URBAN_FRESH

Sobeys urbanFRESH

So Canadian Since 1907



6.99/lb

Fresh Boneless Cross Rib Pot Roast, Family Size Simmering Steak or Beef Stewing Cubes cut by your meat expert from Canada AA grade beef while supplies last 15.41/kg



3.99/lb

Boneless Pork Sirloin Chops or Roasts Family Size or Fresh Pork Side Ribs breast bone removed 8.80/kg



10.99

COMPLIMENTS, PINTY'S or MAPLE LEAF PRIME Raised Without Antibiotics Chicken Wings or COMPLIMENTS Stuffed, CARDINAL Diner or SHOELESS JOE'S Burgers 568-907 g



9.99/lb, ea

Coho Salmon Fillets previously frozen or frozen 22.02/kg or COMPLIMENTS Smoked Atlantic Salmon, Steelhead or Gravlax 150 g



3.99

SHOPSY'S, MAPLE LEAF or SCHNEIDERS Wieners 375 g or MINA Wieners 675 g selected



1.99

Raspberries product of Mexico or USA 170 g

3.99

Red Onions product of Canada, Canada no 1, 7 lb bag

1.99/lb

Brussels Sprouts product of Canada no 1 grade or Baby Bok Choy product of USA or Mexico 4.39/kg

Scene SPEND & GET

SPEND $100 OR MORE ON GROCERIES, GET 1,000 PTS $10 in value†

DON'T FORGET YOUR COUPON

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Valid Thursday, November 5 – Wednesday, November 11, 2026 †See back page for details



HOT PRICE 15.97

FOLGERS Roast & Ground Coffee 544-865 g, Single Serve Coffee Pods 30 pk or TIM HORTONS Instant Coffee 300 g



HOT PRICE 5.99

BUBLY Sparkling Water 12x355 mL or MONTELLIER Mineral Water 10x355 mL



HOT PRICE 3.33

DANONE Activia Yogurt 650 g or Probiotic Yogurt 4 pk

BUY 1 GET 1 of equal or lesser value FREE MIX & MATCH

COMPLIMENTS Garden Salad 340 g or Coleslaw 397 g **3.99 ea**



11.99

Prepared Fresh Daily In-Store Fruit or Vegetable Trays 900 g-1.3 kg



HOT PRICE 10.99

ROYALE Bathroom Tissue 24=48 rolls, Paper Towel 6=12 rolls or Facial Tissue 12 pk



HOT PRICE 5.97

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

Prices and offers in effect **Thursday, November 5 to Wednesday, November 11, 2026**

Scene+

MEMBER PRICING

Swipe your Scene+ Card and Save



MEMBERS SAVE $1
4.99 MEMBER PRICING

5.99 without Scene+ Card

COMPLIMENTS or THE CANADIAN BUTCHER Bacon 375 g, COMPLIMENTS Boneless Smoked Ham Slices 375 g or Fully Cooked Bacon 65 g









MEMBERS SAVE 50¢
2.49 MEMBER PRICING

2.99 without Scene+ Card

MCCAIN Superfries or Tasti Taters 454-800 g



MEMBERS SAVE 99¢
$2 MEMBER PRICING

2.99 without Scene+ Card

LANTIC Sugar Icing, Brown or Yellow 1 kg

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

BAKE UP THE PERFECT GIFT



Gingerbread White Chocolate and Toffee Trifle

SCAN FOR THIS RECIPE

Get 500 PTS
When you spend $20 or more on these participating products

That's like $5 toward your groceries

4.99 ROBIN HOOD or FIVE ROSES Flour selected 2.5 kg





3.99 ROBIN HOOD Oats 1 kg or EAGLE BRAND Condensed Milk 300 mL



1.79 CARNATION Evaporated Milk 354 mL



3.99 LAURA SECORD Chocolate Chips 250 g

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



6.99/lb

Fresh Lean Ground Beef
Family Size 15.41/kg



That's like $5 toward your groceries

7.99/lb

500 PTS when you spend $30 or more

COMPLIMENTS Fresh AIR-CHILLED Boneless Skinless Chicken Thighs
Family Size 17.61/kg



7.99

SIMPLE CUISINE Shrimp or Salmon Gourmet Meals 340 g assorted or ULTRA NATURAL Fair Trade Raw Honduras Shrimp 300 g

5.99

BOURSIN
150 g





300 PTS when you buy 2

11.99

COMPLIMENTS Smoked Sausage 900 g, MAPLE LEAF or SCHNEIDERS Ham 600-700 g or SWISS CHALET, MONTANA'S or KELSEYS Pork Back Ribs 600-650 g

Celebrate National Cupcake Day on November 10th!



BUY MORE SAVE MORE

5.99 ea when you buy 2 or more

COMPLIMENTS Apple, Pumpkin or Apple Crumble Pie 650-750 g, Mini Cupcakes 273-300 g or Crumb Cakes 465 g **6.99 ea**



BUY MORE SAVE MORE

3.99 ea when you buy 2 or more

SUMMER FRESH Dips, Hummus, Queso or Salsa 200-227 g (excludes Extra Virgin Olive Oil Regular or Roasted Red Pepper Hummus or Rye Bread and Dirty Martini Dips 200 g) **4.29 ea**

Global Market



12.99

TILDA Pure Basmati Rice
4 kg

2/7.50



OCEAN SPRAY Cranberry Cocktail
1.89 L

5.99



GAY LEA Butter Sticks salted or unsalted 454 g



1.99

CATELLI Smart 340-375 g or Healthy Harvest 375 g (excludes Lasagna) or BARILLA Snowfall Pasta 340 g or CATELLI Garden Select Pasta Sauce 600 mL



2.49 MEMBER PRICING

2.99 without Scene+ Card

CHRISTIE Cookies selected 224-303 g or DARE Veggie Crisps 100 g



6.99

NESTLÉ AFTER EIGHT 200 g, TURTLES Chocolates 150-160 g or HERSHEY'S Grinch or REESE'S Miniature Gift Box 184 g while supplies last



2.99

DEMPSTER'S White or Whole Wheat, Texas Toast or Sandwich Bread 675 g or English Muffins 6 pk selected



2/$3

KRAFT DINNER 156-200 g or Cups 58 g or MAPLE LEAF Vienna Sausage 113 g



8.99

KELLOGG'S, GENERAL MILLS or POST Jumbo Cereals
700 g-1.3 kg



1.99

COMPLIMENTS Apple Sauce 620 mL, Apple Snack 4-6 pk or Canned Fruit 398 mL or SNACK PACK Puddings or Gels 4 pk



$1

COLGATE Total or Kids Toothpaste 70-120 mL selected



200 PTS when you buy 2

40% off

JAMIESON Vitamins or Supplements selected varieties and sizes



9.99

GAIN Liquid Detergent 2.39 L, Flings! 31 pk, DOWNY Fabric Enhancers 303-379 g or BOUNCE Sheets 120-200 pk

Scene+ GET 150 BONUS SCENE+ POINTS WHEN YOU PURCHASE THE $10 MEGA CASH FOR LIFE INSTANT TICKET
Valid November 5 – November 11, 2026. Conditions may apply. Must be 18 years or older. Get 150 Bonus Scene+ points when you purchase the $10 Mega Cash For Life Tickets at participating Sobeys Ontario locations only. In-store purchase only. Cannot be combined with any other offer. Offer subject to change or cancellation without notice. Subject to availability while supplies last. No cash value. Ticket may not be exactly as shown.
OLG
MEGA CASH FOR LIFE
Play. Smart

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.

†Offer valid November 5 to November 11, 2026 at all Sobeys locations in Ontario. Receive 1,000 Scene+ points when you spend a minimum qualifying purchase of $100 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending $100 or more awards only one 1,000 Scene+ points allotment. Offer can be redeemed by flyer coupon. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. Visit https://www.sceneplus.ca/termsand-conditions to see full Terms and Conditions. Offer 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.

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

APPLY NOW

◇Conditions Apply

