

**Sobey's**  
LIQUOR

**SAFEWAY**  
LIQUOR



**Proudly  
Western  
Canadian**

**4  
DAYS  
ONLY!\***

**MAY 14-17**

\*While quantities last.  
No rainchecks.

**BIG  
DEAL!  
50%  
OFF**



FRUITY AND  
VIBRANT

Scene+  
**MEMBER  
PRICING**

**11.49**  
SAVE \$11.50

Regular Retail  
**22.99**  
without  
Scene+  
Card

**Oyster Bay**  
Chardonnay, 750 mL  
This offer is for Chardonnay only

Scene+  
**MEMBER  
PRICING**

**22.99**  
SAVE UP TO \$19

Regular Retail  
**39.99**  
without  
Scene+  
Card

**Wayne Gretzky**  
Whisky, Selected Varieties  
750 mL

**NEW**

Scene+  
**MEMBER  
PRICING**

**21.99**  
SAVE \$11

Regular Retail  
**32.99**  
without  
Scene+  
Card

**Coors Seltzer**  
Selected Varieties  
12 x 355 mL

**Bonus**  
Smart Sweets  
50 g

**Budweiser or  
Bud Light**  
24 x 355 mL

**SAVE \$14**

**37.99**



**Bonus**  
Hoop Tea  
Spiked Iced Tea  
355 mL

**Happy  
Long  
Weekend!**

Victoria Day May 18th

**Oyster  
Bay**

Pinot Noir or  
Sauvignon Blanc  
750 mL

**SAVE UP TO \$9**

**14.99**



FRUITY AND  
VIBRANT

FRUITY AND  
LIGHT

**Platinum**

Vodka  
1.75 L

**SAVE \$10**

**29.99**



1.75 L

**PLATINUM  
CANADIAN**

**VODKA**

40% ALC./VOL.  
1.75L

DISTILLED  
**10x**  
TEN TIMES

Scene+  
**SPEND  
& GET**

**ALL  
WEEK  
LONG!**  
MAY 14-20

SPEND \$125, GET  
**1,000 PTS**

or

SPEND \$200, GET  
**2,000 PTS**

**That's like up to  
\$20 toward your  
next purchase**

See terms and conditions on page 8.

Flyer prices and offers effective May, 2026  
in select stores in Alberta

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



**A PROUD  
CANADIAN  
COMPANY**

**PLEASE DRINK RESPONSIBLY.**  
Prices do not include taxes and deposits.

Scene+

We reserve the right to limit purchases to retail quantities. Not all items may be available at all stores. Items advertised may not be exactly as illustrated. Prices do not include tax, deposit, environmental handling charges or levies.

\*For details on claim requirements, visit the Canadian Food Inspection Agency (CFIA) website for food, and the Competition Bureau website for non-food.

PO1\_SWCB\_WK03\_AB\_PRN



**BODACIOUS**  
Smooth RED  
4 L | 12.5% | 26.76L

**BODACIOUS**  
Smooth WHITE  
4 L | 12.5% | 26.76L

**Scene MEMBER PRICING**

**37<sup>99</sup>** **SAVE \$11**

WORKS OUT TO \$7.13 PER 750 ML WITH A SCENE + CARD OR \$7.88 WITHOUT A SCENE + CARD

**41<sup>99</sup>** without Scene+Card **SAVE \$7**

**Bodacious**  
Selected Varietals  
4 L

# Paired for summer

Powerful, yet refined, the ripe dark fruit notes and plush, full-bodied finish of Châteauneuf-du-Pape is the perfect complement to Prime Rib.



**Peller Estates**  
Selected Varietals  
750 mL

**SAVE \$3<sup>50</sup>**

**8<sup>99</sup>**

**PELLER ESTATES**  
Family Vineyards  
EST. 1981  
PINOT GRIGIO

**PELLER ESTATES**  
Family Vineyards  
EST. 1981  
CABERNET MERLOT

**AROMATIC AND ROBUST**

**DELICATE AND LIGHT**

AUSTRALIA

**Smoky Bay**  
Cabernet Sauvignon or Pinot Grigio, 750 mL

**SAVE \$4**

**50 PTS** when you buy 1

**9<sup>99</sup>**

**SMOKY BAY**  
WINERY  
CABERNET SAUVIGNON  
WITH GARDNER EXTRACT

**SMOKY BAY**  
WINERY  
PINOT GRIGIO

**AROMATIC AND ROBUST**

**DELICATE AND LIGHT**

AUSTRALIA

**Lindeman's**  
Bin 45 Cabernet Sauvignon or Bin 65 Chardonnay, 750 mL

**SAVE \$4**

**50 PTS** when you buy 1

**11<sup>99</sup>**

**LINDEMAN'S**  
BIN 45  
CABERNET SAUVIGNON  
BIN 65  
CHARDONNAY

**FRUITY AND MEDIUM-BODIED**

**AROMATIC AND MELLOW**

AUSTRALIA

**Château de la Gardine**  
Châteauneuf-du-Pape  
750 mL

**SAVE \$15**

**44<sup>99</sup>**

**91 PTS** (2022)  
James Suckling

**CHATEAU DE LA GARDINE**  
CHATEAUNEUF-DU-PAPE  
MIS EN BOUTEILLE AU CHATEAU  
FAMILLE BRUNEL VIGNERONS DEPUIS 1479

**AROMATIC AND ROBUST**

FRANCE

**Lost Peak**  
Cabernet Sauvignon  
750 mL

**SAVE \$5**

**50 PTS** when you buy 1

**14<sup>99</sup>**

**LOST PEAK**  
CABERNET SAUVIGNON  
COLUMBIA VALLEY  
WASHINGTON STATE

**AROMATIC AND ROBUST**

USA

**La Marca**  
Prosecco D.O.C. or Prosecco Rosé, 750 mL

**SAVE UP TO \$8**

**15<sup>99</sup>**

**LAMARCA**  
PROSECCO  
PROSECCO ROSE

**FRUITY AND SWEET**

ITALY

**Saintly**  
Rosé  
750 mL

**SAVE \$7**

**16<sup>99</sup>**

**SAINTLY**  
the good wine  
BY FORTKRESSINGWINEVILLY

**FRUITY AND MEDIUM-BODIED**

USA

**Road 13**  
Honest John's Red or Rosé, 750 mL

**SAVE UP TO \$9**

**100 PTS** when you buy 1

**18<sup>99</sup>**

**ROAD 13**  
WINE & FARM  
HONEST JOHN'S  
RED WINE

**FRUITY AND LIGHT**

**AROMATIC AND SUPPLE**

USA

**Meiomi**  
Pinot Noir or Cabernet Sauvignon, 750 mL

**SAVE \$7**

**19<sup>99</sup>**

**MEIOMI**  
CABERNET SAUVIGNON  
MEIOMI  
PINOT NOIR

**AROMATIC AND SUPPLE**

USA

**J. Loehr**  
Cabernet Sauvignon  
750 mL

**SAVE \$4**

**21<sup>99</sup>**

**J. LOHR**  
SEVEN OAKS  
CABERNET SAUVIGNON

**AROMATIC AND ROBUST**

USA

**2 | MIX & MATCH** 

**BUY ANY 6 BOTTLES OF WINE AND GET 250 PTS** **OR** **BUY ANY 12 BOTTLES OF WINE AND GET 1,000 PTS**



Scene+  
**MEMBER**  
PRICING

**22<sup>99</sup>**

**SAVE \$12**

**29<sup>99</sup>** without  
Scene+  
Card

**Appleton Estate**  
Signature Jamaica Rum  
750 mL

**Malibu**  
Caribbean Rum  
Selected Flavours, 750 mL

**SAVE \$8**

**100 PTS**  
when you buy 1

**22<sup>99</sup>**

**NEW**



**Fireball**  
Cinnamon Whisky  
750 mL

**SAVE \$7**

**24<sup>99</sup>**



**Wayne Gretzky**  
Cream Liqueur, Selected  
Flavours, 750 mL

**SAVE \$10**

**200 PTS**  
when you buy 1

**27<sup>99</sup>**



**Lamb's**  
Rum, Selected Varieties  
1.14 L

**SAVE \$5**

**34<sup>99</sup>**



## Spirits for happy hour

**Captain Morgan**  
Spiced Rum  
1.14 L

**SAVE \$7**

**35<sup>99</sup>**



1.14 L

**Johnnie Walker**  
Red Label Blended  
Scotch Whisky, 1.14 L

**SAVE \$10**

**39<sup>99</sup>**



1.14 L

**Empress**  
Gin, Selected Flavours  
750 mL

**SAVE \$10**

**300 PTS**  
when you buy 1

**43<sup>99</sup>**



CITRUS

**Teremana**  
Blanco or Reposado  
Tequila, 750 mL

**SAVE UP TO \$15**

**44<sup>99</sup>**



**Iceberg**  
Vodka, 750 mL

**SAVE \$7**

**20<sup>99</sup>**



## Ultimate Caesar Cocktail

- ½ lime
- ½ tsp celery salt
- 1 cup Clamato
- 2 oz vodka
- 1 tsp prepared horseradish
- 3 to 4 dashes worcestershire sauce
- 3 to 4 dashes hot sauce
- Pinch of freshly ground black pepper
- Ice cubes, enough to top glass
- Garnish (optional): pickled green beans, sliced salami, sweet onions, pimento stuffed green olives or celery rib

Rim a tall glass with celery salt to coat. Add Caesar mix, vodka, horseradish, worcestershire sauce, hot sauce, lime juice and black pepper. Use a spoon and stir to combine. Top with ice cubes and add garnish ingredients to wooden skewer!



*National*  
**Caesar Day**  
May 14

**LIQUOR**

# Sign up for our eFlyer



discover savings  
at your local store



discover what's  
new in spirits,  
wine and beer

**subscribe now**

# NEW

## Patio season picks

**Cottage Springs**  
Candy Keys Bag in Box  
Vodka Water, 4 L

SAVE \$5

18<sup>99</sup>



**Cottage Springs**  
Freezie, Vodka Soda  
Mix Pack, 8 x 355 mL

SAVE \$6

18<sup>99</sup>



**Nude**  
Vodka Water  
Mixed Pack, 12 x 355 mL

SAVE \$5

28<sup>99</sup>



**Dock Day**  
Iced Tea + Vodka  
12 x 355 mL

SAVE \$5

26<sup>99</sup>



**Crown Royal**  
Whisky Lemonade  
8 x 355 mL

SAVE \$6

19<sup>99</sup>



**Black Fly**  
Classic Cocktail Mixer  
Pack, 12 x 355 mL

SAVE \$5

26<sup>99</sup>



**High Noon**  
Tequila Seltzer  
Mix Pack, 8 x 355 mL

SAVE \$7

200 PTS  
when you buy 1

24<sup>99</sup>



**Captain Morgan**  
Spiced Rum Punch  
12 x 355 mL

SAVE \$5

200 PTS  
when you buy 1

26<sup>99</sup>



**Sandbagger**  
Hard Seltzer, Selected  
Varieties, 8 x 355 mL

SAVE \$4

100 PTS  
when you buy 1

19<sup>99</sup>



SAVE \$6

24<sup>99</sup>

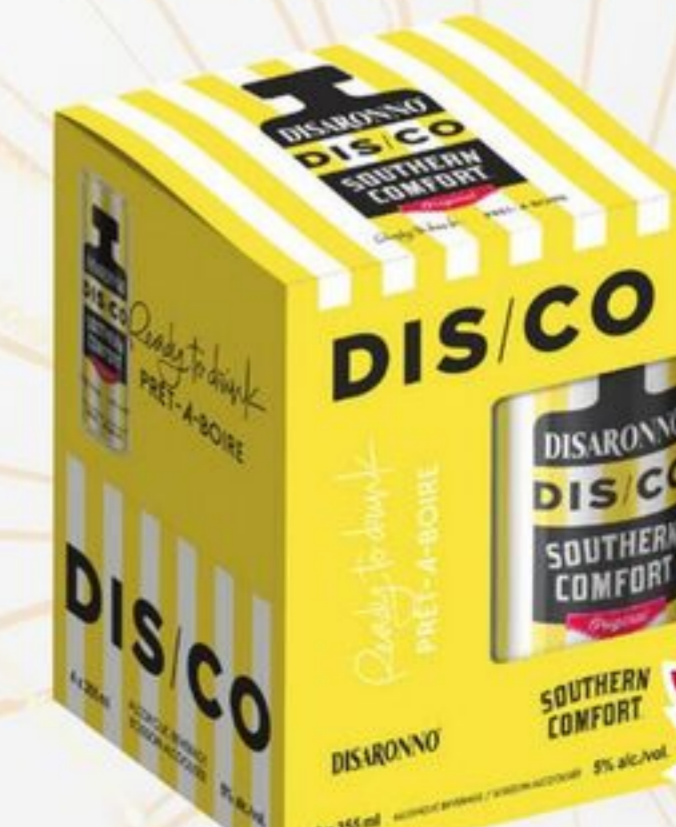
**Hoop Tea**  
Original Spiked Iced  
Tea, 12 x 355 mL



SAVE \$3

11<sup>99</sup>

**Dis/Co**  
Disaronno & Southern  
Comfort, 4 x 355 mL



# NEW

## Patio favourites



**Luby Bower**  
Blood Orange Raspberry  
Gin, 4 x 355 mL

**SAVE \$3**  
**50 PTS**  
when you buy 1

**10<sup>99</sup>**



**Dillon's**  
Signature Cocktails  
Variety Pack, 6 x 222 mL

**SAVE \$5**  
**100 PTS**  
when you buy 1

**19<sup>99</sup>**



**SAVE \$3<sup>50</sup>**  
**16<sup>49</sup>**

**Olé Cocktail Co.**  
Double Shot Paloma or  
Margarita, 4 x 355 mL

**The Finnish  
Long Drink**  
Strong Citrus, 6 x 355 mL

**SAVE \$4**  
**100 PTS**  
when you buy 1

**14<sup>99</sup>**



**Simply Spiked**  
Bold, Vodka Beverage  
Variety Pack, 8 x 355 mL

**SAVE \$5**  
**100 PTS**  
when you buy 1

**18<sup>99</sup>**



**SAVE \$5**  
**25<sup>99</sup>**

**AriZona**  
Hard Iced Teas  
Variety Pack  
12 x 355 mL



**SAVE \$7**  
**24<sup>99</sup>**

**White Claw**  
ClawTails Variety  
Pack, 12 x 355 mL



**SAVE \$8**  
**33<sup>99</sup>**

**Coco**  
Vodka Mixer Pack  
12 x 355 mL



**SAVE \$6**  
**26<sup>99</sup>**

**SVNS**  
Hard 7UP Berry Mixer  
12 x 355 mL



# CHOOSE LOCAL.

## Go Local

For This Long Weekend!



**Brewsters**  
52nd Street Peach Ale  
6 x 355 mL

CALGARY

SAVE \$3

13<sup>99</sup>

### Hard Knox Brewery

Wildlands New England Pale Ale, 4 x 473 mL

DIAMOND VALLEY

SAVE \$2<sup>50</sup>

14<sup>99</sup>



### Fahr Brewery

Hefeweizen  
6 x 355 mL

DIAMOND VALLEY

SAVE \$2<sup>50</sup>

14<sup>99</sup>



### Marda Loop Brewing Co.

The Big Juice NEIPA  
4 x 473 mL

CALGARY

SAVE \$2<sup>50</sup>

14<sup>49</sup>



### Solutions Brewing

Friends Night Out IPA  
4 x 473 mL

AIRDRIE

SAVE \$2

12<sup>49</sup>



### The Establishment Brewing

Afternoon Delight NEPA  
4 x 473 mL

CALGARY

SAVE \$3

15<sup>99</sup>



### Cabin Brewery Co.

Retrospectrum, 4 x 473 mL

CALGARY

SAVE \$2

14<sup>99</sup>



### Sea Change Brewing Co.

Prairie Fairy Blackberry Wheat Ale, 4 x 473 mL

EDMONTON

SAVE \$2<sup>50</sup>

16<sup>49</sup>



### Tailgunner Brewing Co.

Linton Stephenson Czech Pilsner, 4 x 473 mL

CALGARY

SAVE \$3

15<sup>99</sup>



### Village Brewery

World's Best Mixed Pack, 6 x 355 mL

CALGARY

SAVE \$2

14<sup>99</sup>



# CHOOSE LOCAL.



CALGARY  
SAVE \$4.50

13.49

Railyard  
Brewing  
Neon Eclipse  
Mango Hazy Pale Ale  
4 x 473 mL

**15% OFF**  
Locally distilled  
craft spirits!  
(Selection may vary by store.)

## Common Crown Brewing Co.

Journeyman IPA  
4 x 473 mL



CALGARY  
SAVE \$2.50

14.99

## Screaming Retriever Brewing Co.

Mountain Glow  
Cream Ale, 4 x 473 mL



CALGARY  
SAVE \$4.50

12.99

## Odd Company

Passionfruit Coconut  
Sour, 4 x 473 mL



EDMONTON  
SAVE \$2.50

14.99

## Prairie Dog Brewing Co.

Crispy Gurl Cold  
IPA, 4 x 473 mL



CALGARY  
SAVE \$2.50

15.49

## Meta Wavelength

West Coast IPA  
4 x 473 mL



CALGARY  
SAVE \$2.50

15.99

## Iron Hat Brewing Co.

Golden Leo Belgian  
Strong Ale, 4 x 473 mL



BROOKS  
SAVE \$2

13.99

## Two Pillars Brewery

Belgian Wit Beer  
4 x 473 mL



CALGARY  
SAVE \$4

13.99

## Four Dogs Brewing Co.

Elvis' Salted Lime  
Lager, 4 x 473 mL



CALGARY  
SAVE \$2.50

15.99

## Alley Kat Brewing Co.

Punchline Pineapple  
Coconut or Set to Summit  
Session Ale, 4 x 473 mL



EDMONTON  
SAVE \$2.50

13.99



Locally Crafted  
**BEER OF THE WEEK**

To mark 30 years of independent brewing in the Canadian Rockies, The Grizzly Paw Brewing Company is turning the clock back to 1996 with the release of BIG SHINY BREWS, a limited-edition 12-pack featuring the mix of the beers that started it all 3 decades ago – and perfected ever-since. In true throwback fashion, this mixer box comes with a PRIZE INSIDE. Collect all 4 limited-edition enamel pins!



The Grizzly Paw Brewing Co.  
Big Shiny Brews, Mixer Pack  
12 x 355 mL

**24<sup>99</sup>**

**SAVE \$8**

Canmore



**Busch**  
Light Apple, 12 x 355 mL

**SAVE \$5**

**24<sup>99</sup>**



For a Limited Time

**Corona**  
Extra, 12 x 330 mL

**SAVE \$10**

**29<sup>99</sup>**



**Coors**  
Original, 24 x 355 mL

**SAVE \$12**

**45<sup>99</sup>**

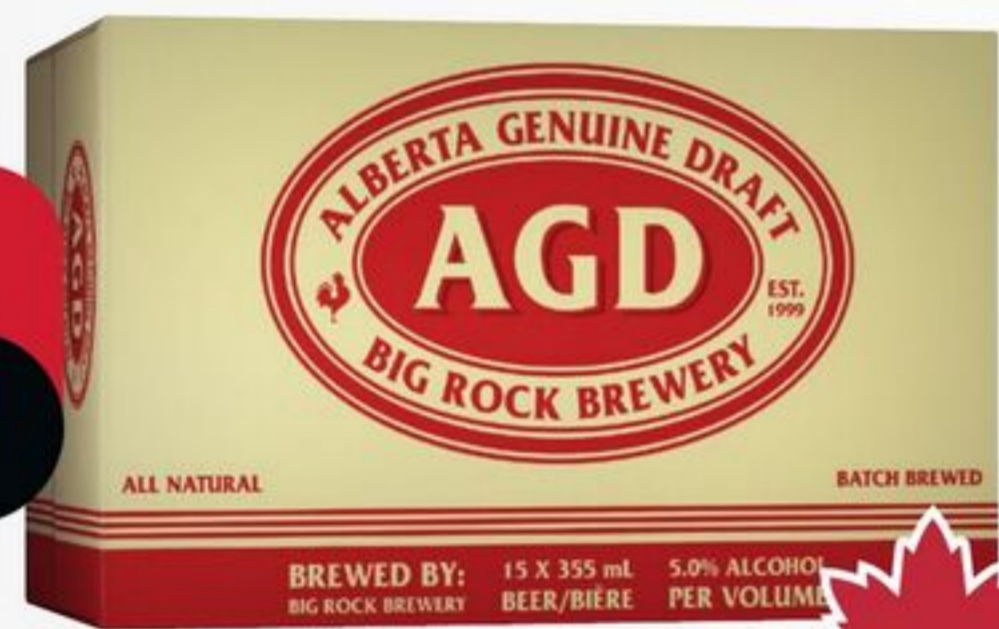


**Alberta Genuine Draft**  
15 x 355 mL

**SAVE \$6**

**200 PTS**  
when you buy 1

**22<sup>99</sup>**



**Miller**  
Lite, 24 x 355 mL

**SAVE \$10**

**47<sup>99</sup>**



**Michelob**  
Ultra, 24 x 355 mL

**SAVE \$13**

**200 PTS**  
when you buy 1

**44<sup>99</sup>**



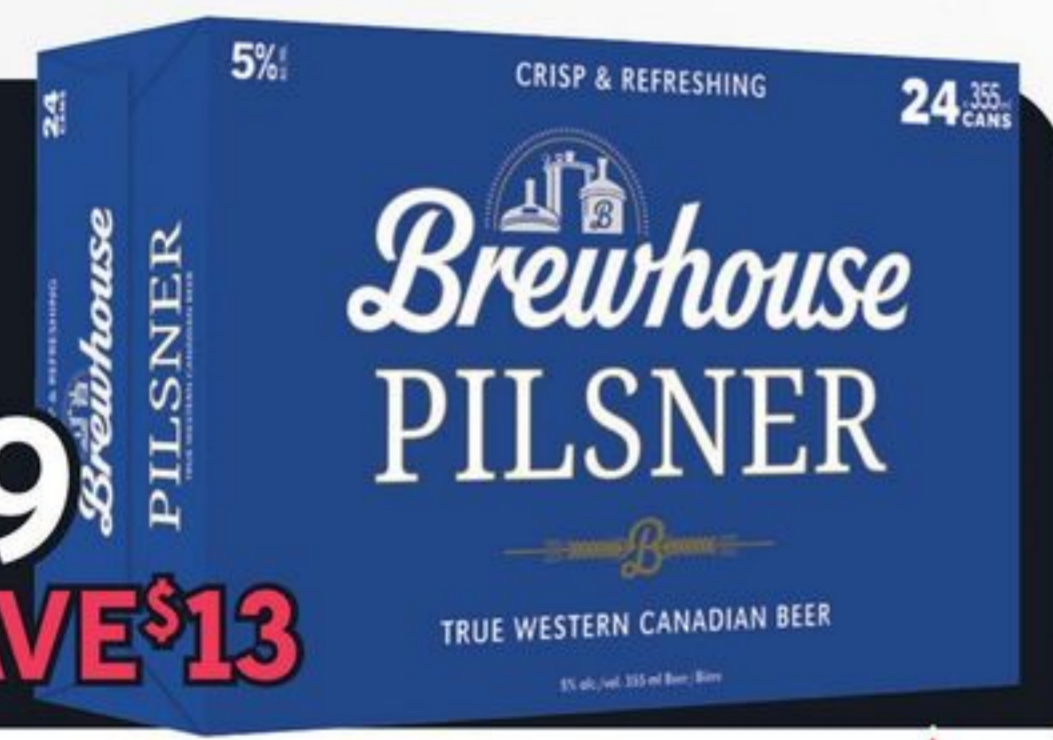
Scene+  
**MEMBER PRICING**

**27<sup>99</sup>**

**SAVE \$13**

**32<sup>99</sup>** without Scene+ Card  
**SAVE \$8**

**Brewhouse**  
Selected Varieties  
24 x 355 mL



**Old Style**  
Pilsner  
24 x 355 mL

**SAVE \$10**

**35<sup>99</sup>**



**Pabst**  
Blue Ribbon  
24 x 355 mL

**SAVE \$8**

**36<sup>99</sup>**



8

**Scene+ 1,000 PTS = \$10 toward your purchase**



The Scene+ Loyalty Program is available at all participating Sobey's Liquor and Safeway Liquor locations within Alberta. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> to see full Terms and Conditions. All Liquor weekly Scene+ minimum spend offers do not include taxes, deposits and environmental charges. Offers exclude event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Redeem 1,000 Scene+ points for \$10 towards your purchase up to a maximum of 50,000 Scene+ points (equivalent to \$500) per day. All offers are subject to change and may be withdrawn without notice. Registered trademarks of Scene Plus IP Corporation used under license by Sobey's Capital Incorporated.

Offer valid May 14 - 20, 2026, at Sobey's Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase must be made in a single transaction. No base Scene+ points earned. Scene+ digital or physical membership card must be presented at time of transaction. Minimum spend does not include taxes, deposits and environmental charges. Offer excludes event tickets, gift cards, tobacco products, lottery and other goods and services which are non-discountable or excluded by law. Coupons have 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.

Scene+  
**DIGITAL  
EXCLUSIVE**

# LOAD IT TO GET IT!

- 1 Load your offers to activate them
- 2 Shop and scan your Scene+ card

Activate your offers at [MyLiquorOffers.ca](https://MyLiquorOffers.ca) before you shop

**APRIL 30 TO MAY 27, 2026**



**SAVE \$7**  
when you buy 1

Seagrams 83 Canadian Whisky  
750 mL (Reg. \$24.99)



**SAVE \$11**  
when you buy 1

Southern Comfort Liqueur  
750 mL (Reg. \$31.99)



**SAVE \$12**  
when you buy 1

Disaronno Original Amaretto  
750 mL (Reg. \$38.99)



**SAVE \$22**  
when you buy 1

The Glenlivet 12-Year-Old  
Single Malt Scotch Whisky  
750 mL (Reg. \$71.99)



**SAVE \$8**  
when you buy 1

Wirra Wirra Church Block  
Cabernet-Shiraz-Merlot  
750 mL (Reg. \$24.99)



**SAVE \$12**  
when you buy 1

La Vieille Ferme Rosé  
3 L (Reg. \$45.99)



**SAVE \$7**  
when you buy 1

Stoneleigh Lighter Rosé or  
Lighter Sauvignon Blanc  
750 mL (Reg. \$19.99)



**SAVE \$7**  
when you buy 1

Voga Moscato or Pinot Grigio  
750 mL (Reg. \$19.99)



**SAVE \$5**  
when you buy 1

Arizona Hard Iced Tea  
2g Sugar Raspberry  
6 x 355 mL (Reg. \$17.99)



**SAVE \$4**  
when you buy 1

Snake Lake Brewing Co.  
Taco IPA  
4 x 473 mL (Reg. \$18.99)



**SAVE \$5**  
when you buy 1

Olé Cocktail Co. Double Shot  
Margarita or Paloma  
4 x 355 mL (Reg. \$19.99)



**SAVE \$5**  
when you buy 1

Moosehead Lager  
or Radler  
4 x 473 mL (Reg. \$15.99)

Activate Your Offers

All participating products featured on this page are available to be loaded from April 30 to May 27, 2026 on [MyLiquorOffers.ca](https://MyLiquorOffers.ca)\*

\*Offer valid April 30 to May 27, 2026 at participating Sobeys Liquor and Safeway Liquor locations in Alberta. Minimum qualifying purchase of one of the participating products must be made in a single transaction. Offer must be loaded to a registered Scene+ card prior to purchase. While supplies last. No rainchecks. For any transaction that includes an alcohol product, the person purchasing such product and redeeming such offer must (a) be of legal drinking age in their province of residence at the time of purchase, and (b) be the individual named on the Scene+ Card or Scene+ Account used to purchase such product and redeem such offer, as applicable. Product availability may vary by store. 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.