ZONE 1

FRESH CO

FRENZY DAYS

ONLY 5.73



Cardinal Medium Ground Beef 454 g WHILE SUPPLIES LAST

SAVE UP TO $5.08

6.91





Janes Pub Style Chicken Wings Frozen 660 g or ***Compliments*** **Breaded Chicken Nuggets, Strips or Burgers** Frozen 700 g reg 8.99-11.99

ONLY 3.96



Cara Cara Oranges 2 lb Product of South Africa or Australia 907 g or ***Compliments*** **Clementines** 2 lb Product of Australia 907 g

SAVE UP TO $1.83

2.96



Doritos 210-280 g, **Ruffles** 180-200 g or **SunChips** 205 g reg 4.49-4.79

ONLY 2.47



Raspberries 170 g Product of USA or Mexico

100 PTS when you buy 4

SAVE $1.12

1.57



Carnation Evaporated Milk 354 mL reg 2.69

SAVE UP TO $1.38

1.61



Italpasta 900 g, **Artisan** 450 g or **Catelli Garden Select Pasta Sauce** 600 mL reg 2.49-2.99

SAVE $1.45

2.94



Lucerne 10% Cream 1 L reg 4.39

SAVE UP TO $8.01

8.98





Swiss Chalet or Montana's Pork Back Ribs Fully Cooked 600-650 g reg 14.99-16.99

SAVE $5.06

10.93



Baltic Frozen Herring Fillets in Oil 1 kg reg 15.99

200 PTS when you buy 2

SAVE UP TO $10.01

9.98



Purex or Sunlight Laundry Detergent 3.85-4.43 L or **Snuggle Fabric Softener** 2.77 L reg 12.99-19.99

PRODUCT SELECTION MAY VARY BY LOCATION • FLYER IN EFFECT NOV 5-11, 2026. PRICES IN EFFECT IN WESTERN CANADA.

LEST WE FORGET

Remembrance Day - November 11

See the full flyer at FreshCo.com FRESH CO

SAVE UP TO $7
15.99



Folgers Ground Coffee 544-816 g or **K-Cup Pods** 30 pk reg 19.99-22.99

SAVE UP TO $3.51
4.98



Kraft Peanut Butter 750 g-1 kg or **Hazelnut Spread** 725 g reg 6.29-8.49

SAVE UP TO $2.11
3.88



Twinings Tea 20 pk or **Tetley Orange Pekoe Tea** 72 pk reg 5.49-5.99

SAVE UP TO $2.21
2.28



Dare Bear Paws 168-240 g, **Viva Puffs** 300 g or **Wagon Wheels** 315 g reg 3.49-4.49

SAVE UP TO $1.45
5.94



Burnbrae Prestige Family Pack, Golden Valley, Island Gold Prestige or Sparks Large Eggs 18 pk
Selections May Vary By Store

SAVE $7
12.99



Panache Olive Oil 1 L

SAVE $1.02
3.97



Becel Margarine 400 g

SAVE $2
3.97



Kraft Slices 410 g

SAVE $8
35.99



Pampers Super Econo Pack Diapers 66-174 pk reg 43.99

SAVE $3
12.99



Royal Caribbean Parboiled Rice 8 kg reg 15.99

Scene+ 1,000 PTS = $10 OF FREE GROCERIES

100 PTS when you buy 2
SAVE 50¢
4.29



Coca-Cola or Canada Dry Soft Drinks Mini Cans 6x222 mL reg 4.79

100 PTS when you buy 2
SAVE UP TO $1.82
2.67



Kellogg's Core Bars 125-384 g reg 3.99-4.49

150 PTS when you buy 3
SAVE 65¢
2.84



Khaas Halal or Dahi Yogurt 750 g reg 3.49

250 PTS when you buy 1
ONLY
12.43



Lindt Cornets 204 g
WHILE SUPPLIES LAST

75 PTS when you buy 1
SAVE $1.01
10.48



Nutella Hazelnut Spread 1 kg reg 11.49

100 PTS when you buy 2
SAVE $3.03
5.96



TRESemmé Shampoo or Conditioner 828 mL reg 8.99

100 PTS when you buy 5
SAVE 54¢
1.35



Cesar Wet Dog Food 100 g reg 1.89

SAVE $4
6.99



Purex Bathroom Tissue 12=24 rolls, **SpongeTowels** 3=6 rolls or **Scotties Facial Tissue** 6 pk reg 10.99

*Redeem online within 7 days of purchase at Mykrugerproducts.ca/offer, valid on purchases from 10/1/26 to 12/31/26 at participating retailers. Limit of three (3) Gift Cards per household, limit of one Gift Card per receipt.



Get $10 FreshCo Gift Card

When you spend $25 before taxes on any Kruger Products*

100 PTS when you buy 2
SAVE UP TO $6.13
4.86



Jamieson Vitamin C 500mg or **Vitamin D 1,000 IU** 75-240 pk Selected Varieties reg 8.99-10.99

Scene+ DIGITAL EXCLUSIVE



Oct 29-Nov 11, 2026
*terms and conditions apply

Load this offer and get 200 pts for every $10 spent on *Compliments* Flour 2.5 kg or **Chocolate Chips** 200-270 g

200* pts



Load this offer and get 25% off for every Tre Stelle Mozzarella Ball 340 g

25%* off



The Scene+ Loyalty Program is available at all participating **FRESHCO** locations within **WESTERN CANADA**. No base Scene+ points earned. See weekly offers for current ways to earn Scene+ points and visit https://www.sceneplus.ca/terms-and-conditions to see 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. ® Scene+, Scene & Design and the Icon Design are registered trademarks of Scene Plus IP Corporation, used under license. Offers valid Thursday, October 29, 2026 to Wednesday, November 11, 2026. 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. Guarantee does 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 WESTERN CANADA.** Canadian product(s) meet applicable Canadian claim definition as per the **Canadian Food Inspection Agency (CFIA)** and **Competition Bureau** respectively.

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Top-rated for international foods, value and selection among discount grocers*

*Based on research conducted by BrandSpark among shoppers in Ontario and Western Canada. Visit **freshco.com/grocery** for full details

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50 PTS when you buy 1
ONLY 4.99



Kiwi 454 g Product of New Zealand or
Avocados 5 pk Product of Mexico

100 PTS when you buy 2
ONLY 3.49



Mini Seedless Cucumbers 6 pk
Product of Canada, Canada No. 1 or
Medley Tomatoes Pint Product of Canada or Mexico

ONLY 1.99 /lb



Gala Apples
Product of British Columbia, Canada
Extra Fancy 4.39/kg

ONLY 3.99



Blueberries 170 g
Product of Peru, No. 1 Grade

ONLY 1.99 /lb



Hothouse Tomatoes
Product of Canada, Canada No. 1, 4.39/kg

ONLY 2.49 /lb



Sweet Green Bell Peppers Product of Mexico 5.49/kg

100 PTS when you buy 1
ONLY 5.99



Jumbo Golden Pineapple
Product of Costa Rica

50 PTS when you buy 1
ONLY 4.99



Compliments **Lemons** 2 lb
Product of South Africa 907 g

ONLY $4



Compliments Organic **Baby Spinach, Baby Mixed Greens or Baby Arugula**
142 g Product of Canada or USA

ONLY 2.99



Carrots or Yellow Onions 3 lb Product of Canada, Canada No. 1, 1.36 kg

ONLY $3



Compliments **Sliced Ham, Bologna, Macaroni & Cheese Meat Loaf or Salami**
175 g

ONLY $4



Fresh Pork Breakfast Sausages 375 g

150 PTS when you buy 2
SAVE $2
4.99



Asian Inspirations Entrées
Frozen 400 g reg 6.99

100 PTS when you buy 1
ONLY 4.84 /100 g



Ocean Jewel Steelhead Trout Fillets
Previously Frozen 48.48/kg

SAVE $1.99
$6



Compliments **Cheese Sticks** Frozen
325-400 g

SAVE $2
8.99



Swiss Chalet
Pot Pies Frozen 650-655 g reg 10.99

SAVE UP TO $2
$10



MarcAngelo
Porchetta, Pollo Asado Chicken Breast Roast or Pizzaiola Stuffed Chicken Breast 370 g-1 kg

100 PTS when you buy 1
ONLY $10



Best Buy
Tilapia or Basa Fillets Frozen
750 g-1 kg

SAVE UP TO $1.50
2.99



Summer Fresh Dips or Hummus
200-227 g or ***Compliments*** **Salad**
426-454 g reg 3.99-4.49

SAVE UP TO $3
3.99



Piller's Deli Meats 125-175 g,
Mastro Genoa Salami 150 g or
San Daniele Prosciutto 100 g
reg 4.99-6.99

SAVE $1
4.49



Mini Babybel Assorted Varieties
120 g or **Mini Rolls** 102 g reg 5.49

SAVE $2.49
$5



Castello Sliced Cheese Assorted
Varieties 125-165 g
reg 7.49

SAVE UP TO $1.20
3.29



Dempster's
Whole Grains Bread
600 g, **Tortillas** 272-340 g or
Tia Rosa Tortillas 275-384 g
Selected Varieties reg 4.19-4.49

SAVE UP TO $1.10
3.69



Dempster's
Raisin Bread 600 g,
Signature Buns 6-8 pk or
Pull-Aparts 12 pk
reg 4.49-4.79

SAVE 80¢
4.49



Furlani
Texas Toast or Breadsticks 638-660 g
reg 5.29

SAVE UP TO 50¢
$5



Compliments
Croissants 270 g or **Mini Muffins** 12 pk
reg 5.00-5.50

SPEND $100 ON SKIP GIFT CARDS AND GET 1,000 SCENE+ POINTS!

SKIP

Offer valid during November 5 - 11, 2026. Sorry no rainchecks or price matching. See gift card for details, terms, conditions, and (if applicable) fees. Subject to availability.

See the full flyer at FreshCo.com FRESH CO

SAVE $1
5.49



Frito-Lay Value Size Potato Chips, Tortilla Chips, Snacks or Popcorn
275-535 g
reg 6.49

1,000 PTS when you buy 5
SAVE 50¢
3.49



General Mills Cereal
Selected Varieties
252-416 g reg 3.99

SAVE 80¢
2.99



Pepperidge Farm Goldfish Crackers 167-227 g or **Snyder's of Hanover Pretzels** 240 g
reg 3.79

SAVE $1.50
4.49



Christie Family Cookies
Selected Varieties 285-500 g or **Premium Snack Crackers** 226-280 g
reg 5.99

SAVE $1.30
3.99



Crave Frozen Meals
200-340 g reg 5.29

SAVE $1
5.49



Häagen-Dazs Ice Cream
400-450 mL or **Novelties** 3-4 pk
reg 6.49

SAVE $1.20
6.29



Gatorade
6x591 mL or 8x355 mL
reg 7.49

150 PTS when you buy 2
SAVE 50¢
2.49



Pepsi Soft Drinks 2 L
Selected Varieties
reg 2.99

SAVE $2
13.99



***Compliments* Chocolate Covered Almonds or Raisins**
900 g reg 15.99

SAVE UP TO $3.55
7.44



Nescafé Gold Instant Coffee 90-100 g, **Espresso Concentrate** 500 mL or **Starbucks By Nespresso** 10 pk
reg 9.99-10.99

ONLY
5.99



Natrel Lactose Free Milk 2 L
Selected Varieties

50 PTS when you buy 2
ONLY
3.99



Activia Yogurt 650 g or **Danone Oikos Yogurt** 4 pk

SAVE 80¢
1.99



Campbell's Cooking Soup
284 mL
reg 2.79

SAVE $1.20
3.29



La Cocina Tortilla Chips
300-400 g
reg 4.49

SAVE $7
17.99



Kicking Horse Whole Bean Coffee 454 g
reg 24.99

SAVE $1
3.99



Old El Paso Taco Kits 250-510 g
reg 4.99

400 PTS when you buy 2
SAVE $1
11.99



Dawn Dish Detergent
2.01-2.64 L
reg 12.99

SAVE $1.30
9.99



Purina Fancy Feast Grilled Variety Pack 1.02 kg reg 11.29

MORE WAYS TO SAVE!

HOT PRICE Scene+ LOCKED & LOW

Look for these specially-marked items throughout our stores

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DIWALI LOW PRICES

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

ONLY $3



Rapini Bunch
Product of USA

ONLY 99¢



Cilantro Bunch
Product of USA or Mexico

ONLY 3.99



Red Onions 3 lb Product of Ontario, Canada No. 1, 1.36 kg

ONLY 7.99



David Roberts Assorted Peanuts Tray
660 g

ONLY 2.99/lb



Walnuts
6.59/kg

ONLY 19.99



Sally's Raw Cashews
1 kg

SAVE $4.50

13.99



Tilda Pure Basmati Rice
4 kg
reg 18.49

SAVE $10

14.99



Handi Sona Masoori Rice
9.07 kg
reg 24.99

SAVE $4

5.99



Tata Tea Orange Pekoe Bags
220 pk 638 g
reg 9.99

SAVE $3

6.99



Tata Tea Agni 1 kg
reg 9.99

SAVE $5

22.99



Chalo! Pure Desi Ghee
1.6 kg
reg 27.99

SAVE 50¢

2.29



Chalo! Dahi Yogurt 2.0% or 3.2%
750 g
reg 2.79

SAVE 50¢

2.99



Chalo! Lassi 1 L
Selected Varieties
reg 3.49

SAVE $1

3.99



Tre Stelle Paneer
300 g
reg 4.99

25 PTS when you buy 1

SAVE $1.50

3.99



Sherbon Mango or Guava Juice 2 L
reg 5.49

ONLY 1.49



Kurkure Snacks
115 g
Selected Varieties

SAVE $1.30

5.99



Parliament Cookies
600 g
Selected Varieties
reg 7.29

SAVE 50¢

5.99



Brar's Sher Besan
1.81 kg
reg 6.49

ONLY $5



Chalo! Lentils or Chickpeas
1.81 kg
Selected Varieties

SAVE $1

6.99



Gagan Mustard Oil
1 L
reg 7.99

SAVE $2

7.99



Nanak Milk Cake 400 g reg 9.99

SAVE $3.50

7.99



Dawn Plain Paratha
2400 g
reg 11.49

500 PTS when you buy 3

SAVE $1.50

5.99



Marigold Frozen Dinners
354 g reg 7.49

SAVE $1

$4



Panjimi Naan
500-600 g
reg 5.00

SAVE $2.20

6.29



Golden Punjabi Biscuits
1.10-1.13 kg reg 8.49



Top-rated for international foods, value and selection among discount grocers*



*Based on research conducted by BrandSpark among shoppers in Ontario and Western Canada. Visit freshco.com/grocery for full details

SWEET SAVINGS

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

ONLY 6.49

Hershey's Pot of Gold 245 g



ONLY 5.49

Hershey's Kisses 180 g or **Reese's Miniatures Unwrapped Trees** 161 g



ONLY 6.49

Hershey's Kisses Grinch Milk Chocolate or Reese's Miniatures Gift Box 184 g



200 PTS when you buy 2

ONLY 12.99



Kinder Mix Advent Calendar 182 g or **Kinder Maxi Mix With Toy** 116 g

ONLY 6.99



Merci Chocolate 200 g

ONLY 9.99



Toffifee Candy 400 g

ONLY 6.99



Terry's Chocolate Orange 145 g

100 PTS when you buy 2

ONLY 8.49



Ferrero Rocher or Collection Chocolate 106-200 g

100 PTS when you buy 1

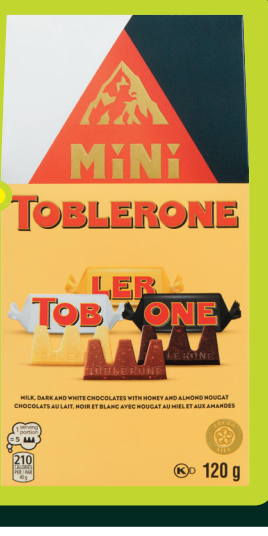
ONLY 5.99



Cadbury Celebrations Gift Box 121-126 g

100 PTS when you buy 1

ONLY 5.99



Toblerone Mini 120 g





SWEETS FOR LESS

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

ONLY 5.99

Compliments **Danish Butter Cookies** 454 g



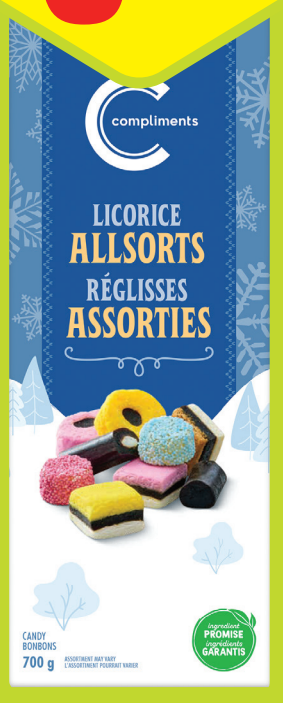


ONLY 3.49

Compliments **Candy Canes** 200 g

Compliments **Allsorts Tower** 700 g

ONLY 6.99



ONLY 8.99



Panache Milk Chocolate Pecan Clusters 330 g

ONLY 6.99



Panache Belgium Biscuit Assortment 325 g

ONLY 4.99



Panache Chocolate Truffles 150 g

ONLY 7.49



Panache Scottish Shortbread 350 g

ONLY 7.99



Compliments **Candy Jolly Mix** Assorted 800 g

ONLY 3.99



Panache Wafer Rolls 400 g

NEW TO THE AISLES

Say hello to the newest members of our shelves.

ONLY 3.99



Heinz Soupe 370-380 mL Selected Varieties

Soupe

ONLY 6.99



Fleecy Fabric Rinse 754 mL

ONLY $10



Best Buy Tilapia or Basa Fillets Frozen 750 g-1 kg

WHILE SUPPLIES LAST. PRODUCT SELECTION MAY VARY BY STORE.

Your Favourites Pay You Back

Kraft

HEINZ
ESTD 1869

SAVE $10
WHEN YOU BUY 5 OR MORE**

Offer Valid October 1 – November 11, 2026.
See in-store for details.

ONLY WITH
Scene+



REDEEM UP TO 10 TIMES!

ONLY 15.99

Maxwell House Roast & Ground Coffee 631-925 g or **Single Serve Pods** 30 pk
Any Variety

ONLY 2.99

Heinz Mayonnaise-Style Sauces
340 mL
Any Variety

ONLY 9.99

Kraft Singles Processed Cheese
825 g
Any Variety

ONLY 3.99

Philadelphia Cream Cheese
227-250 g
Any Variety

Buy any five (5) or more of the following participating Kraft Heinz products and receive $10 off instantly at checkout (the "Offer"): **Maxwell House Instant Coffee 150 g, **Kool-Aid** Jammers Fruit Beverage 10 x 180 mL, **Kraft** Peanut Butter 500 g – 2 Kg, **Miracle Whip** Spread 650 – 890 mL, **Kraft Dinner** Macaroni & Cheese 5 x 200 g, **Kraft Dinner** Macaroni & Cheese 12 x 200 g, **Philadelphia** Cream Cheese Product 227 – 450 g, **Nabob** Single Serve Pods 30 pack, **Nabob** Roast & Ground Coffee 340 – 915 g, **Maxwell House** Single Serve Pods 30 pack, **Philadelphia** Dips 340 g, **Cheez Whiz** Cheese Spread 450 – 900 g, **Kraft Dinner** Macaroni & Cheese Snack Cups 10 x 58 g, **Kraft Dinner** Macaroni & Cheese Snack Cups 4 x 58 g, **Kraft** Hazelnut Spread 725 g, **Baker's** Chocolate 225 g, **Kraft Singles** Process Cheese Product 410 – 825 g, **Velveeta** Process Cheese Product 410 g , **Crave** Frozen Entrées 200 – 340 g, **Crave** Crispy Roll-Ups 540 g, **Heinz** Ketchup 375 mL – 1.5 L, **Maxwell House** Roast & Ground Coffee 864 – 910 g, **Renée's** Gourmet Dressing 350 – 750 mL, **Classico** Pasta Sauce 218 – 600 mL, **Taco Bell** Creamy Sauces 354 mL, **Taco Bell** Kits 260 – 642 g, **Heinz** Mayonnaise-Style Sauces 340 mL, **Heinz** Soup 370 – 380 mL, **Smart Ones®** Entrées 255 – 283 g, **Bagel Bites®** 198 g, **Bull's-Eye** BBQ Sauce 425mL, **Diana** BBQ Sauce 500 mL, **MiO, Tang, Kool-Aid & Crystal Light** Liquid Enhancers 48 mL, **MiO** Powdered Beverage 33 – 45 g, **Crystal Light** Powdered Beverages 24 – 54 g. Product selection and availability may vary by participating store and while supplies last. To qualify, all required participating products must be purchased in a single transaction at a participating FreshCo store across Canada (excluding Québec) between October 1 and November 11, 2026 (inclusive), and a valid registered Scene+® card must be scanned or Scene+ account number entered at the time of purchase.

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POP & PLAY!

Orville Redenbacher | Hasbro GAMES

YOU COULD WIN† — 1 OF 52 — HASBRO GAMES PRIZE PACKS AND A YEAR SUPPLY OF ORVILLE REDENBACHER POPCORN





ONLY 4.49

Orville Redenbacher® Microwave Popcorn Bags 5-8 pk 248–492 g

† NO PURCHASE NECESSARY. Full Contest rules and no purchase entry method found at **www.freshco.com/pop-play-orville-contest**. Contest runs from September 6th, 2026, to November 30th, 2026. Open to legal residents of Canada, including Quebec, who have a valid Scene+ account, and have reached the age of majority on the date they enter the Contest. There are fifty-two (52) Prizes to be won. Each Prize consists of nine (9) boxes of Orville Redenbacher® popcorn and five (5) Hasbro, Inc. board games (ARV $177.95 CAD). The prizes have no equivalent cash value, are non-transferable and no substitutions will be made. Correctly answered skill testing question required. Odds of winning depend on the number of eligible entries received. While supplies last.

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APPLY NOW

◇Conditions Apply

