URBAN_FRESH

Sobeys urban FRESH

So Canadian Since 1907

hurry in for **BLACK FRIDAY** savings

4 DAY SALE!

NOV. 26th to NOV. 29th
WHILE QUANTITIES LAST!

100% fresh GUARANTEE*



6/$30 or 6.99 ea

JANES Pub Style Breaded Chicken Strips, Nuggets, Burgers, Fries, Popcorn Chicken or Chicken Wings 660-700 g or Battered Fish selected 450-510 g

our lowest prices of the year†



4.44

COMPLIMENTS Salted or Unsalted Butter 454 g



That's like $10 toward your groceries

1,000 PTS when you spend $25 or more

$5

ENERGIZER Max Batteries AAA 4 pk, AA 8 pk or 9V 2 pk



2.99

ACE BAKERY Baguettes, Focaccia, Rolls or Burger Buns 296-530 g or SANTOSH GOLD Naan or Naan Bites 500-600 g



2.44

Raspberries or Blackberries product of USA or Mexico 170 g



2.45 /lb

Honeycrisp Apples product of Ontario, Canada extra fancy 5.40/kg



3 PACK 3.99

COMPLIMENTS Rainbow Peppers product of Canada or Mexico 3 pk or **ARTE Salad Kits** assorted varieties 286-359 g

†Only applies to items part of our Black Friday 4 Day Sale

GREAT DEAL 1.99 /lb



HAYTER'S FARM Raised Without Antibiotics or Grade A Frozen Turkeys all available sizes while supplies last 4.39/kg

GREAT DEAL 6.99 /lb



STERLING SILVER Fresh Boneless Inside Round Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef or **Fresh Extra Lean Ground Beef** Family Size while supplies last 15.41/kg



COMPLIMENTS Coleslaw 397 g **3.99 ea**



GREAT DEAL 5.97

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



GREAT DEAL 9.99 /lb

Coho Salmon Fillets frozen or previously frozen product of Chile 22.02/kg



11.99

Premium Poinsettia 7" in décor pot grown in Ontario

That's like $5 toward your groceries

500 PTS when you buy 5

GREAT DEAL 2.97



CLASSICO Pasta Sauce 218-600 mL

GREAT DEAL 2.95



COCA-COLA or PEPSI Soft Drinks 6x710 mL



GREAT DEAL 16.97

KICKING HORSE Whole Bean Coffee 454 g



GREAT DEAL 6.97

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



GREAT DEAL 1.88

CHRISTIE Snacking or Mini Crackers 162-200 g



14.99

MICHELOB Ultra Light Lager or MILLER Lite Pilsner 6x473 mL tall cans*

Prices and offers in effect **Thursday, November 26 to Wednesday, December 2, 2026** • Scan here for our full digital flyer

***PLEASE DRINK RESPONSIBLY.** You must be 19 years or older to purchase alcohol. Available at select stores

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Let's support our local food bank

Donate in store Nov. 30th-Dec. 24th

100% of your donation goes to our local food bank

Find your local store

250 PTS when you spend $25 or more

14.99/lb

Fresh Boneless Bottom Sirloin Tri Tip Premium Oven Roast or Family Size Grilling Steak cut by your meat expert from Canada AAA grade beef 33.05/kg

5.99

JOHNSONVILLE Breakfast, Dinner or Smoked Pork Sausages 250-500 g

CHOOSE CANADIAN SEAFOOD

7.99

Atlantic Canada 3-4 oz Lobster Tail frozen or previously frozen 85 g

2/$8

OLYMEL Breakfast or Dinner Pork Sausages 375-450 g

12.99

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

11.99

6-Piece Crispy Chicken available hot or chilled

READY FOR YOU

2.88 MEMBER PRICING
3.49 without Scene+ Card

VH Sauces 341-380 mL selected

150 PTS when you buy 2

$7

Quiche 2 pk available hot or chilled 370 g

Get 1 FREE

MAPLE LEAF Natural Selections Protein Kit 88 g

WHEN YOU BUY 2

7.99

MAPLE LEAF Natural Selections Sliced Deli Meats selected 175 g

That's like $40 toward your groceries

GET UP TO 4,000 PTS

WHEN YOU LOAD THIS OFFER IN THE SOBEYS APP NOVEMBER 12 – DECEMBER 2, 2026

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.

3.99 without Scene+ Card
3.29 MEMBER PRICING

LAY'S Potato Chips 220-235 g or TOSTITOS Tortilla Chips 205-300 g

8.99

TROPICANA Orange Juice 2.63 L

4.94

DR. OETKER Giuseppe Rising or Thin Crust or Rip N' Share Pizza 439-785 g

9.99

NESTLÉ Turtles Chocolates 300-350 g while supplies last

250 PTS when you buy 1

11.99

PANACHE Belgian Collection 500 g while supplies last

2.99

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

100 PTS when you buy 2

2.49

COMPLIMENTS White or Whole Wheat Bread 675 g

100 PTS when you buy 3

2/5.50

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

5.99

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

7.49

COMPLIMENTS Roast & Ground Coffee 250-300 g

7.49

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

EVERYDAY VALUE

3.50

COMPLIMENTS Apple Juice 2 L

$3

COMPLIMENTS Perogies 907 g

value size

$6

COMPLIMENTS Pickles 2 L

BAKED IN STORE

$7

All Butter Croissants 10 pk 630 g

PROUDLY CANADIAN sobeys.com

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. Registered trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

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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GIVE YOUR SCENE+ POINTS A BOOST

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

APPLY NOW

◇Conditions Apply

