URBAN_FRESH

Sobeys urban FRESH

So Canadian Since 1907



BUY 1 GET 1 of equal or lesser value FREE

PINTY'S Chicken Wings frozen 700-720 g



7.99/lb

Fresh Medium Ground Chuck Burgers, Family Size Boneless Beef Stewing Cubes or Boneless Cross Rib Pot Roast or Family Size Simmering Steak cut by your meat expert from Canada AA grade beef while supplies last 17.61/kg

100% fresh GUARANTEE*



From Ontario

1.99/lb

Honeycrisp Apples product of Ontario, Canada extra fancy 4.39/kg



MEMBERS SAVE $1/lb

3.99/lb MEMBER PRICING

8.80/kg

4.99/lb, 11.00/kg **without Scene+ Card**

Fresh Pork Loin Back Ribs or Fresh Pork Tenderloin Family Size cryovac



6.99

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



From Ontario

4/$5

Long English Cucumbers product of Ontario, Canada no 1 grade

4 DAYS ONLY Black Frid'eh

OCT. 15 to OCT. 18 while supplies last



3/9.99

MAPLE LODGE Chicken Sausage or COMPLIMENTS Breakfast or Dinner Pork Sausage 375-500 g

800 PTS when you buy 2

That's like $8 toward your groceries



15.99

COMPLIMENTS Bathroom Tissue 30=100 rolls **limit of 4**



3.77

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



$3

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



From Ontario

1.49/lb

Tomatoes on the Vine product of Ontario 3.28/kg



30% off without Scene+Card

50% off MEMBER PRICING

JAMIESON Vitamins or Supplements selected varieties and sizes



HOT PRICE **3.33**

DANONE Activia Yogurt 650 g, Activia Expert 4 pk or IÖGO Nano Drinkable Yogurt 6 pk



HOT PRICE **4.94**

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

5 PACK

$2

Large Cantaloupe product of USA no 1 grade or Avocados product of Mexico 5 pk



HOT PRICE **19.99**

TIM HORTONS Single Serve Coffee Cups 24-30 pk



HOT PRICE **9.97**

KRAFT DINNER Original 12 pk or Cups 10 pk



HOT PRICE **2.49**

COMPLIMENTS White or Whole Wheat Bread 675 g

Scene+ THE BIG EARN EVENT

Scene+ DIGITAL EXCLUSIVE

OFFER AVAILABLE WEEKLY SEPTEMBER 17 – OCTOBER 21, 2026

That's like $20 toward your groceries

YOUR 2,000 PTS OFFER IS WAITING

Load your offer on the Sobeys app or Sobeys.com/offers

Scene+ card must be registered and offer must be loaded. See page 2 for full terms and conditions*.

Prices and offers in effect **Thursday, October 15 to Wednesday, October 21, 2026**

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

2X Canadian-origin products

CANADA FOR YOUR TABLE



COMPLIMENTS Raised without Antibiotics Boneless Skinless Chicken Breast, Boneless Skinless Thighs, Split Wings, Drumstick, Thighs or Whole Chicken



MAPLE LEAF Prime Raised without Antibiotics or SCHNEIDERS Breaded Chicken or Wings 450-700 g



Fresh Extra Lean Ground Beef
Family Size 22.02/kg



JANES Ultimates Breaded or Battered Haddock or Cod 450-545 g or Lightly Dusted Haddock or Sole Fillets 500-540 g



COMPLIMENTS Garlic Texas Toast, Garlic Parmesan Breadsticks or Brioche Bread or Buns 200-638 g



SCHNEIDERS or MAPLE LEAF Hams 600-700 g or SCHNEIDERS Smokies, Juicy Jumbos or Red Hots 900 g



Crispy Chicken 6 piece available hot or chilled



PANACHE Oven Roasted Turkey or Chicken selection varies by store



COMPLIMENTS Cheese 400 g or Shreds 226-320 g selected



GAY LEA Butter Sticks salted or unsalted 454 g



KRAFT Singles 410 g



E.D. SMITH Jam 375-500 mL or PEARL MILLING COMPANY Pancake Mix 905 g or Syrup 710 mL



DARE Bear Paws or Wagon Wheels selected 168-360 g or CHRISTIE Crispers 145 g



RUFFLES Potato Chips 180-200 g



CHAPMAN'S Super Premium Plus Ice Cream 500 mL selected



EARTH'S OWN Beverages selected 1.75-1.89 L



GIA Basmati Rice 3.63 kg

EVERYDAY VALUE



COMPLIMENTS Tea 48-72 pk



COMPLIMENTS Straight or Shoestring Cut Fries, Wedges or Fried Potatoes 650-800 g



COMPLIMENTS Canned Tomatoes 796 mL



BEST BUY Chicken Burgers, Strips, Nuggets, Parmesan, Wings, Spring or Egg Rolls, Hash Browns, Meatballs or Tournedos 600 g-1.4 kg

*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. *Receive 2,000 Scene+ points, when you load the offer and make the specified minimum purchase amount based on your individual shopping history, on eligible grocery purchases at participating Sobeys locations in Ontario in a single transaction before applicable taxes and charges and after deducting any discounts or coupons. Scene+ card must be valid and registered. Offer valid from September 17-October 21, 2026. Offer must be loaded to a registered Scene+ card prior to transaction. Offer excludes taxes, tobacco products, gift cards, bottle deposits, prescriptions, lottery, alcoholic beverages, fuel, Western Union and any other non-discountable product excluded by law. No base Scene+ points earned. Void if sold, transferred, or altered. Digital Offer has no cash value. Scene+ registered digital or physical card must be presented at time of transaction. Visit https://www.sceneplus.ca/terms-and-conditions to see full Terms and Conditions. We reserve the right to rescind the offer, if we determine, in our sole discretion, there is abuse of the offer or unauthorized or ineligible use of the offer and is subject to change without notice. ® Scene+, Scene & Design and the Icon Design are registered trademarks of Scene Plus IP Corporation, used under license.

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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

