

FRESH CO

Lowering food prices



2.96
/LB

Pork Tenderloin or
Pork Back Ribs
Frozen Cryovac
6.53/kg
Longe ou côtes de dos de porc

1.77

Strawberries 454 g
Product of USA
No. 1 Grade
Fraises

FRENZY DAYS



SAVE \$4.93/LB
9.96
/LB

Value Pack Fresh Atlantic
Salmon Fillets 21.96/kg
reg 14.49/lb
Filets de saumon

88¢

Seedless Cucumbers
Product of Ontario
Canada No. 1
Concombres



SAVE \$3.92
3.47

Dr. Oetker Ristorante or
Casa di Mama Pizza
320-410 g reg 6.49
Pizza

SAVE \$3.94
2.96

Carver's Choice Bacon 375 g,
Maple Leaf Top Dogs or
Schneiders RedHots 375 g
reg 4.99-5.99
Bacon, saucisses fumées

SAVE \$2.03
4.96

Natrel Lactose Free Milk 2 L
Selected Varieties
iögo Yogourt 16 pk
reg 6.39-6.99
Lait, yogourt

Scene+ MEMBER PRICING

3.98 with Scene+ Card
4.98 without Scene+ Card

Members SAVE \$1

Frito-Lay Value Size
Potato Chips, Tortilla Chips,
Snacks or Popcorn 275-480 g
Croustilles, grignotines ou maïs éclaté

SAVE \$3.04
2.95

Eska Natural Spring Water
24x500 mL
reg 5.99
Eau de source

LOAD YOUR OFFERS EVERY WEEK TO SEE IF YOU'VE RECEIVED THE

GOLDEN OFFER

EVERY THURSDAY, ONE LUCKY CUSTOMER WILL RECEIVE A GOLDEN OFFER WORTH

1,000,000 PTS*

THAT'S LIKE \$10,000 IN FREE GROCERIES

WEEKLY GOLDEN OFFER EXPIRES ON WEDNESDAYS! SPEND \$5+ IN-STORE TO REDEEM! SEE PAGE 9 FOR FULL TERMS & CONDITIONS

DOWNLOAD THE FRESHCO APP



DISCOVER FLAVOURS OF THE WORLD!

Flyer in effect July 2024
Prices in Effect in Ontario. Excludes Thunder Bay
THUR FRI SAT SUN MON TUES WED
4 5 6 7 8 9 10

Scene+ 1000 PTS = \$10 OF FREE GROCERIES

FRENZY DAYS BIG DEALS. LIMITED TIME.

SAVE UP TO \$3⁰⁰
888

Starbucks Roast & Ground Coffee
311-340 g or K-Cups Coffee Pods 10 pk
McCafé K-Cups Coffee Pods 12 pk
Tim Hortons K-Cups Coffee Pods
10-12 pk reg 9.99-11.99

494

Häagen-Dazs Ice Cream
400-450 mL or
Novelties 3-4 pk
Crème glacée ou nouveautés

SAVE \$1⁰⁰
599

Gay Lea Butter
Salted or Unsalted 454 g
reg 7.49
Beurre

SAVE \$0⁰⁰
2/\$6

Frito-Lay Canisters
102-145 g
reg 3.25
Boîtes

SAVE \$2⁰⁰
593

Black Diamond Jumbo Cheestrings
12-16 pk
reg 7.99
Fromage

Scene+ TURN POINTS INTO GROCERIES

200 PTS
when you buy 4
That's like
\$2
toward your groceries

SAVE \$1⁰⁰
196

Quaker Chewy or Dipps Granola Bars
120-156 g reg 2.99
Barres granola

400 PTS
when you buy 3
That's like
\$4
toward your groceries

SAVE 70¢
199

Kraft BBQ Sauce
455 mL
Sauce barbecue

100 PTS
when you buy 2
That's like
\$1
toward your groceries

SAVE \$1⁰⁰
246

Monster or Reign Energy Beverages
444-473 mL
reg 3.49
Boissons énergisantes

150 PTS
when you buy 3
That's like
\$150
toward your groceries

SAVE 57¢
292

Ben's Original Bistro Express Basmati Rice 250 g or
Tasty Bite Entrées 285 g Selected
reg 3.49
Riz ou bouchées

100 PTS
when you buy 3
That's like
\$1
toward your groceries

SAVE UP TO 85¢
344

Siggis Yogourt 4 pk
Igo Nano Drinks 6 pk
reg 3.99-4.29
Yogourt, yogourt à boire

400 PTS
when you buy 1
That's like
\$4
toward your groceries

SAVE UP TO \$5
2399

Finish Auto Dish Detergent
60-105 pk
reg 27.99-28.99
Détergent à vaisselle

Scene+ 1000 PTS = \$10 OF FREE GROCERIES

The Scene+ Loyalty Program is available at all participating FRESHCO locations within ONTARIO. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit <https://www.sceneplus.ca/terms-and-conditions> for full Terms and Conditions. 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. 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. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated. Offers valid Thursday, July 4, 2024 to Wednesday, July 10, 2024. Prices in effect while supplies last. We reserve the right to limit quantities. No rainchecks except as advertised. All price savings shown in this flyer are measured against our lowest regular retail prices offered at our stores in the applicable trade area. Guarantees do not apply to banners owned, operated or franchised by Sobeys Capital Incorporated. Savings offered may differ by region. We reserve the right to correct any unintentional errors in this flyer and make changes to any of our programs without prior notice. See in-store or FreshCo.com for details. Our reference to "lowering prices", "low prices" and other similar statements in our ads is as compared to the full-service banners operated by Sobeys Capital Incorporated. See in-store or FreshCo.com for full details of our Guarantees. All Guarantees are applied at our absolute discretion and we reserve the right to define competitor, trade area and to limit quantities. Not to be combined with any other offers and subject to change without notice. Guarantees do not apply to third party vendor products, prescriptions, gift cards, liquor, tobacco, clearance & limited-time products, loyalty and marketing initiatives and any products which may not be discounted by law (the "Limitations"). **LOWEST PRICE GUARANTEE:** Subject to the Limitations and excluding products sold by third party vendor products sold within the store, if a discount competitor within the geographic trade area offers a lower price on an identical item by brand and size that we carry in this store, we will sell you that item for 1¢ less than the discount competitor's current advertised price in their flyer. Price matching will be done for the following banners: Ontario No Frills, Food Basics, Real Canadian Superstore, and Wal-Mart British Columbia, Alberta, Saskatchewan, and Manitoba No Frills, Real Canadian Superstore, Wal-Mart and Save-On Foods. Price match locations are subject to change based on regional circumstances. Does not apply to competitor errors. Limit of four (4) units of each price matched item per customer. **DOUBLE FRESH GUARANTEE:** Subject to Limitations, if you buy an eligible product from our store, use the product as intended, and the product does not meet your expectations, you can return the product with a receipt within 14 days of purchase and we will refund the purchase price and provide you with an identical replacement product (while supplies last). **IN-STOCK GUARANTEE:** Subject to Limitations and excluding seasonal and limited quantity products, if you find that we are out of stock of any product featured in that store's current flyer, we will provide you with a rain check that can be used to purchase the item for 10% off the current advertised price when the item is back in stock. **PRICES IN EFFECT IN ONTARIO, EXCLUDES THUNDER BAY**

2.99
/lb or ea

Green Seedless Grapes
Product of Mexico
No. 1 Grade
6.59/kg
Blackberries 170 g
Product of Mexico
Raisins, mères



1.49
/lb

Bartlett Pears
Product of Argentina
Extra Fancy Grade
3.28/kg
Poirés



3.99

Blueberries Pint
Product of USA
No. 1 Grade
Bleuets



1.88
/LB

Granny Smith or
Cosmic Crisp Apples
Product of USA
Extra Fancy Grade
4.14/kg
Pommes



2.99
/LB

White or Yellow
Flesh Nectarines
Product of USA
No. 1 Grade
6.59/kg
Nectarines



2.49
/LB

Green Sweet
Bell Peppers
Product of USA
or Mexico
5.49/kg
Poivrons



1.99
/LB

Tomatoes
on the Vine
Product of Ontario
4.39/kg
Tomates



2.49

Iceberg Lettuce
Product of Canada
Canada No. 1
Compliments Whole
White or Brown
Mushrooms 227 g
Product of Ontario
Laitue, champignons



3.99

Cauliflower
Product of Canada
Canada No. 1
Chou-fleur



3.99

Compliments
Baby Arugula,
Spinach or
Spring Mix 142 g.
Fresh Attitude
Baby Kale Blend
142 g or Good Leaf
Micro Greens 50 g
Variété de salades ou
micropousses



FRENZY DAYS BIG DEALS. LIMITED TIME.

Scene+
**MEMBER
PRICING**

5.99
with
Scene+
Card

6.99
without
Scene+
Card

High Liner
Family Favourites
Frozen 500-700 g
Repas

Leadbetter's
**COWBOY
STEAKS**

SAVE \$1
\$13

Leadbetter's
Cowboy
Steaks
Frozen 680 g
Tranches

BUTTERBALL
Turkey Bacon
Bacon De Dinde

100 PTS
when you buy 2

SAVE \$1
4.99

That's like
\$1
toward your
groceries

Butterball
Turkey Bacon 375 g
Bacon

SAVE \$1
10.99

Belmont Meats
Beef Burgers
Frozen 852 g
Burgers

SAVE \$1
19.99

Chelsea Boned
Salted Cod Fillets
908 g
Filets de morue

SAVE \$1.00
6.49

Schneiders
Juicy Jumbos or
Smoked Sausages
375-450 g or
Bologna 375-500 g
Saucisses fumées, bologne

SAVE \$1.00
5.99

Wong Wing
Entrées
Frozen 400-680 g
Repas

SAVE \$1
1.99

Compliments
Bagels 6 pk
Dempster's
English Muffins 6 pk
Bagels, muffins

SAVE \$1.00
2.79

Villaggio
Buns 6-8 pk or
Bread
550-675 g
The Laughing
Cow 8 pk
Petits pains ou pain,
fromage

SAVE \$1.00
5.99

Tre Stelle
Mozzarella Ball
340 g
Castello Cheddar
200 g
Mozzarella, cheddar

50 PTS
when you buy 1

SAVE \$1.00
7.99

Piller's Deli Meat
250-500 g
Charcuterie

SPEND \$50 IN BOSTON PIZZA OR UBER GIFT CARDS AND GET A BONUS \$5 GIFT CARD FRESHCO GIFT CARD

Offer valid during July 4-10, 2024. Sorry no rainchecks or price matching. Offer valid only on Uber \$15-\$500 VL, Boston Pizza \$25, Boston Pizza \$50, Boston Pizza \$25-\$500 VL. See gift card for details, terms, conditions, and if applicable fees. Subject to availability.



SAVE \$1

4.99

Imperial Margarine 637 g Margarine

BUY MORE SAVE MORE
BUY 2 OR MORE
3.99 ea

OR BUY 1 \$4.99
Philadelphia Cream Cheese 227-250 g Fromage à la crème



Celsius Energy Drink 355 mL or Guru Energy Drink 355 mL Boisson énergisante



Prime Hydration Sports Drinks 500 mL reg 2.99 Boissons d'hydratation pour sportifs



100 PTS when you buy 2
That's like \$1 toward your groceries
2.99
Allen's Juice Boxes 8x200 mL Jus

SAVE 80¢
2.99
Lactantia Healthy Attitude Omega 3 Margarine 427 g reg 3.79 Margarine

SAVE 50¢
2.49

SAVE 1.00
1.99



150 PTS when you buy 3
That's like \$1.50 toward your groceries



SAVE 2.00
6.99
Twinings Tea Bags 50 pk Sachets de thé

SAVE 70¢
3.49

SAVE 1.20
3.99

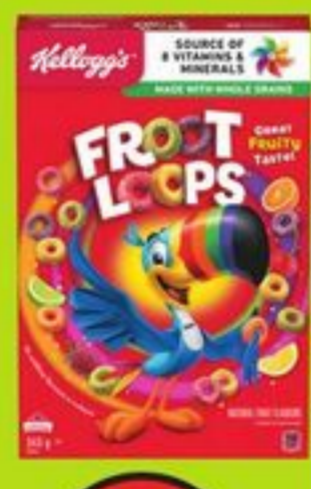
SAVE 1.00
2.69

SAVE 1.00
2.69

SAVE 1.00
2.69

Christie Cookies Selected Varieties 224-303 g
Christie Crackers Selected Varieties 180-386 g
Christie Triscuit 200 g reg 3.69 Biscuits, craquelins

FRENZY DAYS BIG DEALS. LIMITED TIME.



SAVE 1.00
2.99
Nature Valley Sweet & Salty or Fibre 1 Bars Selected Fruit Snacks or Granola Bars 125-226 g Barres granola ou collations aux fruits

SAVE 1.00
3.00

SAVE 1.00
3.49
Quaker Standard Oats 709 g-1 kg or Instant Oatmeal 168-344 g reg 3.99-4.49 Avoine ou gruau instantané

SAVE 1.00
3.49

SAVE 1.00
3.49
Kellogg's Cereal Selected 247-435 g reg 5.49 Céréales

SAVE 1.00
3.49



SAVE 72¢
1.77
Knorr Sidekicks 121-162 g or Lipton Soup 40-71 g Plats d'accompagnement ou soupe

SAVE 1.00
4/\$5

BUY 2 OR MORE
1.79 ea
OR BUY 1 \$2.29
Hershey's Chocolate Bars Selected 62-85 g Barres de chocolat

SAVE 1.00
2.99

SAVE 1.00
2.99



1.88
Perrier or Maison Perrier Sparkling Water 1 L Eau pétillante

6.99 with Scene+ Card
7.99 without Scene+ Card
Sponge Towels 6 Rolls or Scotties Facial Tissue 6 pk Essuie-tout ou mouchoirs

100 PTS when you buy 1
That's like \$1 toward your groceries
20.99
Purina Tidy Cats Cat Litter 5.44 kg reg 23.99 Litière pour chats

200 PTS when you buy 1
That's like \$2 toward your groceries
12.99
Persil 2.21 L or Sunlight Detergent 4 L reg 14.99-17.99 Détergent à lessive

200 PTS when you buy 1
That's like \$2 toward your groceries

200 PTS when you buy 1
That's like \$2 toward your groceries

*Receive 1,000,000 Scene+ points when you load the golden offer (the "Offer") and make a minimum purchase of \$5 on eligible grocery purchases at participating FreshCo stores in the Ontario or Western Canada region (each a "Region") 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 and available to be loaded starting from Thursday on July 4, 2024 and expires the following Wednesday on July 10, 2024. Only one customer in each Region will receive the chance to redeem this Offer each week between Thursday and the following Wednesday. 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, bank 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 unauthorised or ineligible use of the offer and is subject to change without notice. Trademarks of Scene Plus © Corporation used under license by Sobieski Capital Incorporated.

Scene

TURN POINTS INTO GROCERIES



150 PTS when you buy 2

That's like \$1.50 toward your groceries

SAVE \$1
5.99

Maple Lodge Farms or Zabiha Halal Chicken Stix 300 g
Batonnets de poulet



100 PTS when you buy 2

That's like \$1 toward your groceries

SAVE UP TO \$4
6.99

Mastro Charcuterie 150-250 g
Mastro Salametti 300 g Charcuterie



100 PTS when you buy 2

That's like \$1 toward your groceries

2.99

Mio, Kool-Aid, Crystal Light Liquid Water Enhancers Selected Varieties
Aromatisants d'eau



50 PTS when you buy 2

SAVE \$1.70
5.79

International Delight Iced Coffee 1.89 L
Café glacé



100 PTS when you buy 3

That's like \$1 toward your groceries

2.49

Michelinina's Frozen Entrées 255-284 g
Repas surgelés



100 PTS when you buy 2

That's like \$1 toward your groceries

SAVE 50¢
3.79

Christie Peek Freans Selected Varieties 275-350 g
Biscuits



75 PTS when you buy 2

1.88

Nestlé King Size Bars 63-85 g or Nestlé Pops 70 g
Chocolat



50 PTS when you buy 2

SAVE UP TO \$3
3.99

Oliya Virgin Sunflower Oil 1 L or Luv Sunflower Seeds 200 g
Huile de tournesol ou graines de tournesol

Scene 1000 PTS = \$10 OF FREE GROCERIES

Scene

TURN POINTS INTO GROCERIES



300 PTS when you buy 2

That's like \$3 toward your groceries

SAVE UP TO \$5.50

28.99

Pampers Easy Ups
56-66 pk or
Ninjas Diapers
34-44 pk
Couches



200 PTS when you buy 5

That's like \$2 toward your groceries

SAVE 70¢

99¢

Whiskas
Wet Cat Food
75 g reg 1.69
Nourriture humide pour chats

100 PTS when you buy 1

That's like \$1 toward your groceries

5.99



Old Dutch
Laundry
Detergent 4 L
Détergent à lessive

100 PTS when you buy 2

That's like \$1 toward your groceries

SAVE 99¢

1.50

S.O.S Soap Pads
10 pk
reg 2.49
Tampons savonneux



100 PTS when you buy 1

That's like \$1 toward your groceries

SAVE \$1

8.49



Purina Cat Chow
1.6-2 kg reg 9.49
Nourriture pour chats

50 PTS when you buy 1

SAVE \$2.30

6.99

Playtex Tampons
36 pk
Tampons



50 PTS when you buy 2

SAVE UP TO \$1.50

5.99

Degree Deodorant or
Antiperspirant 107 g
Dove Men+Care Deodorant or
Antiperspirant 76-85 g
Déodorant ou antisudorifique



Scene 1000 PTS = \$10 OF FREE GROCERIES

Wonder Berry
North America Inc.

FINE CHOCOLATE
ROSHEN
SINCE 1996



50 PTS
when you buy 2

SAVE \$1.98
3.99

Dandar Buckwheat 900 g
Sarrasin



SAVE 50¢
1.29

Street Soup 50 g
Soupe



SAVE \$98.00
2/\$3

Roshen Jaffa Cakes 135 g
Collation



SAVE \$1
2.49

Roshen Dark Chocolate Bar 90 g,
Roshen Wafers 216 g or
Roshen Jelly Candy 200 g Selected
Barre de chocolat, gaufrettes ou
bonbons gélifiés

R
CORPORATION
LIMITED
EUROPEAN FOOD AT ITS FINEST



SAVE \$2
7.99

Stolichnoe Eskimo Vanilla
Ice Cream 500 mL or
Semya Vanilla Ice Cream 1080 mL
Crème glacée



SAVE \$1
5.99

Sorbelicious Sorbet Bars 8 pk
Barres de sorbet



13.99

Baltic Frozen Herring Fillets 1 kg
Filets de hareng



SAVE \$96.00
4/\$5

Bandi Cheese Cake Snacks 45 g
Collations

QUALITY SINCE 1922
Grace



SAVE \$70.00
1.29

Grace Coconut Milk or
Lite Coconut Milk
400 mL reg 1.79-1.99
Lait de coco



1.29

Grace Plantain Chips 85 g
Selected Varieties
reg 1.49
Croustilles de plantain



1.79

Ovaltine Biscuits 150 g
reg 1.99
Biscuits



4.49

Grace Coconut Water 1 L
reg 4.79
Eau de coco

FLAVOURS OF THE WORLD

Bok Choy or Napa Cabbage
Product of Ontario
2.18/kg
Pak-choi ou chou nappa

99¢
/lb



179
/lb

Eggplant
Product of USA
Green or Yellow Zucchini
Product of Ontario
3.95/kg
Aubergine, courgette



50 PTS
when you buy 3

SAVE 80¢
149

S&F Cream Crackers
200 g
Craquelins

Fino Fine Foods
Traditional
Homemade
Ajvar 290 g
Tartinade



SAVE 80¢
4.99

Diana Marinated
Artichoke Hearts 1 L
Cœurs d'artichauts



SAVE \$2
6.99

Jarritos
Soft Drink
1.5 L
Boissons
gazeuses



SAVE \$1
2.99



SAVE \$2
6.99

Al Safa Halal Breaded Chicken
Frozen 400-600 g
Poulet pané



150 PTS
when you buy 2

SAVE \$3
13.99

That's like
\$150
toward your
groceries

Zabiha Halal Chicken Wings
or Fillets Frozen 908 g
Ailes ou filets de poulet

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY LOCATION.



Eight Treasures Sweetened Condensed Milk 300 mL
Lait condensé

SAVE 50¢
249



SAVE \$3
1399

Eight Treasures Thai Jasmine Rice 8 kg
Riz au jasmin thaï



SAVE \$1
399

Eight Treasures Jasmine Rice 2 kg
Riz au jasmin



SAVE 50¢
299

Eight Treasures Sesame Oil 185 mL
Huile



199



Eight Treasures Rice Noodles 400-454 g
Selected Varieties
Nouilles



SAVE 50¢
99¢

Eight Treasures Coconut Milk 400 mL
Lait de coco

Get 25 GB for \$29/mo.



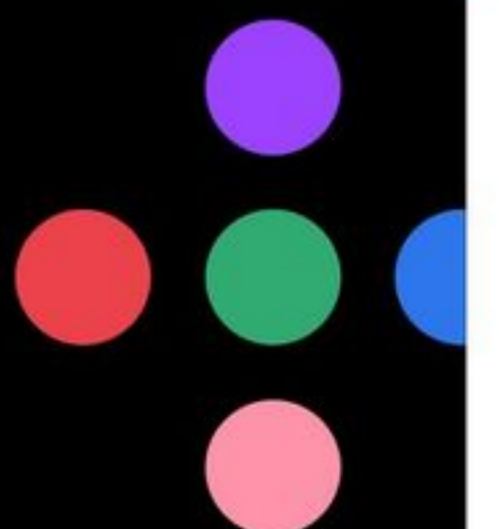
lucky[™]
mobile

Pick up a SIM Card in-store today.

When you register for Automatic Top-Up. Offers subject to change without notice. One-time \$10 SIM Card charge applies. After 2 months of service. Conditions apply. SIM Card must be purchased at a participating Sobeys or FreshCo location to be eligible to earn Scene+™ points. See SIM Card or visit luckymobile.ca/scenepiusbonus for details.

PLUS, EARN 2,000 SCENE+™ POINTS.

After 2 months of service.





EARN UP TO **7,500** WELCOME BONUS SCENE+ POINTS¹

with the Scotiabank[®] Scene+[™] Visa^{*} Card.
That's \$75 in groceries.[^]

APPLY NOW

¹With minimum spend on everyday purchases in the first year. Other conditions apply. Offer subject to change.

^{*}Visa Int/Licensed user

[^]Scene+ points redeemed at any Participating Empire Location must be redeemed in increments of 1,000.

See full list of participating merchants across Canada at [Scotiabank.com/participatingstores](https://www.sciotiabank.com/participatingstores).

²On all eligible purchases at participating grocery stores. Conditions Apply.

MARC ANGELO

Grilling Made Easy



KOREAN STYLE BBQ
BEEF SKEWERS
200g
\$8.00



NEW
SOUVLAKI
TURKEY BREST KABOBS
320g
\$8.00



NEW
SHAWARMA HALAL
CHICKEN BREST SKEWERS
320g
\$8.00



MIDDLE EASTERN STYLE
LAMB SKEWERS
240g
\$8.00



BACON WRAPPED
BEEF MEDALLIONS
340g
\$11.00



HONEY BBQ
CHICKEN TWISTERS SKEWERS
280g
\$8.00



CHICKEN BREST OR
PORK SOUVLAKI KABOBS
VALUE PACK • 480g - 640g
\$11.00



KOREAN STYLE BBQ
BEEF SHORT RIBS
500g
\$14.99



FROZEN SWEET ITALIAN,
SPICY ITALIAN OR FENNEL
JUMBO SAUSAGES • 675g
\$6.00



FROZEN
CHICKEN & BACON SPIEDINI
24 SKEWERS • 480g
\$14.99



FROZEN BREAKFAST
SAUSAGES OR PATTIES
1.2kg
\$11.00



July 4th to July 10th 2024



Real. Simple. Naturally delicious.



4.99
EACH

Maple Leaf®
Natural Selections®
Sliced Deli Meats
150g–175g



FANTINO & MONDELLO

4.99
EACH

Fantino & Mondello®
Sliced Deli Meats
100g–200g



Savour la dolce vita

Valid from July 4th to July 10th

HOOKED ON QUALITY.



Certified Sustainable Seafood

\$10⁹⁹ each



100% WILD CAUGHT

[LEARN MORE](#)

HOT DEAL



\$4



Compliments Sliced Meat
175 g



7⁸⁸



Compliments Sliced Meat
400 g



FRESH CO
Lowering food prices