

URBAN_FRESH

sobeys urbanFRESH



HOT PRICE
3.49
/lb

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



CERTIFIED TENDER
TENDRETÉ CERTIFIÉE

Surf & Turf

HOT PRICE
14.88
/lb

STERLING SILVER Fresh Capless Prime Rib Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef while supplies last 32.80/kg



MEMBERS SAVE \$2
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 or MAPLE LEAF or SCHNEIDERS Hams 600-700 g



15 LB AVERAGE

HOT PRICE
2.99
/lb

Asparagus product of Ontario 6.59/kg

FIRST OF THE SEASON

HOT PRICE
6.99

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



HOT PRICE
4.94

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



HOT PRICE
3.99

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



200 PTS when you buy 4

HOT PRICE
2.47

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



HOT PRICE
5.47

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



HOT PRICE
5.97

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



300 PTS when you buy 4

HOT PRICE
2.77

LAY'S Potato Chips 200-235 g

Global Market

HOT PRICE
2.88

VH Sauces 341-380 mL selected

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

7 0690 7760 3

Happy Victoria Day!

Prices and offers in effect May 2026

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

Long Weekend Celebration

Victoria Day May 18th



MEMBERS SAVE \$3
11.99
MEMBER PRICING

14.99 without Scene+ Card
COMPLIMENTS, SHOELESS JOE'S, 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

MAPLE LEAF, SCHNEIDERS or SHOPSY'S Wieners 375 g or MINA Chicken Wieners 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



Guaranteed fresh or your money back

3⁹⁹ /lb

COMPLIMENTS Fresh AIR-CHILLED Whole Chicken or Fresh Chicken Legs back attached 8.80/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

10⁹⁹ MEMBER PRICING

13⁹⁹ without Scene+ Card

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

3⁹⁹ /100 g

PANACHE Black Forest, Sugarbush Maple Ham or Oven Roasted Chicken

5⁹⁹

WONDERFUL Pistachios selected 200-225 g

3 LB BAG

300 PTS when you buy 2

\$4

COMPLIMENTS Oranges product of Egypt 1.36 kg 3 lb bag

6⁹⁹

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

\$8

OCEAN WISE RECOMMENDED

COMPLIMENTS Cooked Shrimp in Ring with Sauce 255-377 g assorted

\$22

\$12

\$25

WE'RE FULL OF compliments

200 PTS when you buy 2

3⁹⁹

COMPLIMENTS Cranberry or Ruby Red Cocktail 1.89 L

2⁹⁹

200 PTS when you buy 3

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

4⁹⁹

200 PTS when you buy 2

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

2⁹⁹

COMPLIMENTS Cooking Spray 141-170 g

4⁷⁷

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

4⁹⁹

TROPICANA Orange Juice or Juice Blends selected 1.36 L

2⁹⁹

CLOVER LEAF Albacore White Tuna 170 g

8⁹⁹

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

2⁹⁹

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

35⁹⁹

TIM HORTONS Single Serve Coffee Pods 48 pk

6⁹⁹

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

19⁹⁹

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

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

2X Canadian-origin products

*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 Nielsen's CROSS CATEGORY database by Nielsen's MarketTrack Product Insights. Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIO 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.

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the Scotiabank Scene+ Visa Card.*

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*Conditions Apply

