

Sobeys

So Canadian Since 1907

**SUPER
HOT
PRICE**

THUR 17 | FRI 18 | SAT 19 | SUN 20

**4 DAY
SALE**



5.49

CASHMERE Bathroom Tissue 12=24 or 8=24 rolls, SPONGETOWELS 3=6 rolls, SCOTTIES Facial Tissue 6 pk 21st-23rd 6.49 ea



6.44
/lb

Fresh Lean Ground Beef Family Size 14.20/kg



MEMBERS SAVE +3 /lb, ea
9.99
/lb, ea
22.02/kg
MEMBER PRICING

COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g or Coho Salmon Fillets frozen or previously frozen



12.99
/lb, ea
28.64/kg
without Scene+ Card



10.99

PINTY'S Chicken Wings, Fillets or Chunks or Eat Well Gluten Free Breaded Chicken Burgers, Strips or Nuggets 750-790 g



HOT PRICE

6.44

NESCAFÉ Instant Coffee 100-170 g, Sweet & Creamy Instant Coffee 16-18 pk, Gold Cappuccino or Lattes 8 pk or STARBUCKS Nespresso Pods 10 pk



HOT PRICE

2.77

VILLAGGIO Bread 570-675 g, Buns 6-8 pk, DEMPSTER'S Tortillas 272-340 g or TIA ROSA Tortillas 220-328 g



HOT PRICE

5.47

KELLOGG'S Family Cereal 450-650 g or COMPLIMENTS Bagged Cereal 400-794 g



HOT PRICE

6.47

iÖGO Creamy Yogurt 16 pk or SIGGI'S Icelandic Style Skyr Yogurt 650-750 g



HOT PRICE

2.99

CRAVE Frozen Entrees 200-340 g

**100%
fresh
GUARANTEE**



3.99

TAYLOR FARMS Salad Kits selected varieties packed in Canada 292-383 g

Arriving Fresh Daily



2.99

Bagged Gala, McIntosh, Paula Red, Sunrise or Ginger Gold Apples product of Ontario, Canada fancy grade 1.36 kg 3 lb bag



3.99

COMPLIMENTS Navel Oranges product of South Africa 3 lb



1.99

Broccoli Crowns, Kale or Red or Green Swiss Chard bunch product of Ontario



2.99

COMPLIMENTS Rainbow Peppers product of Ontario 3 pk

**Scene+
THE
BIG
EARN
EVENT**

**Scene+
DIGITAL
EXCLUSIVE**

OFFER AVAILABLE WEEKLY
SEPTEMBER 17 -
OCTOBER 21, 2026

That's like
\$20
toward your
groceries

**YOUR
2,000 PTS**

OFFER IS WAITING

Load your offer on the Sobeys app
or Sobeys.com/offers

Scene+ card must be registered and offer must be loaded.
See page 4 for full terms and conditions.

**Scan
here for
our full
digital flyer**



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

Prices and offers in effect Thursday, September 17 to Wednesday, September 23, 2026

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Family Size 14.20/kg



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22.02/kg
**MEMBER
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28.64/kg
without
Scene+ Card

COMPLIMENTS Extra Large Cooked Shrimp in Ring with
Sauce 312 g or Coho Salmon Fillets frozen or previously frozen



3.29
/lb

Fresh Pork Shoulder Blade
Roasts or Steak Family Size or
Fresh Pork Shoulder Picnic
Roast hock removed 7.25/kg



10.99



PINTY'S Chicken Wings, Fillets
or Chunks or Eat Well Gluten
Free Breaded Chicken Burgers,
Strips or Nuggets 750-790 g



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Bagged Cereal 400-794 g



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SIGGI'S Icelandic
Style Skyr Yogurt
650-750 g



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100%
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GUARANTEE



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when you buy 3
3.99

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Salad Kits
selected varieties
packed in Canada
292-383 g

Arriving
Fresh Daily



200 PTS
when you buy 2
2.99

Bagged Gala, McIntosh,
Paula Red, Sunrise or
Ginger Gold Apples product
of Ontario, Canada fancy
grade 1.36 kg 3 lb bag



200 PTS
when you buy 2
3.99

COMPLIMENTS
Navel Oranges
product of
South Africa 3 lb



1.99

Broccoli Crowns,
Kale or Red or Green
Swiss Chard bunch
product of Ontario



2.99

COMPLIMENTS
Rainbow Peppers
product of
Ontario 3 pk

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for email to stay in the loop.

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Scene⁺

— THE —

BIG EARN EVENT

SEPT 17 — OCT 21, 2026

It's our
biggest
Scene+ event
of the year

Unlock up to \$1,000
in value each week

Learn more



300 PTS
when you buy 3

5⁹⁹

JOHNSONVILLE Breakfast, Dinner or Smoked Pork
Sausages 250-500 g or COMPLIMENTS Regular Wieners
1 kg



100 PTS
when you buy 2

3⁹⁹

FONTAINE SANTÉ Regular Dips or Hummus
250-260 g



300 PTS
when you buy 2

4⁹⁵

BEN & JERRY'S Ice
Cream 473 mL or
Magnums 3-4 pk selected



400 PTS
when you buy 4

2/5⁵⁰

QUAKER Crispy Minis
90-100 g or Rice Cakes
127-199 g

Scene⁺

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100 PTS
when you buy 2

3⁹⁹

FONTAINE SANTÉ Regular Dips or Hummus 250-260 g



300 PTS
when you buy 2

4⁹⁵

BEN & JERRY'S Ice Cream 473 mL or Magnums 3-4 pk selected



400 PTS
when you buy 4

2/5⁵⁰

QUAKER Crispy Minis 90-100 g or Rice Cakes 127-199 g

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Sausages 250-500 g or COMPLIMENTS Regular Wieners
1 kg



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250-260 g



300 PTS
when you buy 2

4.95

BEN & JERRY'S Ice
Cream 473 mL or
Magnums 3-4 pk selected



400 PTS
when you buy 4

2/5.50

QUAKER Crispy Minis
90-100 g or Rice Cakes
127-199 g

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

2X
Canadian-origin
products



*Sobeys and Sobeys stores offer twice as many Canadian-origin UPC based non-food products as compared to leading conventional brick and mortar, drug, online, and discount grocery retailers in Canada according to the latest 52 weeks ending June 30, 2025, using data reported through NielsenIQ CA-3088-15-CROSS-CATEGORY database by NielsenIQ MarketTrack Product Insights. Copyright © 2025 Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by Nielsen through its CA-3088-15-CROSS-CATEGORY database for Non-Food Canadian Origin Skated Items for the 52 weeks ending June 30, 2025. Copyright © 2025 Nielsen Consumer LLC.



8⁹⁹
/lb

Fresh Boneless Cross Rib Pot Roast or Family Size Simmering Steak cut by your meat expert from Canada AA grade beef while supplies last 19.82/kg



3⁹⁹
/lb

COMPLIMENTS Fresh AIR-CHILLED Chicken Drumsticks or Bone-In Chicken Thighs 8.80/kg

SLICED
FRESH

400 PTS
when you buy
350 g or more

2⁹⁹
/100 g

COMPLIMENTS
Black Forest
or Honey Ham



200 PTS
when you buy 1

9⁹⁹

Fleurette in Fall Basket 4.5" grown in Ontario



9⁹⁸

KIM PHAT Spring Rolls 2.8 kg or SEA'SMIND Seaweed Roasted Snack 120 g



EIGHT
TREASURES
Basa Steaks
500 g

3⁸⁸



4⁸⁸ 200 PTS
when you buy 2

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



6⁹⁹

CRACKER BARREL Cheese 340-400 g or Shreds 250-320 g



6⁹⁹

BECCEL Margarine 637-800 g or IMPERIAL Margarine 1.20-1.36 kg



4⁹⁹

TROPICANA Orange Juice or Juice Blends 1.36 L



2⁴⁹

LANTIC Sugar icing, brown or yellow 1 kg



4⁹⁹

E.D. SMITH Pie Filling selected 540 mL or Pure Pumpkin 796 mL



2/\$5

MOTT'S Fruitsations Apple Cups 6 pk, COMPLIMENTS Fruit Cups 4 pk or DEL MONTE Canned Fruit assorted 398 mL



90¢

PURINA Friskies Fancy Feast 85-156 g



3⁹⁹

SILK Select Beverages 1.75-1.89 L



15⁹⁹

100 PTS
when you buy 1

MAYNARDS Candy or CADBURY Assorted Minis 90 pk while supplies last



3⁹⁹

100 PTS
when you buy 2

AXE Shampoo, Conditioner or Body Wash 473 mL or DEGREE or AXE Deodorant 76-113 g selected



10⁹⁹

PUREX Laundry Detergent 3.45-4.43 L or SUNLIGHT 3.85-4.0 L

Scene⁺

THE
BIG
EARN
EVENT

SEPT 17 — OCT 21, 2026



Scan QR code to download or open the app for more info



5⁹⁹
MEMBER
PRICED

SCHNEIDERS Smoked Sausages or Pepperettes 250-375 g, MAPLE LEAF Shredded Chicken or Breakfast Sausages 250-300 g, THE CANADIAN BUTCHER Wieners 750 g or COMPLIMENTS Cooked Ham or Bologna 375-500 g selected varieties



12⁹⁹
MEMBER
PRICED

HIGH LINER Signature Cuts, Pan-Seared or Breaded or Battered Premium Fish 425-540 g



7⁹⁹
MEMBER
PRICED

Small Bar Cakes 325-575 g



30%
MEMBER
PRICED

FRICO Gouda mild, medium, spiced or smoked



2⁹⁹
MEMBER
PRICED

CHRISTIE Cookies selected 224-303 g or Mini Cookies 144-200 g



3⁴⁹
MEMBER
PRICED

LAY'S Potato Chips 200-235 g



1⁹⁹
MEMBER
PRICED

DOLE Canned Pineapple 398 mL or QUAKER Dippys or Chewy Granola Bars 120-156 g or SNACK PACK Pudding 4 pk



1⁶⁶
MEMBER
PRICED

CLOVER LEAF Skipjack Light Tuna 170 g or Flavoured Tuna 85 g

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

2X
Canadian-origin
products



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SLICED
FRESH

400 PTS
when you buy
350 g or more

2⁹⁹
/100 g

COMPLIMENTS
Black Forest
or Honey Ham



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Fleurette in Fall Basket 4.5" grown in Ontario

9⁹⁸



KIM PHAT Spring Rolls 2.8 kg or SEA'SMIND Seaweed Roasted Snack 120 g



EIGHT
TREASURES
Basa Steaks
500 g

3⁸⁸



4⁸⁸ 200 PTS
when you buy 2

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



6⁹⁹

CRACKER BARREL Cheese 340-400 g or Shreds 250-320 g



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BECEL Margarine 637-800 g or IMPERIAL Margarine 1.20-1.36 kg



4⁹⁹

TROPICANA Orange Juice or Juice Blends 1.36 L



2⁴⁹

LANTIC Sugar icing, brown or yellow 1 kg



4⁹⁹

E.D. SMITH Pie Filling selected 540 mL or Pure Pumpkin 796 mL



2/\$5

MOTT'S Fruitsations Apple Cups 6 pk, COMPLIMENTS Fruit Cups 4 pk or DEL MONTE Canned Fruit assorted 398 mL



90¢

PURINA Friskies Fancy Feast 85-156 g



3⁹⁹

SILK Select Beverages 1.75-1.89 L



15⁹⁹

MAYNARDS Candy or CADBURY Assorted Minis 90 pk while supplies last



3⁹⁹

AXE Shampoo, Conditioner or Body Wash 473 mL or DEGREE or AXE Deodorant 76-113 g selected



10⁹⁹

PUREX Laundry Detergent 3.45-4.43 L or SUNLIGHT 3.85-4.0 L

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SEPT 17 — OCT 21, 2026



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5⁹⁹
MEMBER
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SCHNEIDERS Smoked Sausages or Pepperettes 250-375 g, MAPLE LEAF Shredded Chicken or Breakfast Sausages 250-300 g, THE CANADIAN BUTCHER Wieners 750 g or COMPLIMENTS Cooked Ham or Bologna 375-500 g selected varieties



12⁹⁹
MEMBER
PRICING

HIGH LINER Signature Cuts, Pan-Seared or Breaded or Battered Premium Fish 425-540 g



7⁹⁹
MEMBER
PRICING

Small Bar Cakes 325-575 g



30% off
MEMBER
PRICING

FRICO Gouda mild, medium, spiced or smoked



2⁹⁹
MEMBER
PRICING

CHRISTIE Cookies selected 224-303 g or Mini Cookies 144-200 g



3⁴⁹
MEMBER
PRICING

LAY'S Potato Chips 200-235 g



1⁹⁹
MEMBER
PRICING

DOLE Canned Pineapple 398 mL or QUAKER Dippies or Chewy Granola Bars 120-156 g or SNACK PACK Pudding 4 pk



1⁶⁶
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CLOVER LEAF Skipjack Light Tuna 170 g or Flavoured Tuna 85 g

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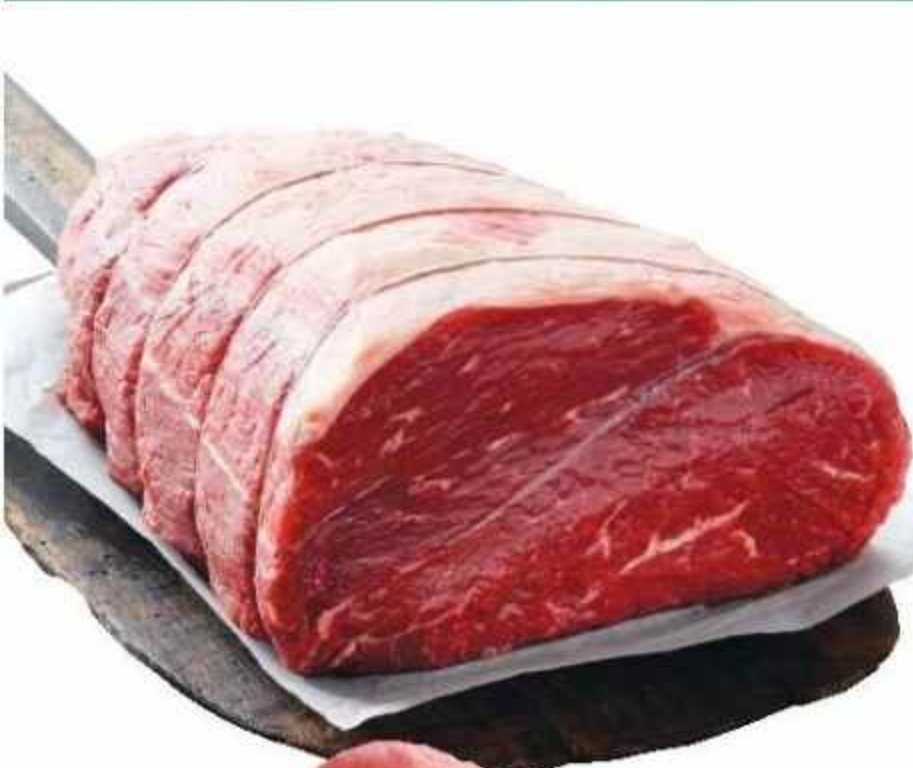
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/100 g

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Small Bar Cakes 325-575 g



30% off
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FRICO Gouda mild, medium, spiced or smoked



2⁹⁹
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LAY'S Potato Chips 200-235 g



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Let 14
Received
support for
anxiety, ADHD
and depression



Family
of Support
familyofsupport.com

Donate in-store Sept. 17 - Oct. 4 to support local kids' mental health programs

Celebrate Mid-Autumn Festival



200 PTS
when you buy 1

5⁸⁸
/lb

Frozen Grade A Duck
12.96/kg



3⁹⁸

Dragon Fruit product of Vietnam or
Yellow Pitahaya product of Ecuador



1⁸⁸

B&B Mini Loaf 180 g



8⁸⁸

KIM PHAT Potstickers
454 g



6⁸⁸

EIGHT TREASURES Whole Head-On
Shell-On Raw Shrimp 400 g



BUY 2 GET 3RD
FREE
MIX & MATCH

SUMMI! Asian Appetizers
160-350 g available chilled



4⁹⁸

SIWIN Potstickers or Dumplings
454-500 g selected



5⁷⁸

HUY FONG Sriracha Hot Chili
Sauce 714 mL



2⁹⁸

THAI KITCHEN Coconut Milk
400 mL selected



3⁹⁸

GLICO Pocky Biscuit Sticks
135-156 g selected



5⁹⁸

MINI CRUSH Fruit Jelly 1.4 kg



8⁷⁸

DAN-D-PAK Cashews salted or
unsalted 454 g



4⁹⁹

COMPLIMENTS Flour 2.5 kg

100 PTS
when you buy 2

2/\$6

COCA-COLA
Soft Drinks 2 L



Scene

GET 1,500 PTS

FOR EVERY \$100 SPENT
IN HOME HARDWARE
GIFT CARDS



Offer valid during September 17 - 23, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.