URBAN_FRESH

sobeys urban FRESH

Value for Every Gathering



HOT PRICE **5.74**/lb

Fresh AIR-CHILLED Boneless Skinless Chicken Breasts Family Size 12.66/kg

GREAT OFFER on AIR-CHILLED



4.44/lb

Fresh Pork Tenderloin or Fresh Pork Loin Back Ribs Family Size cryovac 9.79/kg



2.99

COMPLIMENTS Clementines or Mandarins product of Australia 907 g 2 lb



HOT PRICE **4.44**

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



3.99

COMPLIMENTS Rainbow Peppers product of Canada or Mexico 3 pk or HAVEN GREENS Crunch Salad Kits product of Ontario assorted varieties 200 g



4.99

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



6.99

COMPLIMENTS Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops 80-120 ct per lb 340 g



$2

Avocados product of Mexico 5 pk



HOT PRICE **3.99**

DANONE Activia Yogurt 8 pk or Fibre+ 625 g or SEALTEST Half & Half or Light Cream 1 L

HOT PRICE **5.47**

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

HOT PRICE **3.47**

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



HOT PRICE **6.49**

CASHMERE Bathroom Tissue 12=24 or 8=24 rolls, SPONGETOWELS 3=6 rolls or SCOTTIES Facial Tissue 6 pk

HOT PRICE **6.44**

NESCAFÉ Instant Coffee 100-170 g, Cappuccino or Lattes 8 pk, Sweet & Creamy 16-18 pk, STARBUCKS Nespresso Compatible Pods 10 pk or MAXWELL HOUSE Instant Coffee 150-256 g

HOT PRICE **3.97**

KRAFT Singles 410 g

2.99

COMPLIMENTS White or Yellow-Fleshed Potatoes product of Canada, Canada no 1, 10 lb bag

Prices and offers in effect **Thursday, November 12 to Wednesday, November 18, 2026** • Scan here for our full digital flyer

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

Game Winning Offers

value size

That's like $5 toward your groceries

500 PTS when you buy 1

6.99/lb

Fresh Medium Ground Beef Chuck available only in 5 lb tube 15.41/kg

READY FOR YOU

12.99/lb

Fresh Boneless Beef Striploin Halves cryovac cut from Australian graded beef while supplies last 28.64/kg

AUSSIE BEEF

200 PTS when you buy 2

5.99

WONDERFUL Pistachios selected 200-225 g

2/$24

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

3.79

COMPLIMENTS 4 Pack Mini Hummus, Regular Hummus or Dips 227-228 g

14.99/lb

Fresh Boneless Striploin Grilling Steaks Family Size or Premium Oven Roast cut by your meat expert from Australian graded beef while supplies last 33.05/kg

OCEAN WISE RECOMMENDED

750 PTS when you buy 1

That's like $7.50 toward your groceries

$25

COMPLIMENTS NATURALLY SIMPLE Black Tiger Shrimp in Ring with Sauce 515 g

Get 600 PTS When you buy 2 or Get 1,200 PTS When you buy 3 or more

That's like $12 toward your groceries

STARTING AT **12.99**

14" Take & Bake Pizza or Selected 715-890 g

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

COMPLIMENTS or PANACHE Chicken Wings, Meat Appetizers, Meatballs, Egg Rolls, Spring Rolls or Individual Pot Pies 252-800 g, THE PASTRY BOX Cheesecakes or PANACHE Frozen Desserts 290-700 g or Seafood Appetizers 200-355 g

Try our NEW PANACHE Basque Style Cheesecakes!

4.77

COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected

3.49 MEMBER PRICING / 3.99 without Scene+ Card

COCA-COLA or PEPSI Soft Drinks or BUBLY Sparkling Water Mini Cans 6x222 mL

3.99 MEMBER PRICING / 4.49 without Scene+ Card

OLD EL PASO Dinner Kits 250-510 g

2/6.50

LAY'S Potato Chips 220-235 g

4.94

HÄAGEN-DAZS Ice Cream 414-450 mL or Novelties 3-4 pk selected

500 PTS when you buy 2

8.99

LINDT Bagged Chocolate 116-151 g while supplies last

2/$5

DARE Ultimate or Simple Pleasures Cookies 290-310 g or CHRISTIE Mini Cookies 144-200 g

3.99

DEMPSTER'S 10" Tortillas 366-610 g, Signature Buns or Rolls 6-12 pk or STONEMILL Bread 454-600 g

100 PTS when you buy 2

2/$7

ROUGEMONT Apple Juice 2 L

500 PTS when you spend $15 or more

2.99

NATURE VALLEY Crunchy or Trail Mix Granola Bars or BETTY CROCKER Fruit or Gushers selected 120-230 g

2/$5

AYLMER Tomatoes 796 mL or ROTEL Tomatoes 284 mL

3.99

SIWIN Potstickers or Dumplings selected 454-500 g

Global Market

7.88

EIGHT TREASURES Whole Tilapia 1.36 kg or Cooked & Peeled Shrimp 91-120 ct per lb 340 g

GET UP TO 4,000 PTS WHEN YOU LOAD THIS OFFER IN THE SOBEYS APP NOVEMBER 12 – DECEMBER 2, 2026

That's like $40 toward your groceries

Download the Sobeys app

SPEND $100+*

1st Shop GET 1,000 PTS

2nd Shop GET 1,000 PTS

3rd Shop GET 1,000 PTS

Shop 3 times and get a 1,000 PTS bonus

See below for full terms & conditions. *Card must be registered and offer must be loaded, eligible $100+ transactions must occur on 3 separate days. 1,000 points = $10 of free groceries.

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.

*Card must be registered. Offer valid and available to be loaded from November 12 - December 2, 2026, at all Sobeys locations in Ontario. Minimum $100 spend must be made in a single transaction. Limit [1] 1000 points allotment per transaction, and three [3] total allotments on three [3] separate transactions. 1000 points bonus to be awarded within 4 weeks of the end of the offer period and qualifying purchases must be made on different days. Digital Offer has no cash value and cannot be combined with any other offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Offer cannot be combined with other minimum spend/receive offer(s). SCENE+ registered digital or physical card must be presented. Visit https://www.sceneplus.ca/terms-and-conditions to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice.

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

