URBAN_FRESH

Sobeys urbanFRESH

So Canadian Since 1907



4.88 /lb

Fresh Regular Ground Beef Family Size 10.76/kg



All Fresh Pork! or COMPLIMENTS Breakfast or Dinner Sausages 375 g-1.4 kg or HAYTER'S FARM Turkey Products selected varieties

BUY 2 GET 3RD of equal or lesser value FREE MIX & MATCH





2.99 /lb, ea

Super Sweet Sumo Oranges product of Australia 6.59/kg or **Strawberries** product of USA or Mexico, no 1 grade 1 lb 454 g



4.99

MAPLE LEAF or SCHNEIDERS Bacon 375 g, SCHNEIDERS Cooked Bacon 100 g, Ham Steak 175 g, Bologna, Juicy Jumbos or Smoked Sausages 375-450 g or MAPLE LEAF Smoked Chicken Sausages 300 g selected varieties (excludes beef)



5.99 /lb

CANADIAN BUTCHER Fresh AIR-CHILLED Boneless Skinless Chicken Breasts Family Size 13.21/kg



HOT PRICE **4.97**

HEINZ Ketchup 750 mL-1 L



HOT PRICE **11.97**

ROBIN HOOD or FIVE ROSES Flour 10 kg



HOT PRICE **6.99**

LIBERTÉ Greek Yogurt 650-750 g or Méditerranée Yogurt 900 g



HOT PRICE **10.97**

CASHMERE Bathroom Tissue 24=48 or 12=48 rolls, SPONGETOWELS 6=12 rolls or SCOTTIES Facial Tissue 12 pk



HOT PRICE **2.97**

CATELLI Pasta 900 g or CLASSICO Pasta Sauce 218-600 mL



HOT PRICE **4.94**

NESTLÉ Premium Frozen Dessert or Real Dairy Ice Cream 1.5 L or selected Premium Novelties 4-10 pk or DR. OETKER Giuseppe Rising or Thin Crust or Rip'n Share Pizza 439-785 g





Prices and offers in effect **Thursday, October 29 to Wednesday, November 4, 2026**

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Scene+

MEMBER PRICING

Swipe your Scene+ Card and Save



MEMBERS SAVE $2

11.99 MEMBER PRICING

13.99 without Scene+ Card

COMPLIMENTS Smoked Sausages or Thick Cut Bacon 900 g-1 kg or SCHNEIDERS Smokies 900 g







MEMBERS SAVE 50¢

99¢ MEMBER PRICING

1.49 without Scene+ Card

CAMPBELL'S Tomato, Chicken Noodle, Cream of Mushroom or Vegetable Soup 284 mL



MEMBERS SAVE $1

2.99 MEMBER PRICING

3.99 without Scene+ Card

CHRISTIE Family Size Crackers 334-454 g or ARNOTT'S TimTam Biscuits 175-200 g

Look for more Member Pricing throughout the flyer and in-store.

Scene®
TURN POINTS INTO GROCERIES





6.99

200 PTS when you buy 2

COMPLIMENTS or THE CANADIAN BUTCHER Wieners 750 g-1 kg



100 PTS when you buy 2

5.99

ARMSTRONG Cheese 400 g, Sticks 210 g, Swirls 283-340 g, Nibblers 200 g, Combos 180 g, Slices 220-240 g or SAPUTO Mozzarellissima 500 g



100 PTS when you buy 4

$1

COMPLIMENTS Soft Drinks 2 L



150 PTS when you buy 3

2.99

NATURE VALLEY Sweet & Salty Granola, Protein or FIBRE 1 Bars 125-175 g selected

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



9.99/lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AA grade beef 22.02/kg



12.99

PINTY'S Chicken Wings, Fillets or Chunks or EatWell Gluten-Free Breaded Chicken Burgers, Strips or Nuggets 700-790 g



7.99/lb

Fresh Tilapia Fillets
subject to availability 17.61/kg



7.99

MARINA DEL REY Wild Argentinian Raw Shrimp 300 g



9.99

WONDERFUL Pistachios
shelled selected 155-170 g



75 PTS when you buy 2

Hot Dog or Burger Buns
8 pk

Made with 100% Canadian Flour



Try new FONTAINE SANTÉ Sour Cream Tzatziki & Caramelized Onion Dip

100 PTS when you buy 2

3.99



FONTAINE SANTÉ Dips or Regular Hummus 250-260 g



2.99/100 g

COMPLIMENTS Black Forest or Honey Ham

MEMBERS SAVE 50¢
3.99 MEMBER PRICING
4.49 without Scene+ Card



MARIGOLD Sauces
400 mL selected

Global Market



1.50/lb

Long Squash or Indian Eggplant
product of Mexico or Honduras 3.31/kg



4.99

NESTLÉ Carnation Hot Chocolate Canisters 400-450 g or BEST BUY Coffee Pods 12 pk



4.77

CRACKER BARREL Cheese Slices 200-240 g or Snacks 168 g or BLACK DIAMOND Cheestrings 8 pk 168 g



3.49

DEMPSTER'S Bagels selected 5-6 pk, Whole Grain, Protein, Fibre or Signature Bread 600 g



$3

LAY'S Potato Chips 220-235 g



13.99

NESTLÉ Assorted Minis 100 pk or HERSHEY'S Chocolate or Candy 90-100 pk while supplies last
Price in effect until Oct 31



15.99

MAYNARDS Candy or CADBURY Assorted Chocolates
90 pk while supplies last Price in effect until Oct 31



4.99

COMPLIMENTS Butter 454 g or LACTANTIA Margarine 850 g



29.99

MCCAFÉ Keurig® Compatible Single Serve Pods 48 pk



3/$5

OASIS Juice or ARIZONA Iced Tea
960 mL tetra or FRUITÉ Fruit Drink 2 L



10.99

COMPLIMENTS Honey 750 g-1 kg, NUTELLA Hazelnut Spread 1 kg or KRAFT Peanut Butter 2 kg



4.99

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



3.99

GENERAL MILLS Premium or Core Cereal 300-437 g or KELLOGG'S Cereal 210-525 g selected varieties (excludes Family Size)



100 PTS when you buy 3

3/9.99

QUAKER Instant Oatmeal 232-344 g or Quick Oats 709 g-1 kg



$5

TIDE 887 mL-1 L, Pods or Flings! 16 pk, GAIN Liquid Detergent 1.24 L, GAIN or DOWNY Fabric Softener 1.31 L, Beads 141-150 g or BOUNCE Sheets 40-80 pk

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.

Please recycle Canadian product(s) meet applicable Canadian claim definition as per the Canadian Food Inspection Agency (CFIA) and Competition Bureau respectively. 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, McCafé®/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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APPLY NOW

◇Conditions Apply

