight from the bottle (we won't tell).

\$4⁵⁰ 1 L

Plain: 20840914003_EA; Vanilla: 20939815_EA
 Coconut Milk: 21060953_EA;
 Strawberry: 20840914002_EA

The gut health revolution

From probiotic-packed sips to sparkling beverages with added fibre, we're fueling the good gut movement.

We want to change the game for the better, and it starts with your gut. Often called the “second brain,” science has only scratched the surface of what our guts are capable of. Increasing evidence shows that gut bacteria can affect mood, cognition, and well-being.

Diets rich in fibre and fermented foods support a healthy gut microbiome, but most Canadians only get about half the fibre they need. So, we're going all in on gut health. Because when your gut thrives, so do your goals.

Gut flora (or gut microbiome) is made up of trillions of bacteria and microbes important for digestion and beyond.

NO JUICE BAR MARKUPS HERE!



“PC® Kefir is my go-to smoothie upgrade. Tangy, tasty, and packed with two billion probiotics per 250 mL serving.”

Stephanie H.
 PC® probiotic go-getter

Dairy-free friends, try our coconut kefir with two billion probiotic live active cultures (per 188 mL) that contribute to a healthy gut flora.

Premium pet nutrition, friendly prices

Why pay more for pet specialty? Our PC® Nutrition First Grain-free Dry Cat and Dog Food is now veterinarian-formulated. Our highest level of nutrition, for less.

We believe your fur baby deserves the same level of nutrition and care we give ourselves. We also believe you shouldn't have to pay a fortune for it. This is the driving force behind our veterinarian-formulated food. By collaborating with a North American licensed veterinarian, we enhanced our grain-free options, building on the trusted recipes grain-sensitive pets already rely on. From pre- and probiotics that promote gut health to antioxidants for cognitive support, this is premium, tailored nutrition they'll love, at a price you'll love, too.



We start with real meat as the first ingredient, then mix in wholesome fruits and veggies for a belly-rubbing-good diet.



Optimized with nutrients for whole-body health!



Nutrition that tastes like a treat

Our new PC® Nutrition First Sticks treats are made with real meat as the first ingredient, plus nutritious fruits and veggies such as blueberries, cranberries, or sweet potato. No corn, wheat, soy, or artificial flavours and colours. Just good treats for good dogs.

\$7 227 g

Chicken: 21722496_EA; Beef: 21722109_EA

PC® Nutrition First Grain-free Small Breed Chicken Recipe Dry Dog Food

Small breeds burn energy quickly, which means they need a diet tailored to support their faster metabolism. Vitamins A and C are antioxidants for immunity and cognitive support. Ready to rule their kingdom (a.k.a. your living room).

\$13 2 kg 21307664_EA

PC® Nutrition First Grain-free Salmon Recipe Dry Dog Food

This recipe is crafted with added antioxidants for cognitive support and omega-3 fatty acids to support a shiny coat and healthy skin.

\$13 2 kg 21307661_EA

PC® Nutrition First Grain-free Salmon Recipe Dry Cat Food

A feast fit for feline royalty. This high-protein recipe is made with fresh salmon and contains added antioxidants to support immune and cognitive health.

\$14⁵⁰ 2 kg 21305872_EA



So long sad desk salads

With the right tools and a few bold upgrades, lunch gets a new life.

Snag your charms before they're gone!

Your burger craving gets a summer-fresh makeover.



Power lunch

Once upon a rushed lunch hour, we decided to raise the bar for better with our **PC® Green & Grains Salad Container**, your trusty sidekick in the daily quest for delicious eats. Its double-wall insulation keeps hot meals hot and cold greens and grains fresh, no ice packs or heating up required. With a non-slip base and easy-to-clean finish, this bowl bravely battles wobbly desks, crowded backpacks, and lunchtime chaos. And because we take grains and salads seriously, our lid has a separate magnetic dressing container holder to lock in your liquids, while greens stay crisp on the inside. See ya, soggy salads. Finally, a lunch bowl that gets it.

\$15

Sage: 21635333_EA; Blue: 21635139_EA

Smashingly good

We've got salads and burgers in the bag. Now they're joining forces with our **PC® Big Smash™ Chopped Salad Kit** because only we would make salad taste like a burger. Inspired by the best burg we ever had, our new showstopper captures every crave-worthy element: crispy fried pickles and onions, buttery brioche-style croutons, all layered over shredded iceberg lettuce for crunch. The pièce de résistance is our totally tangy Big Smash dressing inspired by our cult-fave Not-So-Secret Spread and Dip. Warning: bring this to lunch and you'll have to share.

\$6 21731567_EA

Charmed sips

Boring bottles hate to see our **PC® My Sip** coming—functional and fun all in one. Double-wall stainless steel keeps drinks cold, while a two-in-one locking lid means no spills, just smooth sipping. Hydration for all, they come in two sizes. Plus, its rubber strap makes for easy carrying and a playground for self-expression. Clip on **PC® Sippets** charms; mix, match, and trade with your bevvie bestie, and watch your bottle transform into a reflection of you. Every pack includes five charms and endless combos. Here's to making every drink feel a little cooler, literally.

\$15 700 mL

My Sip Pink:
21685948_EA

\$10 500 mL

My Sip Mini Pink:
21686101_EA

\$5 / pack

Sippets:
21686174_EA

Cutlery that holds its own

After three years of fine-tuning, our **PC® Strong & Sturdy Kraft Paper Cutlery** is officially up to the task. Made in Canada from a renewable, paper-based material (25% recycled content), it's sturdy where it counts. Forks and knives that don't snap under pressure. A deep spoon that handles hot soup without turning flimsy. And no weird paper taste, promise.

\$2.50 Mix 24 ct 21707087_EA

A recipe for more points

Earn more points and redeem more often with the PC Insiders™ World Elite® Mastercard®.

It's a win-win! Enjoy 1st year free with no annual fee + \$50 welcome points*.



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*Terms and conditions apply. Please scan QR code to see offer details. PC® Mastercard® is provided by President's Choice Bank.

OUI CHEF

Easy eats you can elevate with fresh summer produce, all under \$8 that come together quick.



Follow @preschoice for more chef tips and easy recipes!

Stretching the pasta-bilities

We went all in for our **PC® Black Label Lemon & Buffalo Ricotta Premium Filled Egg Pasta**, our first PC® Black Label pasta with two fillings: creamy ricotta and lemon curd. True to its Italian name, it's made in Italy, home of pasta mastery and where we first fell in love with this dish. There, our dough is mixed piano, piano (slowly, slowly) for precisely 25 minutes to achieve the ultimate trifecta: strength, elasticity, and silkiness. And that's just the outside. Inside, sweet and silky lemon curd (lemon's rich, custard-like cousin) mingles with creamy buffalo's milk ricotta for a ravioli that feels indulgent and vibrant, never heavy and never, ever rushed.

\$7 250 g 21706981_EA

PC® CHEF PRO TIP: Always salt your pasta water and save it for sauces. The water's starch helps transform simple ingredients into restaurant-worthy sauces.

Dip into delish

What if Elote—Mexico's famous, roasted street corn—didn't just live on the cob? That question sent us straight to the PC® Test Kitchen to play. For our **PC® Elote Street Corn Dip**, we went full fuego mode. You know we can't resist coming up with our next great dip, so we roasted corn until the kernels pop with charred notes before blending them into creamy, tangy, spice-kissed perfection. One scoop and your snack status just flew off the charts.

\$3⁵⁰ 200 g 21706608_EA

PC® CHEF PRO TIP: Perfect pairing alert! Serve our corn dip alongside grilled shrimp skewers or chicken.



Egg-rich dough means thin, stretchy pasta built to hold more goodness.

Scoop up the good stuff

What if you could freeze that sweet summertime feeling?
With our new ice cream flavours, you can.

Don't wait!
Flavours this
good fly.

Ever the ice cream adventurers, we swirled, mixed, and marvelled over what makes the best scoops. Turns out, we think it's in the past. Our PC® Scoop Shop Ice Creams channel old-school ice cream parlour energy: vibrant scoops, playful picks, without artificial flavours or synthetic colours. Just 100% Canadian dairy, plus no piggy-bank breaking required. To the freezer!

ONLY \$5!
FILL THE FREEZER!

For spoonfuls of sweet nostalgia

Our PC® Scoop Shop Rainbow Trail Ice Cream is bringing rainbow back. Don't get it twisted, this is no Neapolitan, with its polite, precise stripes separating each flavour. In our rainbow world, all three of our faves swirl into one perfectly balanced symphony. Naturally flavoured strawberry, banana, and blue raspberry (because we're still kids at heart). We tracked down the perfect rainbow ratio, taste-tested endless scoops of technicolour, and you know what? We think ice cream tastes better when we colour outside the lines.

\$5 946 mL 21706459_EA

For more cookie ice cream craze

You loved our PC® Scoop Shop Santa's Milk and Cookies Ice Cream so much, it flew out of freezers last holiday season. Consider our new **PC® Scoop Shop Cookie Dough Ice Cream** its summertime soulmate. We're so devoted to cookie dough, we doubled down and made our whole ice cream base cookie-dough flavour. Then, we added chocolatey flakes and cookie-dough pieces for good measure.

\$5 946 mL 21706641_EA

For tropical vacation vibes

We like to think good things come in threes, and our **PC® Scoop Shop Pina Colada Ice Cream** proves it. Most tubs around town only play pineapple and coconut. Delicious, sure, but just a dynamic duo. A true pina colada needs a third act: rum. Our alcohol-free, rum-flavoured ripple rockets our pineapple-and-coconut-flavoured ice creams into out-of-this-world territory.

\$5 946 mL 21706621_EA



PC® Jerk Chicken Burgers \$12



PC® Mango Range from \$2-\$5

Somewhere between science and scent, we struck gold: sulfate-free, paraben-free, dye-free, plant-derived cleanser goodness.



Life Brand™ Coconut Vanilla Shampoo and Body Wash \$8 each

Our perfect mix of pink guava (blitzed into a smooth purée), mango, and banana makes every smoothie silky and seed-free. Just add water.



PC® Pink Guava Paradise Fruit Blend \$5.50

Your summer essentials

Go-to picks for a flavourful, sun-soaked season.



PC® Loads of Nanaimo Bar Ice Cream Bars \$5

Our tribute to Canada's iconic Nanaimo bar levelled up to Loads Of status, bursting with crumbled graham cracker bits and a chocolatey ripple.



PC® Blue Menu® Sparkling Beverages \$5.75



T&T Aloe Vera Drink - 50% Less Sugar \$2.50

Enjoy the refreshing taste of our original T&T Aloe Vera Drink, now with half the sugar. A cool companion for sunny days.

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