

# Fresh offers



**SALE**  
SAVE \$3

**1<sup>99</sup>**

**pineapple**  
product of Costa Rica  
each  
2011812001, EA



package of 6



**SAVE THIS WEEK**

**2<sup>99</sup>**

**raspberries**  
170 g product of U.S.A.  
or **Farmer's Market™ mini cucumbers** 6's  
product of Ontario  
2012833001, EA/2012757001, EA



3 lb

**SAVE THIS WEEK**

**3<sup>99</sup>**

**Farmer's Market™ grapefruit** product of Turkey or **navel oranges**, product of Morocco, Spain or Turkey  
3 lb  
2011809001, EA/2016294501, EA



3 lb bag

**CANADA SALE**  
SAVE AT LEAST \$1

**2<sup>49</sup>**

**Farmer's Market™ carrots or yellow onions**  
product of Canada,  
Canada no. 1 grade  
3 lb bag  
2060927001, EA/208104001, EA



Optimum™

# Members get it.

See back page for details



click or visit [pcoptimum.ca](http://pcoptimum.ca) to become a member

Optimum

Members-Only Price	Non-Members
<b>7<sup>99</sup></b>	<b>9<sup>99</sup></b>

**Lou's entrées**  
selected varieties  
fully cooked  
375-400 g  
20078077, SA,20182844, EA

Members save **\$2**

Optimum

Members-Only Price	Non-Members
<b>9<sup>99</sup></b>	<b>20<sup>99</sup></b>

**Clif energy bars**  
selected varieties  
12x68 g  
20130914065, C12,201310271, C12

Members save **\$11**

Optimum

Members-Only Price	Non-Members
<b>1<sup>99</sup></b>	<b>3<sup>99</sup></b>

**Palmolive liquid dish soap**  
selected varieties  
591/828 mL  
20011009, SA,20180388, EA

Members save **\$2**

Optimum

**1,500<sup>00</sup>**

**8 inch pies**  
selected varieties  
635-750 g  
**5.99**  
21201425, EA

Members save **\$1<sup>50</sup> Value**



# More offers. More points.

Get the most offers when you:

1. Use the PC Optimum™ App
2. Check out the weekly flyer
3. Visit the digital coupon board

pts pts pts pts

up to **\$50** in total value

**Shop smarter with digital coupons**

Get more points when you shop with the PC Optimum App and redeem our digital coupons. Offers are applicable at Loblaw's, Zehrs, Your Independent Grocer, ValuMart, Atlantic Superstore, Dominion, & Provigo.

**PC or Blue Menu English Muffins 6s**

Select offer

**GET OFFERS**

Scan to see our complete digital flyer



**Loblaws**

air chilled  
**SALE**  
SAVE AT LEAST \$2.70 LB

**4.99**  
lb

PC\* Free From<sup>SM</sup> split chicken wings (tips removed, Club Pack<sup>SM</sup> or bone-in split breasts air chilled, product of CANADA 11.00/kg 20141372, KG/20821170, KG



**HOT PRICE**  
**SALE**  
SAVE \$2.50 LB

**1.49**  
lb

pork side ribs selected varieties 20337787, KG



**SALE**  
SAVE \$3 LB

**9.99**  
lb

fresh Atlantic salmon fillets family size 22.02/kg Fresh seafood items subject to availability. 20720665, KG



**SALE**  
SAVE \$3 LB

**3.99**  
lb

lean ground beef family size 8.80/kg 20337787, KG



**SAVE THIS WEEK**

**3.99**

Hungry-Man entrées 360-455 g or Healthy Choice steamers or Simply entrées 255-300 g selected varieties frozen 2029616804, EA/2031803200, EA



**SALE**  
SAVE 50¢

**3.49**

Activia yogurt 650 g, Oikos or Two Good yogurt 4x95/100 g selected varieties 2032512091, EA/204919150021, EA



**SALE**  
SAVE \$3.50

**4.99**

Gay Lea butter selected varieties 454 g 20554408, EA/20554466, EA



**4.99**

Boursin soft cheese 150 g, Cuisine 220 g or San Daniele Prosciutto 100 g selected varieties 20181794, EA/20581660, EA



**SALE**  
SAVE \$4

**10.99**

Kicking Horse organic whole bean coffee selected varieties 454 g 2032248801, EA 2032248806, EA



**SALE**  
SAVE AT LEAST \$5

**6.99**

Cashmere bathroom tissue 12 double rolls, Sponge Towels paper towels 6 rolls or Scotties facial tissue 6 rolls selected varieties 21588812, EA/21204738, EA



**SALE**  
SAVE UP TO

**40%**

Aveeno daily moisturizing lotion, Garnier cleansing Micellar water, L'Oréal Paris Revitalift serums or Neutrogena cleansers selected varieties and sizes 2018230011, EA/21633978, EA



**Optimum**  
see below for details

**Members get it.**

click or visit [pc optimum.ca](http://pc optimum.ca) to become a member

**Members-Only Price** **99¢** **Non-Members** **2.99**

Oasis 100% juice blends, Del Monte nectar, Hydrfruit, Arizona tea or FruitZoo juice selected varieties 960 mL 2030322095, EA/2030322099, EA

Members save **\$2**

**Members-Only Price** **4.99** **Non-Members** **7.99**

Giuseppe pizza 439-788 g, Easy Pizzi 600-600 g or The Good Baker pizza 280-395 g selected varieties frozen 21104410, EA/21095664, EA

Members save **\$3**

**Members-Only Price** **5.49** **Non-Members** **7.99**

General Mills cereal family size selected varieties 475-778 g 21034402, EA/21034405, EA

Members save **\$2.50**

**Members-Only Price** **4.99** **Non-Members** **7.49**

no name<sup>SM</sup> breaded chicken selected varieties frozen 908 g 21039184, EA/21039185, EA

Members save **\$2.50**

**Optimum**  
see below for details

**Members get it.**

click or visit [pc optimum.ca](http://pc optimum.ca)  
to become a member

**Optimum**  
Members-Only Price **8<sup>99</sup>** Non-Members **12<sup>99</sup>**  
Members save **\$4**

**naturSource**  
salad topper  
selected varieties  
575-625 g  
2116217, EA/2116237, EA



**Optimum**  
Members-Only Price **5<sup>99</sup>** Non-Members **7<sup>49</sup>**  
Members save **\$1.50**

**Maple Leaf**  
Natural Selections  
deli meat  
selected varieties  
125/175 g  
2000282, EA



**Optimum**  
**10,000<sup>00</sup>**  
for every \$50  
spent on

**HUGGIES**  
natural care

**\$10 Value**

**Huggies**  
wipes, diapers,  
Pull-Ups or Goodnites  
training pants  
2143202, EA/2156418, EA



**Optimum**  
**10,000<sup>00</sup>**  
for every \$50  
spent on

**Pampers**

**\$10 Value**

**Pampers**  
Wipes,  
Training pants or diapers  
selected varieties  
20044800, EA/2170944, EA



**6<sup>99</sup>**

**Black Diamond**  
cheese bars 400 g  
slices 300-320 g or  
sauce tubs 300 mL  
selected varieties  
2127844, EA/2127822, EA

**SAVE \$1.08**  
when you buy 2

**2/7<sup>50</sup>**

**PC or Blue Menu<sup>®</sup>**  
tortillas 10 inch  
selected varieties  
2018257, EA/2018569, EA



**3<sup>49</sup>**

**Maple Leaf Top Dogs or**  
Schneiders Red Hots  
wiener  
selected varieties  
375 g  
2062429, EA/2109347, EA

**SALE**  
SAVE AT LEAST 50¢

**2,000<sup>00</sup>**  
when you buy 3

**\$2 Value**



**5<sup>49</sup>**

**Chapman's premium**  
ice cream or  
Super novelties  
6-20's  
selected varieties, frozen  
2011522, EA/202257801, EA

**SALE**  
SAVE AT LEAST \$2.50

**4<sup>99</sup>**

**Nescafé or**  
Taster's Choice  
instant coffee  
selected varieties  
100-170 g  
2061811001, EA/2073926, EA

**SALE**  
SAVE \$1.50



**3<sup>49</sup>**

**Neilson cream**  
selected varieties  
473 mL L  
2022369, EA/2077431, EA

**SALE**  
SAVE 50¢

**half half**  
cream  
selected varieties  
473 mL L  
2022369, EA/2077431, EA



**9<sup>99</sup>**

**High Liner Pan-Sear Select<sup>®</sup>**  
signature cuts,  
shrimp bites  
or wings  
selected  
varieties  
frozen  
425-840 g  
20206002, EA/2110257EA

**SALE**  
SAVE AT LEAST \$2

**2<sup>99</sup>**

**Kraft salad**  
dressing  
selected varieties  
475 mL  
2042823002, EA/2042823002, EA

**SALE**  
SAVE \$1



**3<sup>39</sup>**

**Huggies or**  
Pampers diapers  
selected varieties  
62-174  
2146633, EA/2055121EA

**SAVE THIS WEEK**

**3,000<sup>00</sup>**  
when you buy 4

**\$3 Value**

**Lay's potato chips,**  
Tostitos tortilla  
chips or SmartPops<sup>®</sup>  
ready to eat popcorn  
selected varieties  
130-300 g  
2144132, EA/2106575, EA



**11<sup>99</sup>**

**Ensure 6x235 mL**  
glucerna 6x237 mL  
meal replacement  
drinks, Premier  
Protein Shakes  
4x325 mL or  
Muscle Milk  
Protein Shake  
4x330 mL  
203827001, C06/2101311EA

**SAVE THIS WEEK**

**21<sup>99</sup>**

**PC paper towels**  
Club Size  
12 roll  
2055805, EA

**2,000<sup>00</sup>**  
when you buy 4

**\$2 Value**



**4<sup>99</sup>**

**Purex laundry detergent**  
1.95-2.03 L, Pods, Flings  
12-18's, Downy, Gain,  
fabric softener  
946 mL-1.31 L,  
Bounce sheets  
40-80's, Beads 141  
selected varieties  
21553274, EA/206658009, EA

**SAVE THIS WEEK**

**12<sup>99</sup>**

**PC More-than-a-Dozen Tulips**  
assorted colours  
15 stems  
20541693, EA



**PRICE DROP**

**1<sup>99</sup>**

**Pepperidge Farm**  
goldfish crackers  
selected varieties  
1.56-2.27kgx28 g  
2030694003, EA/20322600EA

**LOWERED PRICES UNTIL FEB. 14<sup>TH</sup>**



**1<sup>49</sup>**

**no name<sup>®</sup>**  
waffles  
selected  
varieties  
frozen  
8's  
2033375001, EA/2037571002, EA

**1<sup>99</sup>**

**Silk plant**  
based beverage  
selected varieties  
940 mL  
205520002, EA/2118420EA



offer valid in-store at participating locations between January 4 - February 14, 2024 before applicable taxes and while quantities last. Offer applies only to select products. Offer may be modified and/or cancelled without notice. See in-store for full details.

**CUSTOMER RELATIONS 1-800-296-2332 VISIT [loblaws.ca](http://loblaws.ca) FOR STORE HOURS.**

**Loblaws on** **Loblaws on**

Please call Customer Relations at 1-800-296-2332 or visit our website at [loblaws.ca](http://loblaws.ca) for your particular store's hours and for a list of the Loblaws' locations that DO NOT participate in this offer. See <http://www.loblaws.ca>. (2) Company policy terms and conditions that apply to this offer. Quantities and/or selection of items may be limited and may not be available in all stores. No Receipts/D�Substitutions on clearance items or where quantities are advertised as limited. Advertiser's regular pricing and product selection (flavour, colour, pattern, etc.) may vary by store location. We are not obligated to sell items based on errors or misprints in typography or photography. Pricing All references to "Save, More, Now, Savings, etc." in comparison to our own regular prices. Coupons must be presented and redeemed at time of purchase. Excludes items where more than one such offer is available. Applicable taxes, deposits, or environmental surcharges are extra. No sales on retail outlets. (3) TM The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaws Inc. and/or its affiliates. All rights reserved. © 2024 Loblaws Inc. MasterCard and the MasterCard Brand Mark are registered trademarks and PayPal is a trademark of MasterCard International Incorporated. President's Choice Bank is a licensee of marks. PC Optimum program is provided by President's Choice Financial Services Inc. President's Choice Financial MasterCard is provided by President's Choice Bank. President's Choice Financial personal banking services are provided by the direct banking division of Scotiabank. (4) PC Financial and President's Choice Financial are registered trademarks of Loblaws Inc. (5) The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaws Inc. (6) PC Optimum MEMBERS ONLY. These offers are only available to valid PC Optimum program members. Membership is free. To register as a PC Optimum member, see in-store or visit [pc optimum.ca](http://pc optimum.ca). We are not obligated to award points based on errors or misprints. No cash value. See [loblaws.ca](http://loblaws.ca) for full program details including redemption restrictions. Minimum redemption 10,000 points. These offers cannot be combined with any other coupons, discounts or promotions and are subject to our previous purchases. We reserve the right to modify or cancel these offers without notice. Product availability may vary by store. While supplies last. We reserve the right to limit quantities. (7) Receive the points specified when you spend the qualifying dollar amount on the displayed participating products (and/or categories) before taxes and after discounts and coupons and discounts are deducted in a single transaction. (8) Valid for 90 days duration, after which the price will be the same for both PC Optimum and non-PC Optimum members. Taxes applicable on the purchase amount after discounts. PC Optimum member pricing is not applicable to any price match programs for participating stores operating under the Loblaws Inc. banner.



# Produce

**ONTARIO**

**2.49**  
lb

PC® greenhouse tomatoes on the vine product of Ontario 5.49/kg 2002670001, KG



**CANADA**

**2/\$6**  
less than 2 \$3.49 ea.

PC® Organics cremini or white mushrooms product of Canada 227 g 21021565, EA/21021489, EA



**3.99**  
lb

PC® extra large green or red seedless grapes product of South Africa 8.80/kg 2042577001, KG/2015919001, KG



**CANADA**

**3.99**

PC® Cocktail tomatoes 3.49/kg product of Mexico 2002670001, EA/2002670001, EA



**4.99**  
5 lb

PC® red, russet white or yellow potatoes product of Canada, Canada no. 1 grade 5 lb bag 2000099001, EA/2001014001, EA



**3.49**  
lb

broccoli crowns product of Canada 7.69/kg 2002656001, KG



**CANADA**

**2/\$11**  
less than 2 \$5.59 ea.

PC® chopped salad kits selected varieties product of U.S.A. 285-369 g 21327006, EA/21327001, EA



**2/\$11**  
less than 2 \$5.59 ea.

Well cold-pressed juice product of Canada selected varieties 333 mL 21162482, EA/21162484, EA



**5.99**  
2.5 lb

no name® Naturally Imperfect® green peppers produced in Canada 2.5 lb bag 2006999001, EA



**2/\$6**  
less than 2 \$3.99 ea.

snacking kits selected varieties made fresh in store daily 120-140 g 21549625, EA/21549635, EA



## Great to go

**\$6**  
PREPARED  
in-store

sub sandwiches beef, ham, turkey or assorted 331/264 g 21382145, EA



**12.99**

PC® rotisserie chicken fully cooked 900 g 20252016, EA



**\$12-15**

pasta trays 1-1.2 kg 21329379, EA/21329380, EA



## The Deli

**2/\$5**  
less than 2 \$3 ea.

Surprise extra firm tofu 350 g 20209001, EA



**3.29**  
/100 g

OKA soft cheese selected varieties 21162276, KG



**2.99**  
/100 g

From Our Chefs® service case hams selected varieties 30970491, KG



**6.99**

Castello havarti, cheddar or blue cheese selected varieties 125-200 g 21150061, EA/20912500, EA



**Optimum**

**Members get it.**

see back page for details

**1,000**

PC® Splendido® sliced deli meat selected varieties 100 g **7.99** 21049131, EA



**\$1**  
Value

**4,000**  
when you buy 2

PC® Splendido® fresh pasta 350-700 g 21185476, EA/21479748, EA



**\$4**  
Value

Great to go items plus applicable taxes

# Butcher

**ONTARIO**

**7<sup>99</sup>**  
lb



eye of round oven roast cut front Ontario (can be Canadian), 100% grass-fed beef, 100% lean, 7.62/kg, 20781797, KC

air chilled

**CANADA**

**\$10**



PC® chicken drumsticks, 8's or thighs bone-in 6's Air Chilled 21341035, EA/21341042, EA

air chilled

**6<sup>49</sup>**  
lb

PC® World of Flavours® jerk chicken legs Air Chilled 14.3L/kg, 21544296, KG



**ONTARIO**

**15<sup>99</sup>**  
lb



striploin grilling steak Canadian Quality grade, 100% grass-fed, 100% lean, 100% Canadian beef, 100% lean, 15.25/kg, 20781951, KC

**14<sup>99</sup>**

Marcangelo value pack pork sausages or meatballs selected varieties 1 kg, 21067487, EA/21067494, EA



**7<sup>49</sup>** PREPARED in-store

lb

marinated pork back ribs 10.5L/kg, 21411510, KG



**14<sup>99</sup>**

Maple Leaf or Schneiders smoked ham selected varieties 600/700 g, 21044942, EA/21041933, EA



**2/\$15**  
less than 2 \$2.49 ea.

PC® Pub Recipe® or gluten-free chicken selected varieties frozen 600/700 g, 21201329, EA/21201321, EA



**10<sup>99</sup>**

St-Hubert or Swiss Chalet pies selected varieties frozen 650/800 g, 20793334, EA/21047194, EA



## Seafood

**2<sup>49</sup>**

SeaQuest® crab or lobster flavoured pollock flakes or chunks selected varieties, ready-to-eat 227 g, 20781798, EA/20781012, EA



**9<sup>99</sup>**

PC® Pacific large white shrimp raw Zipperback® 31-40 per lb 400 g or smoked salmon selected varieties 150 g frozen 20050609, EA/20780888, EA



**10<sup>99</sup>**

PC® Jumbo wild Argentinian shrimp raw Zipperback® 21-30 per lb 340 g or battered wild cod bites 45.4 g frozen 21108847, EA/21332384, EA



## Bakery

**14<sup>99</sup>**

Farmer's Market® bar cakes selected varieties 675-770 g, 21504812, EA



**6<sup>99</sup>**

PC® all butter croissants selected varieties frozen 312-360 g, 21545111, EA/21545122, EA

**2,000\***

**\$2 Value**

Country Harvest bread or bagels selected varieties 800 slices 21178597, EA/21178640, EA, 21178642, EA



**3<sup>79</sup>**

Flatout ProteinUP® tortillas selected varieties 255 g, 21205793, EA/21205799, EA



**Optimum Members get it.** see back page for details

<p>Optimum Members-Only Price <b>9<sup>99</sup></b> Non-Members <b>11<sup>99</sup></b></p> <p>PC® cod croquettes frozen 300 g, 21480026, EA</p> <p><b>Members save \$2</b></p> <p>PC® COD CROQUETTES CROQUETTES DE MORUE 300 g   14 croquettes</p>	<p>Optimum Members-Only Price <b>59¢</b> Non-Members <b>89¢</b></p> <p>premium bulk bagels each 20028944, EA</p> <p><b>BAKED in-store</b></p> <p><b>Members save 30¢</b></p>
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Fresh seafood items subject to availability.

no name®

13<sup>49</sup>

no name®  
chicken wings  
selected  
varieties  
frozen  
908 g  
21045209\_EA/21045311\_EA



2/<sup>\$9</sup>  
less than 2  
\$5.49 ea.

no name®  
stuffed  
chicken  
selected  
varieties  
frozen  
284 g  
20532295\_EA/20533300\_EA



5<sup>99</sup>

no name®  
Naturally Imperfect®  
limes  
product of Mexico  
2 lb  
2112438001\_EA



3<sup>99</sup>

no name®  
wieners  
450 g  
20002790\_EA



no name®

just  
value.

(so switch)

click here to  
shop our full  
assortment

12<sup>99</sup>

no name®  
peanuts  
product of U.S.A.  
2 kg  
20293427\_EA



2<sup>49</sup>

no name®  
bagels or  
English muffins  
selected varieties  
6's  
21237790\_EA/21237931\_EA



2/<sup>\$4</sup>  
less than 2  
\$2.49 ea.

no name®  
pasta  
selected  
varieties  
900 g  
2015812002\_EA/2015613003\_EA



99¢

no name®  
soup cups  
selected varieties  
65 g  
2029126091\_EA/2029126002\_EA



1<sup>69</sup>

no name®  
baked beans  
selected varieties  
398 mL  
2017839003\_EA



5<sup>49</sup>

no name®  
canola oil  
946 mL or  
chili sauce  
455 mL  
selected  
varieties  
20088990\_EA/20083482\_EA



3<sup>49</sup>

no name®  
pizza  
selected  
varieties  
frozen  
350-411 g  
21544441\_EA/21544444\_EA



2/<sup>\$6</sup>  
less than 2  
\$3.49 ea.

no name®  
frozen fruit  
selected  
varieties  
frozen  
300/400 g  
21545097\_EA/21545106\_EA



2/<sup>\$7</sup>  
less than 2  
\$3.99 ea.

no name®  
cookies  
198-368 g  
selected varieties  
or Party Mix  
320 g  
20028559\_EA/20316133\_EA



2/<sup>\$7</sup>  
less than 2  
\$3.99 ea.

no name®  
marshmallows  
selected  
varieties  
400 g  
2029462201\_EA/2029462202\_EA



2<sup>99</sup>

no name®  
almonds  
or walnuts  
selected  
varieties  
100 g  
2012953001\_EA/20090906\_EA



2/<sup>\$6</sup>  
less than 2  
\$3.99 ea.

no name®  
spices  
selected  
varieties  
5.5-250 g  
20017758\_EA/20018006\_EA



4<sup>49</sup>

no name®  
flour  
selected  
varieties  
2.5 kg  
20013258\_EA/21045212\_EA





# Grocery

**Optimum** Members get it. see back page for details

**4,000** Optimum  
for every \$20 spent on

**Pepsi soft drinks**  
24x355 mL, 6x710 mL or  
**Gatorade** 6x591 mL  
selected varieties  
20319546002, CM/20323218053, CM

**\$4 Value**



**9<sup>99</sup>** Optimum Members-Only Price **11<sup>99</sup>** Non-Members

**PC® Nutrition First® dog food**  
selected varieties  
2 kg  
21304508, EA



**Members save \$2**

**6<sup>99</sup>**

**PC® mayonnaise**  
selected varieties  
710- 890 mL  
20418852, EA/2070426, EA



**5<sup>99</sup>**

**O'Food Gochujang paste** 500 g or  
**PAM cooking oil spray** 141-170 g  
2017020001, EA/21423294, EA



**3<sup>99</sup>**

**Hunt's Heirloom tomatoes**  
selected varieties  
796 mL  
21423377, EA/21516006, EA



**3<sup>99</sup>**

**Oasis 100% juice blends, Hydr Fruit or Arizona**  
selected varieties  
8x200 mL  
20319746002, EA/21518852, EA



**2/\$6**  
less than 2 \$3.49 ea.

**PC® natural spring water**  
24x500 mL  
20170198, CM



**2/\$7**  
less than 2 \$4 ea.

**PC® rice**  
selected varieties  
750 g  
20961197, EA/20961292, EA



**5<sup>29</sup>**

**PC® salsa**  
selected varieties  
650 mL  
20320946001, EA/20320946007, EA



**3<sup>49</sup>**

**Cavendish fries** 800 g or  
**Pillsbury pizza pops** 380 g  
selected varieties  
frozen  
20400706, EA/203550037, EA



**10<sup>99</sup>**

**PC® frozen vegetables**  
Club Size  
selected varieties  
20171420, EA/20171450, EA



**16<sup>99</sup>**

**PC® or Blue Menu® entrées**  
selected varieties  
frozen  
212.27 kg  
20191630, EA/21970003, EA



**1<sup>99</sup>**

**Lipton or Knorr® soup mix**  
selected varieties  
40-166 g  
20320751001, EA/20320818002, EA



**1<sup>49</sup>**

**no name® waffles**  
selected varieties  
frozen  
8's  
20605279, EA/20318375001, EA



**5<sup>99</sup>**

**PC® Cookie Dough ice cream bites**  
selected varieties  
frozen  
6's  
21500098, EA/21500100, EA



**1<sup>99</sup>**

**no name® orange juice or lemonade**  
selected varieties  
frozen  
283 mL  
20602232001, EA/20605014001, EA



**13<sup>99</sup>**

**Ferrero Rocher® Collection** 116's  
selected varieties  
174/200 g  
20602292, EA/20702709, EA



**8<sup>99</sup>**

**Royale bathroom tissue**  
12 double rolls  
**Tiger Towels paper towels** 3=6 rolls or  
**facial tissue** 6's  
selected varieties  
21303703, EA/21404702, EA



**19<sup>99</sup>**

**Cashmere bathroom tissue**  
selected varieties  
24-72 rolls  
21180041, EA/21403548, EA



**5/\$7**  
less than 5 \$1.79 ea.

**PC® Organics baby food pouches**  
selected varieties  
128 mL  
2060518004, EA/20605270002, EA



**\$20**

**PC® Club Pack® baby wipes** 1200's,  
**Huggies, Pampers**  
6-10's baby wipes  
336-720's  
selected varieties  
20180020, EA/21402205, EA



# Taking care of your family



**7<sup>99</sup>**

**Marc Anthony, Rempure, John Freida, Nice 'N Easy, RTU or Monday hair care**  
selected varieties and sizes  
2020861901, EA/2031028006, EA

**2/\$4**  
less than 2 \$2.49 ea.

**Dial liquid hand soap** 221 mL, **Life Brand® shave gel** 198 mL or **Life Brand® twin blade razors** 12's selected varieties  
2007402802, EA/219478, EA

**5<sup>99</sup>**

**Listerine Classic 1 L or Kids 500 mL mouthwash** selected varieties  
201648009, EA

**5<sup>99</sup>**

**Sensodyne or ProNamel toothpaste, Colgate mega premium toothpaste or toothbrush, Crest Scope Classic 1 L mouthwash or Oral-B manual toothbrush** selected varieties and sizes  
2024791001, EA/21220967, EA

**7<sup>99</sup>**

**OGX, Aveeno or Maui hair care** selected varieties and sizes  
204600609, EA/210328, EA

**SALE SAVE UP TO 25%**

**Olay Regenerist Vitamin C +Peptide 24 hydrating moisturizer or Cetaphil gentle skin cleanser** selected varieties and sizes  
2042321001, EA/210110002, EA

**SALE SAVE UP TO 20%**

**Always pads 28-32's, liners 96-162's, Tampax Pearl 32-40's, base tampons 54's, U by Kotex tampons 31-34's, pads 26-34's or liners 64-100's** selected varieties  
2031662001, EA/21518229, EA

**SALE SAVE UP TO 25%**

**Depend & Poise Convenience or regular packs** selected varieties and sizes  
21007070, EA/21036507, EA

**13<sup>99</sup>**

**Vicks DayQuil or NyQuil liquids** 354 mL, **Vaporub** 190 mL or **liqui-caps** 24's selected varieties  
201018, EA/210308, EA

**2,000<sup>00</sup>**  
when you buy 2

**\$2 Value**

**Webber Naturals vitamins or supplements** selected varieties and sizes  
2042321001, EA/210110002, EA

**2/\$8**  
less than 2 \$4.99 ea.

**AXE or St. Ives body wash, hair care** 473/650 mL, **antiperspirant** 76-113 g or **Method liquid hand soap pump** 300/354 mL selected varieties  
2042211004, EA/21432066, EA

**5<sup>99</sup>** **1,000<sup>00</sup>**

**Q-tips cotton swabs** 500's  
202027001, EA

**\$1 Value**

## For your baby

**54<sup>99</sup>**

**Enfamil A+ baby formula powder refill stage 1 & 2** selected varieties  
992 g  
2042927001, EA

**SALE SAVE UP TO 20%**

**Aveeno Baby Eczema cream, wash or balm** selected varieties  
2029101, EA/21400055, EA

**51<sup>99</sup>**

**Similac stage 1 & 2 ready to feed baby formula** selected varieties  
16x235 mL  
2104792, 001

**24<sup>99</sup>** **3,000<sup>00</sup>**

**Hello Bello or Millie Moon Club Pack diapers** selected varieties  
2128046, EA/21524010, EA

**\$3 Value**

**Pampers**

UP TO **100%** LEAKPROOF PROTECTION

**33<sup>99</sup>**

**Sensitizers**  
diapers selected varieties and sizes  
21420694, EA

**33<sup>99</sup>**

**Easy Ups**  
Training Potty selected varieties and sizes  
21009154, EA

**26<sup>99</sup>**

**Ninjamas**  
Nighttime Underwear selected varieties and sizes  
21308870, EA

*goodnites*

**#1 NIGHTTIME UNDERWEAR**

**ONLY goodnites HOLDS 3 WATER POTLES**

**\$26<sup>99</sup>**

**Goodnites® Nighttime Underwear**  
28-44's  
20963841, EA

**HUGGIES natural care**

**Thicker & more absorbent for a gentle clean\***

**\$8<sup>99</sup>**

**Huggies Wipes**  
selected varieties  
168-192's  
20558604, EA

# Your pets are part of our family



**16<sup>99</sup>**

Whiskas cat food selected varieties 12's 21048822\_EA



**26<sup>99</sup>**

Pedigree dog food selected varieties 8 kg 200207091\_EA



**11<sup>99</sup>**

Pedigree Dentastix treats for dogs selected varieties 100 g-1.9 kg 21081112\_EA



**34<sup>99</sup>**

Cesar Select selected varieties 24 x 100 g 21730864\_EA



**4,000\***

**\$4 Value**

**7<sup>99</sup>**

Friskies cat food selected varieties 1.4-1.5 kg 20121515\_EA



**9<sup>99</sup>**

Dentalife dog snacks selected varieties 439-595 g 21081217\_EA



**36<sup>99</sup>**

Purina Dog Chow selected varieties 11.4/14 kg 21102822\_EA



**3<sup>49</sup>**

Fancy Feast Savoury Cravings cat treats selected varieties 28 g 21432027\_EA



**3<sup>49</sup>**

Fancy Feast savoury purée selected varieties 40 g 21081212\_EA



**16<sup>99</sup>**

Nature's Recipe dog food selected varieties 1.8 kg 21049112\_EA



**11<sup>99</sup>**

Milkbone Soft & Chewy treats for dogs selected varieties 708 g 20081212\_EA



**10<sup>99</sup>**

no name cat litter selected varieties 18 kg 201776802\_EA



WE'VE COMMITTED OVER **\$800,000\*** TO HELP MORE CANADIAN KIDS GET ON THE ICE

[KrugerBigAssist.ca](http://KrugerBigAssist.ca)



**\$19<sup>99</sup>** Cashmere® Regular or Ultra 24 Triple Rolls = 72 Rolls 21443648\_EA/21189845\_EA



**\$19<sup>99</sup>** SpongeTowels® Ultra or UltraPro 12 = 18 Rolls 21189851\_EA/21371077\_EA



**\$19<sup>99</sup>** Scotties® Original or Supreme Multipack of 18 20311508\_EA

**NEW** Charmin Ultra Soft

TRUSTED SOFTNESS, BETTER TEAR

49 MEGA ROLLS

**17<sup>99</sup>** Charmin Bath Tissue, 12-48 Rolls, selected varieties, 2154979\_EA/21484810\_EA

**+50% MORE ABSORBENT SO YOU CAN USE LESS!**

6-12 DOUBLES

**17<sup>99</sup>** Bounty 6-12 Double & Soft 21515088\_EA

**400** White & Blue

**Bounty** Napkins

THE QUICKER PICKER UPPER®

\*vs. leading ordinary brand.

**10<sup>99</sup>** Bounty Napkins 400's 21053171\_EA

So Soft Your Nose KNOWS THE DIFFERENCE

Plus Lotion

**10<sup>99</sup>** Puffs Plus Lotion 4's 20992115\_EA

# Lunar new year



**1.49**

passion fruit  
product of Colombia  
each  
2003279091 EA



**2.99**  
lb

baby or Shanghai  
bok choy  
product of Mexico  
6.59/kg  
20082279001 KG/20032454001 KG



**2.99**  
lb

chicken legs  
back attached  
family size  
6.59/kg  
20133251 KG



**8.99**  
lb

seasoned  
pork belly  
19.82/kg  
21455700 KG



**5.49**

Premier  
Marine Canada  
seafood mix  
frozen  
340 g  
21432078 EA



**9.99**  
lb

fresh ASC  
tilapia fillets  
ready-to-eat  
22.02/kg  
20837812 KG

**8.99**

Tsuru Mai  
brown rice  
2 kg  
20037808 EA



**1.99**

Thai Kitchen  
coconut milk  
selected varieties  
400 mL  
20461711 EA



**5.29**

Two-bite Lunar  
New Year mini  
cupcakes 300 g or  
Kimberly's Lunar  
New Year frosted  
sugar cookies  
383 g  
selected varieties  
21431082 EA/214323261 EA



**6.99**

Samyang ramen  
selected varieties  
550-700 g  
21445870, 09021458283 EA



**4.99**

T&T  
potstickers  
selected varieties  
frozen  
567 g  
21495623 EA



**1.49**

T&T Korean roasted sea laver  
15 g  
20933713 EA



**1.99**

Rooster®  
soy sauce  
selected varieties  
500 mL  
20032404 EA



**3.29**

Lee Kum Kee  
Panda brand  
oyster flavoured  
sauce 412 g or  
PC® udon 800 g  
20139606 EA/200304811 EA



**2.49**

Haitai  
honey butter  
potato chips  
60 g  
21305446 EA



Items available at the following Loblaws locations: 472 Bayfield St., Barrie, 2375 Hwy. #2, Bowmanville, 380 The East Mall, Etobicoke, 1980 Ogilvie Rd., Gloucester, 1100 Princess St., and 1048 Midland Ave., Kingston, 400 Kent St. West, Lindsay, 1740 Richmond St. N. and 3040 Wonderland Rd., London, 200 Bullock Dr., Markham, 5010 Glen Erin Dr. and 6970 McLaughlin Rd., Mississauga, 2005a Robertson Rd., Nepean, 100 McArthur Rd., 200 Earl Grey Dr., 363 Rideau St., 1460 Merivale Rd., 1980 Baseline Rd., 2200 Bank St., 3203 Greenbank Rd., and 2085 Carling Ave., Ottawa, 1792 Liverpool Rd., Pickering, 301 High Tech Rd., Richmond Hill, 10 Lower Jarvis St., 11 Redway Rd., 17 Leslie St., 50 Musgrave St., 60 Carlton St., 396 St. Clair Ave. W., 850 Dupont St., 2877 Bayview Ave., 2280 Dundas St. West and 5095 Yonge St. Toronto.

**TASTE OF SUPER BOWL**

BUY A 12-INCH CHEESE, PEPPERONI OR MEAT LOVERS PIZZA, AND 12-PIECE CHILLED GRAB AND GO WINGS, A BAG OF RUFFLES®, DORITOS® OR TOSTITOS® CHIPS (180 G - 300 G, SELECTED VARIETIES), AND A PEPSI SOFT DRINK (6X222 ML OR 2 L) SELECTED VARIETIES, AND GET

**7,000** **\$7** Value

2020000002\_EA/21446401\_EA

11. Participating products: Beverages (any flavor/variety): Pepsi®, 2L/2L, Schweppes®/Coca-Cola®/MTN Dew®/Aloha®/Dr Pepper® soft drinks (6 x 222 mL cans or 2L bottles). Snacks (any flavor/variety): Ruffles® potato chips (180 g - 200 g), Doritos tortilla chips (210 g - 235 g), Tostitos® tortilla chips (205 g - 300 g). EXCLUDES Simply Tostitos® tortilla chips (240 g).

Official Sponsors of Super Bowl LVIII

**TASTE OF SUPER BOWL**

Official Sponsors of Super Bowl LVIII

**Pepsi Soft Drinks**  
selected varieties 12x355 mL  
20322361001\_C12  
**2/\$13**  
In-store thru 2/27/24 ex.

**bubly™ sparkling water**  
selected varieties 12x355 mL  
21097177\_C12  
**2/\$12**  
In-store thru 2/26/24 ex.

**Lay's® potato chips** (130 - 235 g),  
**Lay's Poppables® potato snacks** (130 g)  
selected varieties  
21241032\_EA  
**2/\$8**  
In-store thru 2/24/24 ex.

**Tostitos® tortilla chips**  
(205 - 300 g, selected varieties)  
EXCLUDES Simply Tostitos®  
tortilla chips (240 g)  
21050572\_EA  
**2/\$10**  
In-store thru 2/25/24 ex.

**Ruffles® potato chips**  
(180 - 200 g)  
selected varieties  
21241052\_EA  
**2/\$9**  
In-store thru 2/24/24 ex.

**Optimum™**

**Get to FREE 3x faster\***

with the **PC Optimum™ app**.  
Open the app and get your offers.

10,501  
Your weekly offers

\*Based on our most recent annual data as of December 31, 2022. PC Optimum™ members who load and shop their offers via the PC Optimum™ app or online account primarily (APP users) have more opportunities to optimize on personalized points offers and reaching the "free" (minimum redemption threshold) 3x faster on average than PC Optimum™ members who are not digitally engaged.

**Teas that taste great and do you good!**

**TWININGS®** Lemon & Ginger  
**TWININGS®** Pure Camomile

**4.99**

Twinings® Tea  
Selected Varieties  
202  
2020070001\_EA/202070001\_EA

**TWININGS® Drink in Life**  
EST. 1790 LONDON

**PROUD SPONSORS OF FEEDING THE TEAM**

**2/\$12**  
In-store thru 2/26/24 ex.

**COCA-COLA® Mini Bottles**  
selected varieties  
8x300 mL  
21018172\_COB, 21018174\_COB

**Canada Dry® mini**  
ginger ale

\*Price applicable taxes, fees, deposits and fees. Valid at participating locations from January 10 to January 20, 2024. Subject to availability while supplies last. Retailer may sell for less.  
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# RISE TO NUTRITIOUS MORNINGS

**\$6.99** ACTIVIA™ 12 x 65g (20240108)\_EA

**\$12.99** ACTIVIA™ 1.5L (20240108)\_EA

**1 BILLION ACTIVE PROBIOTICS**

**2/\$13** ACTIVIA™ 18 x 100g (20240108)\_EA

**\$3.49** ACTIVIA™ 150g (21420001)\_EA

**2/\$3.50** ACTIVIA™ 150g (20240108)\_EA

**\$3.49** TWO GOOD™ 1.5L (20240108)\_EA

**\$5.99** TWO GOOD™ 1.5L (20240108)\_EA

**LOW SUGAR HIGH IN PROTEIN**

\*With more than 12.5g of probiotics per serving, a probiotic that contributes to healthy gut flora.

# A CREAMY HIGH IN PROTEIN SNACK

**\$6.99** OIKOS™ 650g (20240108)\_EA

**\$12.99** OIKOS™ 1.5L (20240108)\_EA

**\$3.49** OIKOS™ 4 x 100g (20240108)\_EA

**2/\$3.50** OIKOS™ 150ml (20240108)\_EA

# 10-HOUR BREW BOLD AND SMOOTH TASTE

**2/\$14.50** STOK™ 1.42L (20240108)\_EA

**\$3.69** DANONE™ 6 x 100ml (20240108)\_EA

**3/\$3** DANONE GO™ 180ml (20240108)\_EA

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# MAKE EVERY MORNING DELICIOUS FOR THE LOVE OF BREAKFAST

**\$3.99\*** 1.75 L Minute Maid™ 20345605004\_EA

**\$3.49\*** 1.75 L NESTLE™ PEACE TEA™, Fruitopia™ 21170681\_EA

**\$3.99\*** 1.54 L Minute Maid™ Zero Sugar 21434102\_EA

**\$7.99\*** 2.63 L Simply™ 2015023001\_EA

\*Plus applicable taxes, levies, deposits and fees. Valid at participating locations for a limited time. Subject to availability while supplies last. Retailer may sell for less. The trademarks that appear are the property of their respective trademark owners.

# YOUR COMMUNITY COULD WIN AN NHL GAME & \$250,000

**SUPPORTING CANADIAN COMMUNITIES**

**17 YEARS + 97 CANADIAN COMMUNITIES + \$4.8 MILLION AWARDED**

**NOMINATE YOUR COMMUNITY AT KRAFTHOCKEYVILLE.CA**

**2/\$13** Kraft Peanut Butter 750 g / 1 kg (20240108)\_EA

**2/\$9.50** Philadelphia Cream Cheese 207/202 g per 207 g, Selected Varieties (20240108)\_EA

**\$5.99** Heinz Ketchup 1.1700 L (20240108)\_EA

**2/\$4.98** Kraft Dinner Macaroni & Cheese 205 g (20240108)\_EA

**2/\$10** Classic Pesto Sauce 410 - 450 ml (20240108)\_EA

**\$12.99** Maxwell House Ground Coffee 300g (20240108)\_EA

\*NO PURCHASE NECESSARY. Legal residents of Canada 14 years of age or older. Ends February 1, 2024. One \$250,000 community prize to be awarded and an NHL Game. Any \$500,000. Odds depend on number of entries, ending and ending. Official Rules: [www.krafthockeyville.ca](http://www.krafthockeyville.ca)

# Barilla

**ELEVATE YOUR ITALIAN RECIPES WITH BARILLA PASTA**

**3/\$5** Barilla Premium Pasta selected varieties 340 - 410 g (21450007\_EA, 21550231\_EA)

**2/\$8** Barilla Tagliatelle & Pappardelle 450 g Catelli Chickpea & Red Lentil 250 g (21527299\_EA, 21531663\_EA)

**2/\$7** Barilla & Catelli Gluten Free 300 - 340 g (20231916\_EA, 20704241\_EA)

**2/\$6** No Yolks & Catelli Specialty selected varieties 340-375 g (21439201\_EA, 20232762\_EA)

# mobile

**The only unlimited talk, text & points plan.**

**Get started with a 20,000<sup>00</sup> activation bonus!**

\*Conditions apply. One-time \$20 SIM card charge applies. Visit [mobile.100.com](http://mobile.100.com) for complete details.