URBAN_FRESH

Sobeys urban FRESH

So Canadian Since 1907



5.99/lb

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs or Split Chicken Wings Family Size 13.21/kg



value size

7.88/lb

Fresh Boneless Whole Top Sirloin cap/coulotte removed cryovac cut from Australia graded beef while supplies last 17.37/kg

3.99/lb

Fresh Boneless Pork Loin Centre and Rib Combo Chops Family Size 8.80/kg

AUSSIE BEEF

- Carefully selected for marbling and tenderness
- Grain fed MB1 Australian graded beef



9.88/lb

Fresh Boneless Top Sirloin Premium Oven Roast or Family Size Steaks cut by your meat expert from Australia graded beef while supplies last 21.78/kg



3.99

COMPLIMENTS Sliced Meats 175 g, SHOPSY'S, MAPLE LEAF or SCHNEIDERS Wieners 375 g or MINA Chicken Wieners 675 g selected varieties

100% fresh GUARANTEE*



1.99

Raspberries product of Mexico or USA 170 g



2.99

COMPLIMENTS Clementines product of South Africa 907 g 2 lb bag



From Canada

1.99

COMPLIMENTS White, Red or Yellow Potatoes product of Canada, Canada no 1 10 lb



HOT PRICE **4.99**

CHAPMAN'S Premium Ice Cream, Frozen Yogurt or Sorbet 2 L or Super Novelties 6-18 pk selected



HOT PRICE **13.99**

NESTLÉ Assorted Chocolates 100 pk or HERSHEY'S Chocolate or Candy 90-100 pk while supplies last



HOT PRICE **3.47**

DR. OETKER Ristorante or Casa Di Mama Pizza 288-410 g or Giuseppe Garlic Fingers 317 g



HOT PRICE **5.99**

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



HOT PRICE **3.49**

DANONE Oikos Greek Yogurt 4 pk



HOT PRICE **4.97**

KRAFT Peanut Butter 750 g-1 kg



HOT PRICE **3.99**

CHALO! Basmati Rice 1.81 kg or TRE STELLE Paneer Cheese 300 g



Global Market



HOT PRICE **5.99**/lb

300 PTS when you buy 1

Value Size Pork Belly skin-on frozen 13.21/kg

Prices and offers in effect **Thursday, October 22 to Wednesday, October 28, 2026**

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We have 2x as many Canadian-origin products as the combined average of leading retailers*



1.99 /lb

Fresh Whole Pork Leg cryovac while supplies last 4.39/kg



200 PTS when you buy 2

$6

Regular Ground Beef 454 g



MEMBERS SAVE $2
6.99 MEMBER PRICING

8.99 without Scene+ Card

JANES Pub Style Breaded Chicken or Wings 660-700 g



MEMBERS SAVE $3
11.99 MEMBER PRICING

14.99 without Scene+ Card

JANES Ultimates Breaded or Battered Haddock, Cod or Sole 450-590 g or Lightly Dusted Haddock or Sole 500-540 g



2 LB

13.99

OCEAN JEWEL Pacific White Shrimp cooked 50-70 ct per lb 908 g



$22

COMPLIMENTS Cooked Shrimp Ring with Sauce 737 g or Newfoundland & Labrador Cooked Wild Snow Crab Clusters 454 g



250 PTS when you buy 2

5.99

Made In-Store Chicken Pot Pies 320 g available hot or chilled



BUY 1 GET 1 of equal or lesser value FREE

Made with 100% Canadian Flour

Kaiser Buns 6 pk 430 g



13.49

MAPLE LEAF Natural Selections Family Pack Shaved Deli Meats selected 375-400 g



2.97

Regular Pumpkins product of Ontario or Jumbo **4.97 ea**



6.99

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



4.99

DARE Bear Paws or Wagon Wheels Family Size 337-630 g, COMPLIMENTS Exceptional Chocolate Chip Cookies 280 g or CHRISTIE Premium Plus Crackers 402-481 g



100 PTS when you buy 3

2/5.50

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



1.49 MEMBER PRICING

1.99 without Scene+ Card

MICHELINA'S Frozen Entrées 128-284 g



5.99

KELLOGG'S Family Size Cereal 450-650 g or GENERAL MILLS Family Size Cereal 318-778 g



4.99

BURNBRAE FARMS or GRAY RIDGE Large White Eggs 18 pk or COMPLIMENTS Free Run Large White Eggs 12 pk



6.99

BECEL Margarine 637-800 g



2.47

PRINGLES Super Stacks 148-156 g



1.99

PRIMO Canned Beans 540 mL or UNICO Tomatoes 796 mL



2.99

HELLMANN'S Mayonnaise 340-445 mL or KRAFT Salad Dressing 425 mL



14.99

FILIPPO BERIO Olive Oil 1 L



200 PTS when you buy 4

2/$5

QUAKER Dipps or Chewy Granola Bars 120-156 g



2.99

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



3.99

COCA-COLA or PEPSI Soft Drinks 6x710 mL



15.99

CADBURY Assorted Chocolates or MAYNARDS Candy 90 pk while supplies last

PROUDLY CANADIAN sobeys.com

*Sobeys stores 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 September 5, 2026, using data reported through NielsenIQ's CA-SOBEYS-CROSS CATEGORY database by NielsenIQ's MarketTrack Product Insights, Copyright © 2025, Nielsen Consumer LLC., commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIQ through its CA-SOBEYS-CROSS CATEGORY database for Non Fresh | Canadian Origin Stated items for the 12 weeks ending September 5, 2026. Copyright © 2026, Nielsen Consumer LLC.

We reserve the right to correct any unintentional errors that may occur in the copy or in illustration. In stores open 24 hours, flyer prices are effective from 4 am Thursday until Midnight Wednesday. We reserve the right to limit quantities to reasonable family requirements. Some specials are not available at all stores. This flyer is not effective at Sobeys Dupont or Danforth locations or Sobeys Express stores. Flyer is effective in Ontario only.

The Scene+ Loyalty Program is available at all participating Sobeys locations within Ontario. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points. All weekly Scene+ offers exclude taxes, delivery charges, bill payments, service fees, rental fees, event tickets, gift cards, fluid dairy products in Atlantic regions, pre-paid cards, postal products and services, Western Union, McCafe®/Tim Hortons®/Starbucks® products and services in select regions, prescription drugs, non-prescription pharmacy services, liquor and alcoholic beverages, tobacco products, lottery, photo finishing, deposits, environmental charges, fuel 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 ($500) per day. For full Scene+ Terms & Conditions or to redeem your points, visit https://www.sceneplus.ca/terms-and-conditions. All offers are subject to change and may be withdrawn without notice. ® Scene+, Scene & Design and the Icon Design are registered trademarks of Scene Plus IP Corporation, used under license. Please recycle where facilities exist. Canadian product(s) meet applicable Canadian claim definition as per the Canadian Food Inspection Agency (CFIA) and Competition Bureau respectively.

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Earn Scene+ points 3.7X faster with the Scotiabank Scene+ Visa Card.◇

APPLY NOW

◇Conditions Apply

