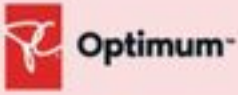


**More days
More days
More days
More days**



Get more points

More savings, more deals, more points
This week only! May 6-10**



MEMBERS ONLY

Exclusive savings and **pts** offers

More days

Member Only Price™

\$47

Members
save
\$10

Non-Members
\$57



**BOWMORE
12 YEAR OLD
SINGLE MALT
SCOTCH WHISKY,
750 ML
BONUS
ON PACK 50 ML**

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

More days

Member Only Price™

\$39

Members
save
\$8

Non-Members
\$47



**BUSCH
LAGER OR LIGHT BEER,
30 X 355 ML**

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



**REAL CANADIAN™
LIQUORSTORE
PROUDLY CANADIAN**



**Mother's Day
Special**

**3
days only**

Get
5,000 pts

when you buy
Aperol Liqueur 750 mL &
Luna Argenta Prosecco 750 mL
together for Mother's Day!
Fri. May 8th to Sun. May 10th

\$14

**LUNA
ARGENTA
PROSECCO OR
PROSECCO ROSE,
750 ML**



\$22

**APEROL
LIQUEUR,
750 ML**



**Stock up ON
YOUR FAVOURITE BOTTLES
BY MAKING IT A CASE**

**Exclusive
DEALS BY THE
CASE**

**12 per
Case**

\$126

WORKS OUT TO
\$10⁵⁰ EA

**CASILLERO
DEL DIABLO
CABERNET SAUVIGNON,
750 ML**



NON-CASE
RETAIL
\$13^{EA}

**12 per
Case**

\$144

WORKS OUT TO
\$12^{EA}

**TRUVARI
PROSECCO,
750 ML**



NON-CASE
RETAIL
\$13^{EA}

**12 per
Case**

\$168

WORKS OUT TO
\$14^{EA}

**OYSTER BAY
SAUVIGNON BLANC,
750 ML**



NON-CASE
RETAIL
\$16^{EA}



RISE & CELEBRATE MOM

Flyer prices effective from Wednesday, May 6th to Sunday, May 10th, 2026



Optimum™

Digital Coupons

SAVE UP TO \$12

FROM APRIL 29TH TO MAY 26TH, 2026.

PRICE DROP

Scan to download exclusive offers for PC Optimum™ members.



Save \$2 with digital coupon

PABST BLUE RIBBON BEER, 24 X 355 ML



\$34



Save \$10 with digital coupon

D'USSE VSOP COGNAC, 1.75 L



\$99

1.75L

HOT

DEALS

\$14

STONELEIGH SAUVIGNON BLANC, 750 ML



\$14

THE DREAMING TREE CRUSH OR CHARDONNAY, 750 ML



\$15

JOSH CELLARS SELECTED VARIETIES, 750 ML



\$54

CROWN ROYAL FINE DE LUXE RYE, 1.75 L



1.75L

\$59

MI CAMPO TEQUILA BLANCO, 1.75 L



1.75L

\$72

JOHNNIE WALKER BLACK LABEL BLENDED SCOTCH WHISKY, 1.75 L



1.75L

\$45

SMIRNOFF VODKA, 1.75 L



1.75L

\$49

TWISTED TEA HARD ICED TEA ORIGINAL, 30 X 355 ML



\$55

CORONA EXTRA BEER, 28 X 330 ML



Conditions apply. Must be a registered PC Optimum™ member. See <https://www.pcoptimum.ca/load?page=RCLSCouponBoard20250417> for details. No limit on number of coupon downloads.

Optimum **Moredays**

APP EXCLUSIVE OFFER*

Members get

5,000 pts

\$5

back
in points

when you spend \$50
or more on any of
these value brands

(Deca®, PC®, No Name®, King's Cross®, Medallion,
Oak Ranch®, Broken Bridge®)

*Open your PC Optimum™ app or visit pcoptimum.ca to get the offer.
†At least \$5 value in point

\$37

**KING'S CROSS®
IRISH STYLE
CREAM LIQUEUR,
1.75 L**



1.75 L

\$25

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



\$19

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



Optimum™

Get your favorite
Tequila & open the app!

May 6th to May 10th

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

Optimum™

Earn

10,000 pts

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

\$10
back
in points

\$59

**MI CAMPO
TEQUILA
BLANCO,
1.75 L**



1.75 L

\$56

**CASAMIGOS
TEQUILA
REPOSADO,
750 ML**



\$57

**JOSE CUERVO
ESPECIAL TEQUILA
GOLD,
1.75 L**

**BONUS
ON PACK
50 ML BOTTLE**

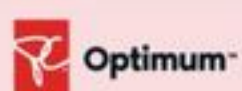


1.75 L

\$39

**TEREMANA
TEQUILA
BLANCO,
750 ML**





Get more on

More savings, more deals, more points
This week only! May 6-10**

Moredays Moredays Moredays Moredays

\$17

**APEROL
SPRITZ**
READY TO SERVE,
4 X 200 ML

Moredays
Members get
1,000 pts

\$1
back
in points



\$19

**CROWN ROYAL
WHISKY LEMONADE
VARIETY PACK,
8 X 355 ML**

NEW

Moredays
Members get
1,000 pts

\$1
back
in points



FREE
WITH PURCHASE
355 ML
CAPTAIN MORGAN
COCKTAIL CAN



\$25

**CAPTAIN MORGAN
SPICED RUM
PUNCH VARIETY PACK,
12 X 355 ML**

NEW

Moredays
Members get
1,000 pts

\$1
back
in points



FREE
WITH PURCHASE
355 ML
CROWN ROYAL
COCKTAIL CAN



\$25

**SMIRNOFF
VODKA SODA
ROSE MIX PACK,
ICE PARTY PACK OR
SELTZER VARIETY PACK,
12 X 355 ML**

Moredays
Members get
1,000 pts

\$1
back
in points



\$27

**MOTT'S CLAMATO
ORIGINAL CAESAR OR
VARIETY PACK,
12 X 341 ML**

Moredays
Members get
1,000 pts

\$1
back
in points



\$56

**WHITE CLAW
VARIETY PACK,
30 X 355 ML**

Moredays
Members get
2,000 pts

\$2
back
in points



MIX & MATCH

BUY GROUPS OF 6 SINGLE CANS OR BOTTLES*



Earn

5,000

 pts

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

\$5
back
in points

*DOES NOT INCLUDE DISTRESS PRODUCTS



Get more on

More savings, more deals, more points
This week only! May 6-10**

Moredays
Moredays
Moredays
Moredays
Moredays

\$27

STELLA ARTOIS
BEER,
12 X 330 ML

Moredays
Members get
500



IMPORTED
BEER

\$13

SAPPORO
PREMIUM BEER,
4 X 500 ML

Moredays
Members get
500



IMPORTED
BEER

\$15

BAVARIA
PREMIUM BEER,
6 X 500 ML

Moredays
Members get
500

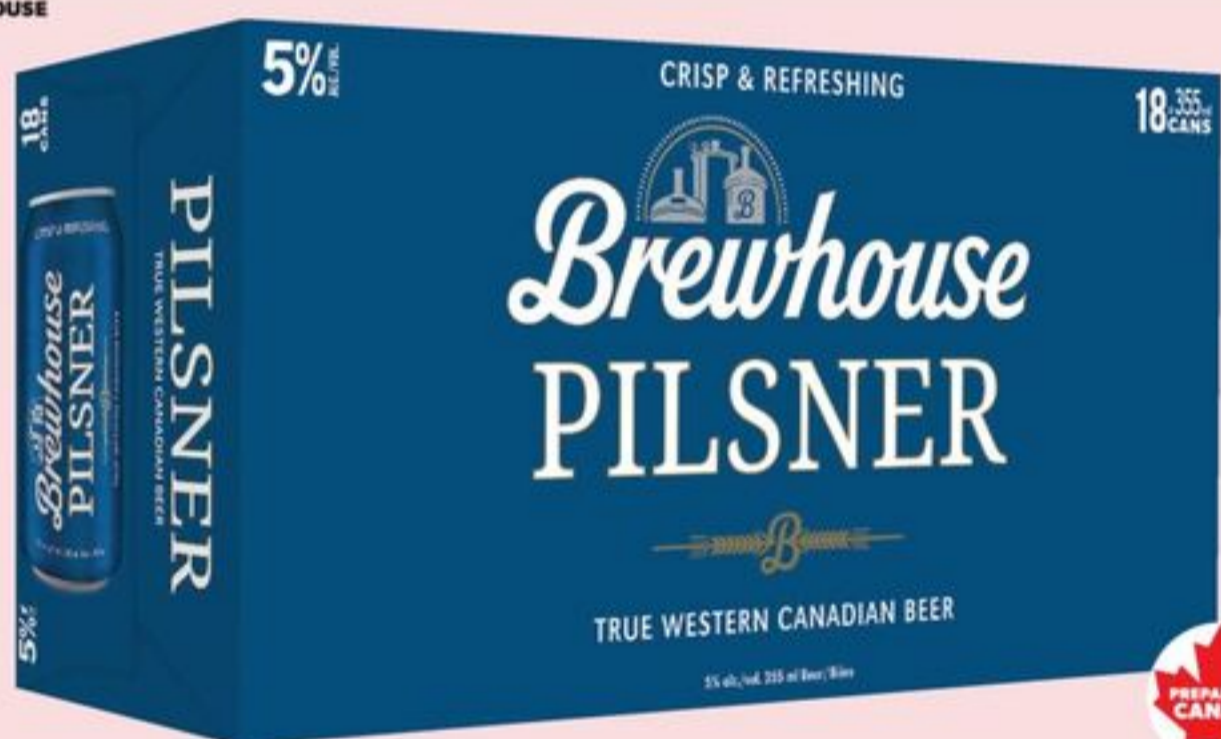


IMPORTED
BEER

\$24

BREWHOUSE
PILSNER,
18 X 355 ML

Moredays
Members get
500



PREPARED IN
CANADA

\$55

BUDWEISER
BEER,
36 X 355 ML

Moredays
Members get
1,000



\$1
back
in points

FREE
WITH PURCHASE
ONE (1) NHL HAT

PREPARED IN
CANADA

\$55

BUD LIGHT
BEER,
36 X 355 ML

Moredays
Members get
1,000



\$1
back
in points

FREE
WITH PURCHASE
HOOP TEA
SPIKED ICED TEA
355 ML CAN

PREPARED IN
CANADA

\$24

WILD ROSE
WRASPBERRY FRUIT ALE
OR VELVET FOG,
12 X 355 ML

Moredays
Members get
1,000



\$1
back
in points

PREPARED IN
CANADA

\$27

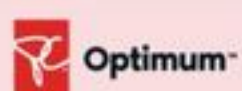
JASPER BREWING
CRISP PILS,
15 X 355 ML

Moredays
Members get
1,000



\$1
back
in points

PREPARED IN
CANADA



Get more on

More savings, more deals, more points
This week only! May 6-10**

Moredays Moredays Moredays Moredays Moredays

\$37

**KING'S CROSS®
IRISH STYLE
CREAM LIQUEUR,
1.75L**



1.75L

\$52

**BAILEYS
ORIGINAL
IRISH CREAM,
1.75L**



1.75L



**BONUS
ON PACK
50 ML BOTTLE**

Moredays

Members get
3,000

\$3
back
in points

\$53

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



1.75L

**BONUS
ON PACK
50 ML BOTTLE**

Moredays

Members get
3,000

\$3
back
in points

\$63

**JACK DANIEL'S
TENNESSEE WHISKY,
1.75L**



1.75L

Moredays

Members get
3,000

\$3
back
in points

\$22

**APEROL
LIQUEUR,
750 ML**



Moredays

Members get
500

**12 per
Case**

\$144

WORKS OUT TO

\$12 EA

**TRUVARI
PROSECCO,
12 X 750 ML**



NON-CASE
RETAIL
\$13 EA

\$36

**CAPTAIN
MORGAN
SPICED RUM,
1.14L**



**BONUS
ON PACK
50 ML BOTTLE**

Moredays

Members get
1,000

\$1
back
in points

\$23

**ABSOLUT
VODKA,
750 ML**

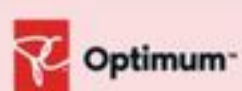


**BONUS
ON PACK
50 ML BOTTLE**

Moredays

Members get
500





Get more on

More savings, more deals, more points
This week only! May 6-10**

Moredays
Moredays
Moredays
Moredays
Moredays

\$38

TRUVARI
ROSSO OR BIANCO,
4L

Moredays
Members get
2,000

\$2
back
in points



\$9

BODACIOUS
SELECTED VARIETIES,
750 ML

Moredays
Members get
500



\$39

COPPER MOON
SELECTED VARIETIES,
4L

Moredays
Members get
1,000

\$1
back
in points



\$10

MATEUS
ROSÉ,
750 ML

Moredays
Members get
500



\$12

JACOB'S CREEK
MOSCATO OR
MOSCATO ROSÉ,
750 ML

Moredays
Members get
500



\$14

STUDIO
BY MIRAVAL
ROSÉ,
750 ML

Moredays
Members get
500



NOW ON



DOORDASH



Optimum™

Get your favorite Sparkling wine & open the app!

May 6th to May 17th

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

Optimum™

Earn
6,000 pts

points when
you spend \$60 or more
on any Sparkling
wine*

\$6
back
in points

RISE & CELEBRATE MOM



\$13

MARTINI
ASTI SPUMANTE,
750 ML



\$16

LA MARCA
PROSECCO OR
PROSECCO ROSÉ,
750 ML



\$17

BRILLA
PROSECCO ROSÉ,
750 ML



\$19

SAINTLY
SPARKLING ROSÉ,
750 ML



\$21

FREIXENET
ITALIAN ROSÉ,
750 ML



\$80

MOËT
& CHANDON
ROSÉ IMPÉRIAL,
750 ML



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

Offer valid Wednesday, May 6th to Sunday, Sunday, May 17th, 2026. ®/™ Trademarks of Loblaw's Inc.



Mix and Match any 4 & open the app!

May 6th to May 17th

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

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

\$10
back
in points

\$19

SAINTLY
THE GOOD ROSE,
750 ML



\$22

ROAD 13
HONEST JOHN
RED,
750 ML



\$24

TINHORN CREEK
PINOT GRIS,
750 ML



\$14

LEFT FIELD
SAUVIGNON BLANC,
750 ML



\$14

JOHNNY Q
CABERNET SAUVIGNON,
750 ML



\$14

CUMA
ORGANIC
MALBEC,
750 ML



\$17

CONUNDRUM
WHITE,
750 ML



\$18

THREE FINGER JACK
CABERNET SAUVIGNON,
750 ML



\$18

BABICH
BLACK LABEL
SAUVIGNON BLANC,
750 ML



\$20

GUIGAL CÔTES
DU RHÔNE
RED,
750 ML



\$20

THE PALM
ROSE,
750 ML



\$21

CONUNDRUM
RED,
750 ML



*when you buy any 4 of the following select wines: Johnny Q Cabernet Sauvignon 750 ml, Left Field Sauvignon Blanc 750 ml, Conundrum Red 750 ml, Babich Black Label Sauvignon Blanc 750 ml, The Palm Rose 750 ml, Cuma Organic Malbec 750 ml, Conundrum White 750 ml, Three Finger Jack Cabernet Sauvignon 750 ml, Guigal Cotes du Rhone Red 750 ml, Pine Ridge Chenin Blanc Vignier 750 ml, Saintly The Good Rose 750 ml, Tinhorn Creek Pinot Gris 750 ml in a single transaction using your PC Optimum™ card at any Real Canadian Liquorstore™ location in Alberta, you will be eligible to earn the points indicated. Product availability may vary by store. We are not obligated to award points based on error or misprints. Offer is only available to valid PC Optimum™ members who are of legal drinking age. No adjustments on previous purchases. We reserve the right to limit quantities. Points apply to items sold as individual units and are not awarded per unit when the unit is part of a case pack or variety pack. See in-store or visit pcoptimum.ca for full terms, conditions and redemption restrictions. Offer valid Wednesday May 6th to Sunday May 17th, 2026. ®/™ Trademarks of Loblaw's Inc.



AD MATCH

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

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

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