



POINTS DAYS

January 25-31*

At least \$340
in value^{††} for
PC Optimum[™]
members in
this week's flyer.

^{††}Value claim is based on instant savings,
PC Optimum[™] members only pricing and
PC Optimum[™] points earn offers.



click or visit
pcoptimum.ca
to become a member

APP EXCLUSIVE OFFER*

*Open your PC Optimum[™] app or
visit pcoptimum.ca to get the offer

APP EXCLUSIVE OFFER*

Members-Only Price	Non-Members
2⁴⁹	3⁹⁹

**Farmer's Market[™]
grape tomatoes**
product of Mexico
283 g
2130768001, EA



Members
save
\$1⁵⁰

APP EXCLUSIVE OFFER*

Members-Only Price	Non-Members
4⁹⁹	6⁹⁹

PC[®] chopped salad kits
selected varieties
product of U.S.A.
285-369 g
2144006, EA/21217621, EA



Members
save
\$2

APP EXCLUSIVE OFFER*

Members-Only Price	Non-Members
2⁹⁹	5⁴⁹

Cavendish Farms
premium fries
selected varieties frozen
540-750 g
20729770, EA/21204615, EA



Members
save
\$2⁵⁰

*From January 25-31, 2024 only, at across 4500+ locations in Canada, the PC Optimum[™] Points Days event will provide PC Optimum[™] members with the opportunity to earn PC Optimum[™] points through special offers and promotions across all locations where PC Optimum[™] points can be earned. For a list of participating locations and complete program details, please visit pcoptimum.ca/pointdays.

[†]Must be a registered PC Optimum[™] member to load and get these offers.

Optimum
 Members-Only Price **5⁹⁹** Non-Members **7⁹⁹**

Farmer's Market[™] apples
 selected varieties
 product of Ontario,
 Canada fancy grade
 4 lb bag
 2570799001, EA/2130212001, EA

Members
 save
\$2



Optimum
 Members-Only Price **9⁹⁹** Non-Members **14⁹⁹**

naturSource nuts
 selected varieties
 500/600 g
 2118004, EA/21195937, EA

Members
 save
\$5



Optimum
3,000 (est)

**when you
 buy ANY 3
 of the
 produce
 items below**

\$3
 Value

**Farmer's Market[™]
 greenhouse peppers**
 product of Mexico
 3's
 2085851001, EA



extra large broccoli
 product of U.S.A. or Mexico
 each
 2016027001, EA



jumbo cantaloupes
 product of Guatemala
 each
 20167017001, EA





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



CLICK FOR THIS COUPON AND MORE

Scan to see
our complete
digital flyer



Loblaws

air chilled
SALE
SAVE AT LEAST \$3.50 LB

5.99
lb

PC[®] Free From
chicken breasts or thighs
air chilled, boneless,
skinless, Club Pack[®]
product of CANADA
13.21/kg
2082154, KG/2021992, KG



SALE
SAVE \$3.50 LB

2.99
lb

pork back ribs
cut from Canada AA
or higher
11.00/kg
2021967, KG

SAVE THIS WEEK

9.99
ea./lb

PC[®] shrimp appetizers
selected varieties
340-454 19.99/ea.
or fresh rainbow
trout fillets
9.99 lb 22.02/kg
20120874, EA/20087813, KG



4.99
lb

Inside round oven roast
cut from Canada AA or
USDA Select grade beef
or higher
11.00/kg
20812494, KG

SALE
SAVE \$1

4.99

PC[®] orange juice 2.5 L or
Greek yogurt 650/750 g
selected varieties
2553804, EA/21931644, EA



3.99

Farmer's Market[®]
greenhouse peppers
product of Mexico
2's
2008451001, EA

SAVE THIS WEEK

1.99
lb

PC[®] extra large red
or green seedless grapes
product of South Africa,
Peru or Chile, no. 1
grade or PC[®] black seedless
grapes product of South
Africa, no. 1 grade
4.39/kg
2042579081, KG/2019191031, KG

Optimum
see below for details

Points Days
January 25-31

click or visit pcoptimum.ca
to become a member

Members-Only Price **1.99** Non-Members **3.99**

Members save **\$2**

MadeGood granola or Mornings bars, cookies, minis or squares selected varieties 110-160 g 20797952001, EA/21424868, EA

Members-Only Price **1.99** Non-Members **3.49**

Members save **\$1.50**

PC[®] ready to eat popcorn or kettle cooked, Loads of Flavour, World of Flavour potato chips or PC[®] garden stix selected varieties 142-250 g 20554480, EA/21422931, EA

Members-Only Price **2.99** Non-Members **4.99**

Members save **\$2**

PC[®] or Blue Menu[®] entrées or bowls selected varieties frozen 212-246 g 2032253001, EA/20311707, EA

Members-Only Price **4.49** Non-Members **5.99**

Members save **\$1.50**

Clover Leaf sockeye salmon 213 g 21314011, EA

Members-Only Price **4.88** Non-Members **5.99**

Members save **\$1.11**

Dove bar soap 3x106 g, body wash 325/400 mL, hair care 385 mL or women's base antiperspirant 45/74 g selected varieties 20306035001, EA/212220717, EA

Members-Only Price **14.99** Non-Members **21.99**

Members save **\$7**

PC[®] bathroom tissue 30-100 rolls 2100864, EA

Flyer prices effective from Thursday, January 25th to Wednesday, January 31st, 2024. SEE BACK PAGE FOR DETAILS. Excludes Loblaws 500 Lake Shore Boulevard West. LSL 1

Optimum
see below for details

Members get it.

click or visit pc optimum.ca
to become a member

Optimum
Members-Only Price **3⁹⁹** Non-Members **4⁹⁹** Members save **\$1**

Chapman's Super Premium plus ice cream
selected varieties frozen
500 mL
2151109, EA/2151109, EA



Optimum
3,000 when you buy 3

Christie cookies
selected varieties 170-303 g
2/\$8
less than 2 \$4.29 ea.
2133867, EA/2131517, EA



Optimum
4,000 for every '20' spent on

Pepsi soft drinks 24x355 mL, 6x710 mL or Gatorade 6x500 mL
selected varieties
203667902, CH/203221903, CG



Optimum
3,000 when you buy 2

Quaker instant oatmeal 216-430 g or Pearl Milling Company pancake mix or syrup
710-905 g or standard oats 709 g-1 kg selected varieties
2138469, EA/2115024, EA



SALE
SAVE AT LEAST \$1

2⁹⁹

PC frozen vegetables
frozen
350-750 g
2015634, EA/2018191, EA



4⁹⁹

Breyers cream style ice cream, confectionery frozen dessert 1.05 L or Breyers Canadian frozen dessert
selected varieties frozen
2034435603, EA/2034435603, EA



SAVE \$3.98
when you buy 2

2/\$5
less than 2 \$4.68 ea.

Schnedders Lunchmate kits or stackers
selected varieties
90-132 g
2131034, EA/2130931, EA



SALE
SAVE \$3

17⁹⁹

PC Blue Manu Nova Scotian jumbo sea scallops
90-40 per lb frozen
400 g
2003918, EA



SALE
SAVE \$4

10⁹⁹

PC Splendid cold-pressed extra virgin olive oil
1 L
2008180, EA



SAVE THIS WEEK

5⁹⁹

Smucker's jam 500 mL or Nutella hazelnut spread 725 g
selected varieties
2038043001, EA/2043161, EA



SALE
SAVE \$1

6⁹⁹

Beel margarine 637/850 g or PC butter quarters 454 g
selected varieties
2027818002, EA/2027818001, EA



SAVE THIS WEEK

2⁹⁹

PC Naan 2's or mini Naan 4's, original or garlic
2022779, EA/2027624, EA



SAVE 98¢
when you buy 2

2/\$5
less than 2 \$2.59 ea.

Christie Crisper Bits & Bites 145 g or Christie Ritz or Wheat Thins crackers
175-200 g
selected varieties
2135833, EA/2147034, EA



SAVE THIS WEEK

2⁹⁹

Ocean's white tuna or Gold Seal solid white tuna
skinless, boneless
selected varieties
120/170 g
2190516, EA/2127207, EA



SAVE \$1.58
when you buy 2

2/\$10
less than 2 \$5.79 ea.

Old El Paso dinner kits 264-510 g or salsa 650 mL
selected varieties
203016001, EA/2029314, EA



4⁹⁹

Hershey Kisses 180 g or Reese's peanut butter filled hearts 91 g
selected varieties
2162285, EA/2147870, EA



Floral for the Lunar New Year

12⁸⁸ **16** **25**

Goosoo mum 6 inch
2156478, EA

lucky bamboo arrangement
selected varieties
2124282, EA

Lunar New Year bouquet
selected varieties
2141971, EA



PRICE DROP

149⁹

no name waffles
selected varieties frozen
8's
2030279001, EA/2030279002, EA



199⁹

no name zipper sandwich bags
100's
2018033, EA



99⁹

Colgate toothpaste or manual toothbrush
selected varieties and sizes
2031582, EA



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 FOR STORE HOURS.

Please call Customer Relations at 1-800-296-2332 or visit our website at loblaws.ca for your particular store's hours and for a list of the Loblaws locations that DO NOT participate in this type. See <http://www.loblaws.ca>, CA company policy terms and conditions, store patterns, which may vary by store location. We are not obligated to sell items based on errors or omissions in typography or photography. Pricing All references to "Save, Was, Now, Savings, etc." is in comparison to our own regular prices. Coupons must be presented and redeemed at time of purchase. Savings on items shown may vary at each store location. Applicable taxes, deposits, or environmental surcharges are extra. No cash for rebates due to "The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaws or its affiliates. All rights reserved. ©2024 Loblaws Inc. MasterCard and the MasterCard logo are trademarks of Mastercard Payments Inc. PayPal is a trademark of PayPal Inc. American Express is a trademark of American Express Company. 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 Sun Life of Canada. PC Financial and President's Choice Financial are registered trademarks of Loblaws Inc. The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaws or its affiliates. All rights reserved. ©2024 Loblaws Inc. 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. We are not obligated to award points based on errors or omissions. No cash value. See 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 no adjustments on 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. *Receive the points specified when you spend the qualifying dollar amount in the displayed participating products and/or categories before taxes and other redemptions and all coupons and discounts are deducted in a single transaction. **Valid for flyer 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

4⁹⁹

PC[®] Sweet Carolina blackberries product of Mexico 170 g 2137840001, EA



6⁹⁹

4 lb

Farmer's Market[™] mandarins product of Morocco or Turkey 4 lb bag 200548250011, EA



CANADA

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

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



ONTARIO

2⁴⁹
lb

greenhouse beefsteak tomatoes product of Mexico 5.49/kg 204281410011, EA



CANADA

4⁹⁹

10 lb

Farmer's Market[™] red, russet, white or yellow potatoes product of Canada, Canada no. 1 grade 10 lb 20051020001, EA/200510170011, EA



5⁹⁹

package of 3

large cauliflower each product of U.S.A. or romaine hearts 3's product of U.S.A. or Mexico 2013337001, EA/20087330001, EA



ONTARIO

2/\$12
less than 2 \$5.99 ea.

2,000⁺
when you buy 2

Taylor Farms chopped salad kits selected varieties product of U.S.A. 319-363 g 21381970, EA/21381971, EA



2/\$12
less than 2 \$5.99 ea.

1,000⁺
when you buy 2

\$2 Value

Bolthouse Farms smoothies or juice selected varieties product of U.S.A. 946 mL 20220410, EA/20220411, EA



\$1 Value

Farmer's Market[™] mini cucumbers product of U.S.A. 11's 210206703011, EA



from

\$6

package of 11

PREPARED in-store

personal snack platters prepared in-store daily selected varieties 213106370, EA/21310638, EA



Great to go

\$20

chicken, fajita, shrimp or gyro taco trays selected varieties 1-1.1 kg 21324620, EA



\$20

PREPARED in-store

12-piece chilled pack out wings and pizza or flatbread selected varieties 21323200, EA/21364640, EA



4⁶⁹

premium salads selected varieties 425-454 g 21044004, EA/21044011, EA



The Deli

5⁴⁹

Monsieur Gustav gouda selected varieties 170 g 21351697, EA



3⁹⁹
/100 g

PC[®] Free From[™] ham service case meats selected varieties 20972654, XG



14⁹⁹

Maple Leaf Natural Selections sliced meats selected varieties 375/400 g 20772016, EA



6⁴⁹

PC[®] layered dips selected varieties 425/454 g 20060620, EA/21310870, EA



Optimum[™]

Members get it.

see back page for details

1,000⁺
when you buy 2

tortilla chips 450 g
2/\$8
less than 2 \$5 ea.
21534615, EA



\$1 Value

MADE FRESH in-store

4,000⁺
when you buy 2

Babybel[®] 6's, Laughing Cow[®] 8's or Cheese Dippers 140 g selected varieties 20320107, EA/20514322, EA



\$4 Value

Great to go items plus applicable taxes

Butcher

8⁴⁹
lb

extra lean ground beef family pack 18.72 kg 20533116



air chilled **CANADA**

3⁹⁹ FREE FROM
lb

PC® Free From® whole chicken air chilled 8.80 kg 2154999 KC



air chilled **CANADA**

\$12 Value's Choice

PC® split chicken wings Air Chilled 730 g 21340373 EA



ONTARIO

18⁹⁹ CAP OFF (amount removed) BETTER VALUE
lb

prime rib premium oven roast cut from the hind Ontario born 4.54 kg 20812304 KC



6⁹⁹

Fontaine Family lean ground veal 454 g 21572329 EA



7⁴⁹ PREPARED in-store
lb

marinated pork tenderloin 16.51 kg 20533116



6⁹⁹

Maple Leaf or Schneiders bacon selected varieties 375 g 20732266 EA/20770731 EA



15⁹⁹

PC® meatballs 800-807 g or breaded chicken filets 907 g selected varieties frozen 20503229 EA/21163498 EA



14⁹⁹

PC® pies selected varieties frozen 800/900 g 20032749 EA/20956462 EA



Seafood

9⁹⁹ ASC
lb

fresh ASC tilapia filets 22.02/kg 2087817 KC



7⁹⁹

SeaQuest® colossal Pacific white shrimp raw Zipperback® 16-20 per lb 300 g or calamari rings uncooked 340 g frozen 20027178 EA/21043887 EA



10⁹⁹

PC® Organics smoked Atlantic salmon 100 g or PC® battered wild sea salt and vinegar haddock bites 454 g frozen 21463279 EA/21481047 EA



Bakery

4⁴⁹ BAKED in-store

mini braided strudels or maple pecan danish selected varieties 4's 21464022 EA



\$2 BAKED in-store

white bread, French or Italian bread 450 g 20345208 EA/21372373 EA



2/\$7 mix & match at \$2.99 ea

Wonder & D'Italiano bread & buns selected varieties and sizes 20538329 EA/20752512 EA/21460791 EA



2/8⁵⁰ less than 2 \$4.99 ea

Vachon snack cakes selected varieties 252-336 g 20005728 EA/20963461 EA



Optimum Members get it. see back page for details

9⁹⁹ Members-Only Price **13⁹⁹** Non-Members

PC® Thai basil shrimp spring rolls selected varieties, frozen 294 g 20500402 EA



Members save \$4

3⁴⁹ Members-Only Price **4⁷⁹** Non-Members

plain croissants baked in-store 6's 21020153 EA



Members save \$1.30

National Croissant Day Jan. 15th

Fresh seafood items subject to availability.

Optimum
POINTS DAYS
 January 25-31



APP EXCLUSIVE OFFER*

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APP EXCLUSIVE OFFER*

Members-Only Price **3.99** Non-Members **5.99** Members save **\$2**

PC® chocolate covered nuts or dried fruits
 selected varieties
 200-400 g
 21126662_EA/20311287_EA



APP EXCLUSIVE OFFER*

1,000 pts **\$1 Value**

blueberries
 product of Mexico
 pint
 2008137001_EA



APP EXCLUSIVE OFFER*

3,000 pts **\$3 Value**

when you buy 3

Campbell's, Habitant or Pacific Foods soups and broths or Pepperidge Farm Goldfish crackers
 selected varieties and sizes
 2032348001_EA/20300202_EA



APP EXCLUSIVE OFFER*

4,000 pts **\$4 Value**

when you buy 3

General Mills cereal
 selected varieties and sizes
 21103495_EA/21103499_EA



APP EXCLUSIVE OFFER*

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

for every \$14* spent on

Danone Activia, Oikos, Danino or Silk yogurt
 selected varieties and sizes
 2032512001_EA/2041815001_EA



APP EXCLUSIVE OFFER*

4,000 pts **\$4 Value**

when you buy 2

Maxwell House coffee
 selected varieties and sizes
 2032281001_EA/21233801_EA



APP EXCLUSIVE OFFER*

3,000 pts **\$3 Value**

when you buy 2

Tropicana, Starbucks iced coffee or Pure Leaf refrigerated beverages
 selected varieties and sizes
 2011576001_EA/21235530



APP EXCLUSIVE OFFER*

4,000 pts **\$4 Value**

for every \$10* spent on

Pringles, Pop-Tarts, Eggo waffles, Nutri-grain bars, Chee-it crackers, and other participating Kellogg's bars and snacks
 selected varieties and sizes
 21291111_EA/21003833_EA



APP EXCLUSIVE OFFER*

10,000 pts **\$10 Value**

for every \$25* spent on

Aveeno, Neutrogena, OGX or Maui products
 selected varieties and sizes
 2005318002_EA/21044073_EA



APP EXCLUSIVE OFFER*

10,000 pts **\$10 Value**

for every \$25* spent on

Jamieson vitamins or supplements
 selected varieties and sizes
 2032516001_EA/20342923_EA



APP EXCLUSIVE OFFER*

8,000 pts **\$8 Value**

for every \$20* spent on

Royale Tiger Towel paper towels
 selected varieties and sizes
 21488432_EA/21484941_EA



APP EXCLUSIVE OFFER*

15,000 pts **\$15 Value**

for every \$100* spent on

any combination of The Keg, Google Play, Ultimate Dining Card, Oop Inc, Branda, Boston Pizza, and PlayStation gift cards



*Google Play gift card purchases are subject to a \$20 limit. Offer expires after one year and cannot be used for subsequent transactions. Offer valid in-store only. Subject to availability. Selection may vary by store. We reserve the right to limit quantities. See gift card for details, terms & conditions. Offer applies to every \$100 spent on any combination of The Keg, Google Play, Ultimate Dining Card, Branda, Boston Pizza, Oop Inc, Branda, Boston Pizza, and PlayStation cards in a single transaction. Cannot be combined with any other gift card offers. Not valid on prior purchases. PC Optimum points cannot be redeemed toward the purchase of gift cards. All other trademarks are property of their respective owners.

APP EXCLUSIVE OFFER*

POINTS DAYS

Get Rewarded*
10,000 pts

When you spend \$50+ on Joe Fresh apparel.*

JOE FRESH

*Open your PC Optimum app or visit pcoptimum.ca to get the offer. Visit www.joefresh.com/offerdetails for full details.

APP EXCLUSIVE OFFER*

Open your app to get the offer
 Offer valid January 25-28.

POINTS DAYS

30 pts

30 bonus points per litre of fuel purchased at Esso™ or Mobil™ stations.*



*Conditions apply. Complete details on the PC Optimum app or at pcoptimum.ca/offer.

*From January 25-31, 2024 only, at across 4500+ locations in Canada, the PC Optimum Points Days event will provide PC Optimum members with the opportunity to earn Optimum points through special offers and promotions across all locations where PC Optimum points can be earned. For a list of participating locations and complete program details, please visit pcoptimum.ca/pointdays. Must be a registered PC Optimum member to load and get these offers.

Optimum
Members-Only Price **1.99** Non-Members **2.99** Members save **\$1**

Cadbury dairy milk chocolate bars
selected varieties
85-100 g
202270007, EA231270003, EA



Optimum
Members-Only Price **4.99** Non-Members **6.99** Members save **\$2**

mini seedless watermelons
product of Guatemala
each
201037001, EA



Optimum
3,000 when you buy 4 **\$3 Value**

Lay's potato chips, Tostitos tortilla chips or Smartfood ready to eat popcorn
selected varieties
130-300 g
2100002, EA12101



Optimum
1,000 when you buy 2 **\$1 Value**

Healthy Choice Steamers 269-306 g or Simply entrées 265-283 g
selected varieties frozen
3.99
2010000, EA270001, EA



Optimum
1,000 when you buy 2 **\$1 Value**

Quaker Crispy Minis or large rice cakes
selected varieties
90-173 g
2/\$7
less than 2.53.99 ea
201030000, EA1000000



Optimum
3,500 when you buy 2 **\$3.50 Value**

Liberté Méditerranée yogurt
selected varieties
4x100 g/500 g
2/\$8
less than 2.52.99 ea
2100000, EA2104566, EA



Optimum
5,000 when you buy 3 **\$5 Value**

Nestlé Drumstick 4's or Häagen-Dazs 414-450 mL or bars 3.4's or confectionery frozen dessert 1.6 L or bars 4-10's
selected varieties frozen
2020000, EA2000000



Optimum
2,000 when you buy 2 **\$2 Value**

Ben & Jerry's selected varieties frozen
473 mL
2/\$11
less than 2.56.99 ea
2100000, EA1000000



Optimum
1,000 when you buy 2 **\$1 Value**

Black Diamond cheese combos
selected varieties
129 g
2/\$10
less than 2.53.99 ea
2100000, EA1000000



Optimum
5,000 when you buy 3 **\$5 Value**

Coca-Cola soft drinks
6x170 mL mini bottle or 3x300 mL selected varieties
2010000, EA1000000



Optimum
5,000 when you buy 3 **\$5 Value**

Peace Tea or Nestea 12x241 mL or Powerade 6x691 mL or Powerade team pack or Glaceau 6x1 L
selected varieties
2100000, EA2000000



Optimum
1,000 when you buy 2 **\$1 Value**

Jack Link's jerky or snack sticks
selected varieties
65-150 g
\$5
2010000, EA1000000



Optimum
2,000 when you buy 3 **\$2 Value**

Leclerc Celebration cookies 249 g or Go Pure 140-176 g or Nuggabar 175 g
selected varieties
2/\$8
less than 2.52.99 ea
2010000, EA1000000



Optimum
5,000 when you buy 2 **\$5 Value**

Native body wash 510 mL, deodorant 75 g or hair care 177/187 mL
selected varieties
2100000, EA2000000



Optimum
1,000 when you buy 2 **\$1 Value**

Herbal Essences sprays
selected sizes and varieties
6.49
2100000, EA2000000



Optimum
4,000 when you buy 2 **\$4 Value**

Benlyin, Zarbee's or Motrin caplets, tablets, gels or liquids
selected varieties and sizes
2010000, EA2000000



Optimum
7,000 when you buy 2 **\$7 Value**

Huggies super big pack diapers or Goodnites training pants
28-105's
2/\$50
less than 2.58.99 ea
2010000, EA2000000



financial

POINTS DAYS
January 30-31

Earn a 200K welcome offer

Get more points, more perks and more PC[®] with the PC Insiders[™] World Elite Mastercard[®].

Apply today at pcfinancial.ca/morerewards

* Limited time offer. Conditions apply. For full details visit pcfinancial.ca/morerewards. PC[®] Mastercard[®] is provided by President's Choice Bank.

financial

POINTS DAYS
January 30-31

Earn up to 130K in welcome offers
No monthly fee

Bank. Shop. Get rewarded with a PC Money[™] Account.

Sign up today at pcfinancial.ca/earnmore

* Limited time offer. Conditions apply. For full details visit pcfinancial.ca/morerewards. PC Money[™] Account is provided by President's Choice Bank.

Optimum
POINTS DAYS
 January 25-31

Don't forget to shop your offers.

Get to free 3x faster* with the PC Optimum™ app.

*Data as of Dec. 31, 21, shows that PC Optimum™ members who load and shop their offers via the PC Optimum™ app or online account optimize on personalized points offers and reach the 750k (10,000 threshold) 3x faster on average than PC Optimum™ members not digitally engaged.

Optimum
1,000 PC
\$1 Value

cherto 355 g or Vero 680 g tomatoes product of Canada
5.99
 2104646001, EA/21068372001, EA

Optimum
1,000 PC
\$1 Value

The Little Potato Company potato kit product of Canada, Canada no. 1 grade selected varieties
4.99
 21031616, EA/210303008, EA

Optimum
1,000 PC
\$1 Value

Halos mandarins product of U.S.A.
 2 lb bag
6.99
 2109225001, KG

Optimum
2,000 PC
\$2 Value

PC® Organics baby king oyster or sliced king oyster 170 g or black oyster mushrooms 150 g product of Canada
4.49-5.99
 21048173, EA/21048173, EA

Optimum
1,000 PC
\$1 Value

Farmer's Market™ mangos product of Brasil 3's
4.99
 2138722001, EA

package of 3

Optimum
1,000 PC
\$1 Value

large pineapple product of Costa Rica each
4.99
 2011983001, EA

Optimum
1,000 PC
\$1 Value

Rooster® garlic product of China 1 kg bag
7.99
 2123863001, EA

Optimum
1,000 PC
\$1 Value

Wonderful Naturally seedless lemons product of U.S.A. 1 lb bag
4.99
 2128624001, EA

Optimum
1,500 PC
\$1.50 Value

Dr. Oetker pizza kits 700 g
2.99
 2102062, EA

Optimum
1,000 PC
\$1 Value

Giuseppe Stuffed Crust pizza selected varieties frozen 685-771 g
7.99
 2105099, EA/2105099, EA

Optimum
1,000 PC
\$1 Value

Cracker Barrel cheese bars 400 g or shreds 250-320 g selected varieties
6.99
 2129020, EA/2129020, EA

Optimum
3,000 PC
\$3 Value

Balzac's whole bean or ground coffee selected varieties 300/340 g
12.99
 2098162, EA

Optimum
1,000 PC
\$1 Value

Twinnings superbends tea bags selected varieties 10's
4.99
 21627643, EA

Optimum
3,000 PC
\$3 Value

PC® The Decadent® chocolate chips selected varieties 775 g/1 kg
9.99
 2043040, EA

Optimum
3,000 PC
\$3 Value

Monster energy drink selected varieties 4x473 mL
11.99
 2123862, C04/20937631, C04

Optimum
POINTS DAYS
 January 25-31

25,000,000 points to be won!

PC Health™ is giving away a total of 25,000,000 points to help you build healthy habits that last.

[Learn more](#)

Optimum
2,500 PC
\$2.50 Value

Hello Bello Club Pack diapers selected varieties 48-108's
24.99
 2028946, EA/2102047, EA

Optimum
6,000 PC
\$6 Value

PC® Club pack baby wipes selected varieties 1200's
\$20
 2143226, EA

5,000 ^{PTS}
for every \$20*
spent on

\$5
Value

Perrier slim cans 8x300 mL,
Perrier 6x500 mL,
Sanpellegrino 12x750 mL,
Sanpellegrino Momenti or
Natura! sparkling
water 6x330 mL or
Sanpellegrino
8x300 mL
selected varieties
#209889 EA, #209888 EA



8,000 ^{PTS}
for every \$20*
spent on

\$8
Value

Energizer
batteries
selected varieties
and sizes
#209889 EA, #209888 EA



*Customer is responsible for the payment of any applicable municipal and/or provincial deposit or product/packaging recycling fee that may apply.

2,000 ^{PTS}
for every \$10*
spent on

\$2
Value

Evian natural
spring water
selected varieties
500-750 mL, 1-1.5 L,
6x330 mL, 6x500 mL, 6x1 L
#209889 EA, #209888 EA



4,000 ^{PTS}
for every \$12*
spent on

\$4
Value

Nature valley
granola bars
selected varieties
130-690 g
#209889 EA



6,500 ^{PTS}
for every \$30*
spent on

\$6.50
Value

McCafé
or Van Houtte
coffee
selected varieties
and sizes
#209889 EA



4,500 ^{PTS}
for every \$20*
spent on

\$4.50
Value

Starbucks K-Cups 1
0% ground or bean
coffee 311-340 g,
cold brew
concentrate 346 mL,
instant coffee 90 g or
hot chocolate 300 g or
Carnation canisters
400/450 g or
envelopes 25 g
selected varieties
and sizes
#209889 EA



5,000 ^{PTS}
for every \$15*
spent on

\$5
Value

Red Bull
473/355 mL,
4/8's, 250 mL
selected varieties
#209889 EA, #209888 EA



5,000 ^{PTS}
for every \$20*
spent on

\$5
Value

St-Hubert or
Swiss Chalet pies
selected varieties frozen
470-800 g
#209889 EA, #209888 EA



4,000 ^{PTS}
for every \$15*
spent on

\$4
Value

Cadbury Easter
mini eggs 33-
400 g, 2's, Crème
egg 102 g or
Maynards candy
235 g
selected varieties
#209889 EA



5,000 ^{PTS}
for every \$20*
spent on

\$5
Value

Lindor
Amour hearts
100/150 g, novelty
30/120 g or Valentine
bags 150 g
selected varieties
#209889 EA, #209888 EA



4,000 ^{PTS}
for every \$30*
spent on

\$4
Value

Tena 12-48's
incontinence
underwear
or pads
selected varieties
and sizes
#209889 EA



3,000 ^{PTS}
for every \$15*
spent on

\$3
Value

Baby Gourmet
pouches, jars,
snacks or meals
selected varieties
23-360 g
#209889 EA, #209888 EA



10,000 ^{PTS}
for every \$30*
spent on

\$10
Value

Air Wick, Lysol,
Finish, Resolve,
Woolite or
Botanical Origin
selected varieties
#209889 EA



5,000 ^{PTS}
for every \$25*
spent on

\$5
Value

Downy liquid
fabric softener,
Downy, Gain or
Ivory beads or
Bounce sheets
selected varieties and sizes
#209889 EA, #209888 EA



7,000 ^{PTS}
for every \$25*
spent on

\$7
Value

Listerine
mouthwash,
Tylenol pain relief,
Polysporin or
BAND-AID
products
selected varieties
and sizes
each
#209889 EA, #209888 EA



6,000 ^{PTS}
for every \$20*
spent on

\$6
Value

Aleve or Aspirin
pain relief
tablets, caplets,
gels or rub
selected varieties
and sizes
#209889 EA, #209888 EA



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Pass

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Get 30,000 ^{PTS}

and a 1-month FREE trial of unlimited 50
delivery and pickup on eligible orders
when you sign up for an annual \$99.99
PC Express Pass.

SIGN UP

POINTS
DAYS
January 29-31



POINTS
DAYS
January 29-31

Mobile

Flash Sale!
Get 10GB of bonus data
for 12 months on \$30+ plans
PLUS
Get a bonus 10,000 ^{PTS} with
a SIM Card purchase

Offer ends January 31. *Conditions apply. Visit pccanada.ca for full details. Subject to change.



Grocery

10⁹⁹

no name[®] liquid, creamed honey 1 kg, Nature Valley granola bars 729-1280 g, Betty Crocker[®] or Huggs fruit snacks 637-907 g or Fibre 1 oats bars 640 g selected varieties 2003383, EA/2118527, EA



2⁹⁹

Post cereal selected varieties 311-550 g 2029548, EA/2142721, EA



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

Simply or Oasis drink or smoothies selected varieties 1.54/1.6 L 2119793, EA/2152919, EA



3⁹⁹

Liberte Greek yogurt 4x100 g or Classique yogurt 850 g selected varieties 20881752091, EA/20891732093, EA



5⁷⁹ **500[®]**

Fairlife ultrafiltered milk selected varieties 1.6 L 2118269, EA/2112837, EA



5⁹⁹

#MOOZal twist 228 g or Cracker Barrel cheese snacks 168 g selected varieties 2129608, EA/2140931, EA



2/\$10
less than 2 \$5.99 ea.

Black Diamond cheese slices selected varieties 2102230 or 2137880



3⁴⁹

TroStelle cream cheese selected varieties 200 g 2091916



SALE
SAVE UP TO

20%

Dalya vegan flatbread or pizza's selected varieties 327-550 g 20923827, EA/215



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

Peek Freans cookies selected varieties 275-350 g 20680229, EA/2068031, EA



2/\$5
less than 2 \$2.99 ea.

Dare Breton bites 122/200 g, Bold n Baked, Crips 100/150 g or Grissol crackers 120/200 g selected varieties 2031200091, EA/2121712



6⁴⁹ **500[®]**

Dare Bear Paw Family Pack 337/480 g 21081832, EA/2108183



2/\$8
less than 2 \$4.49 ea.

PC[®] The Decadent cookie selected varieties 280/300 g 20412217, EA/20412217, EA



11⁹⁹ **2,000[®]**

Felgers ground 544-816 g or Crank whole bean coffee 340 g selected varieties 2110093, EA/210093, EA



8⁹⁹

Van Houtte roast and ground coffee 340 g or Koup's or Red Rose tea 216's selected varieties 2083822, EA/2087301, EA



8⁹⁹

Kicking Horse organic ground coffee selected varieties 284 g 20885120001, EA/20885120001, EA



9⁹⁹

Whiskas cat food selected varieties 1.5/2 kg 20754091, EA



4⁹⁹

Pine-sol Cleaner 1.41 L or Clorox bleach 2.4 L selected varieties 2025867001, EA/2133171, EA



7⁹⁹

no name[®] outdoor waste bags selected varieties 10-40's 2084601, EA/2116466, EA



12⁹⁹

Purex 4.08-4.43 L, Persil 2.25 L or Sunlight 4 L laundry detergent, Snuggie fabric softener 2.8-3.41 L or sheets 200's selected varieties 2008327001, EA/2008327001, EA



Optimum Members get it. see back page for details

<p>6,000[®] for every *25 spent on</p> <p>Beyond dog food selected varieties 354 g-10.8 kg 2110096, EA/2110096, EA</p> <p>\$6 Value</p>	<p>14⁹⁹ 18⁹⁹ Members save \$4</p> <p>IAMS dog food selected varieties 2.72/3.18 kg 2091625, EA</p>	<p>3,500[®] for every *15 spent on</p> <p>Friskies cat food or treats selected varieties 156 g-7.5 kg 2016107, EA/2016107, EA</p> <p>\$3.50 Value</p>
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Taking care of your family



<p>5⁹⁹</p> <p>Head & Shoulders, Aussie or Herbal Essences hair care selected varieties and sizes 21283475, EA/21050016 EA</p>	<p>SALE SAVE UP TO 15%</p> <p>Secret or Old Spice antiperspirant or deodorant 4.5-107 g, 2x4.5 g, 175 mL selected varieties 20098994, EA/21163495 EA</p>	<p>5⁹⁹</p> <p>Sensodyne or ProNamel toothpaste 110 mL-135 mL, Crest Scope Classic 1 L mouthwash or Oral-B manual toothbrush selected varieties and sizes 2024791001 EA, 20948747 EA</p>	<p>4⁹⁹</p> <p>Sensodyne or ProNamel toothpaste 75-100 mL, Polident or Poligrin, Great 3D White or Pro-Health toothpaste, Scope Pro Health or Kids Rinse 500 mL or Oral-B manual toothbrush or floss 2038179001, EA/21352706 EA</p>
<p>7⁹⁹</p> <p>John Frieda, Batiste or Marc Anthony hair care selected varieties and sizes 2030282001 EA, 20803398 EA</p>	<p>SALE SAVE UP TO 20%</p> <p>Olay Regenerist Vitamin C + Peptide 24 Hydrating moisturizer or Nivea Q10 Power anti-wrinkle day cream selected varieties and sizes 20781182 EA, 2101170802 EA</p>	<p>SALE SAVE UP TO 20%</p> <p>Always pads 28-48's, liners 96-162's, Tampax Pearl 32-40's, base tampons 54's, U by Kotex tampons 31-34's, pads 28-34's or liners 64-100's selected varieties 2078162001 EA, 21018238 EA</p>	<p>SALE SAVE UP TO 25%</p> <p>One A Day adult multivitamins 60-130's or Flintstones children multivitamins 50-180's selected varieties 21448381, EA/21015215 EA</p>
<p>11⁹⁹</p> <p>Advil 40-150's, Voltaren 100-150 Motrin liquid-gels or 150 tablets 150's or Tylenol 72-150's pain relief tablets, caplets, gels or rubs selected varieties 2091548, EA/21288721 EA</p>	<p>SALE SAVE UP TO 20%</p> <p>Vitafusion, L'il Critters or Ddrops vitamins or supplements selected varieties and sizes 20024065, EA/20887729 EA</p>	<p>5⁹⁹</p> <p>Dove or Degree Dry Spray 1.07 g, Dove Advanced Care or Dove Men+Care antiperspirant or OZ deodorant 74 selected varieties 20848721, EA/21078322 EA</p>	<p>\$27</p> <p>Pampers super big pack diapers selected varieties 36-108's 21015153 EA, 21455660 EA</p>

<p>\$9⁹⁹</p> <p>Schick® Xtreme3® Sensitive 8's, Intuition® Advanced Moisture™, Quattro® or Hydro 5™ razors 3/6's selected varieties and sizes 20540002, EA/21086888 EA</p>	<p>\$7⁹⁹</p> <p>Playtex® Tampoon® or Stayfree® or Carefree® selected varieties and sizes 20796233 EA, 21007012 EA</p>
<p>\$2⁷⁹</p> <p>Edge® or Skintimate® Shave gel 158 g selected varieties 2030276001 EA</p>	<p>SAVE UP TO 20%</p> <p>Schick® Hydro® 8's or Schick® Intuition® 6's cartridges, selected varieties 20200814, EA/2047814 EA</p>

New Year, New Routine

<p>6⁴⁹ each</p> <p>Softsoap® Liquid Hand Soap Refill 1.47 L, selected varieties 21187194 EA</p>	<p>4⁴⁹ each</p> <p>Softsoap® or Irish Spring® Body Wash 591 mL, Irish Spring® Bar Soap 6 x 104.8 g or Softsoap® Liquid Hand Soap Pump 354 mL, selected varieties 21219276, EA/21436477 EA</p>	<p>1⁹⁹ each</p> <p>Softsoap® Liquid Hand Soap Pump 221 mL or Lady/Men's Speed Stick® Base 45/70 g, selected varieties 21072173, EA/20148312002 EA</p>
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Colgate-Palmolive Canada Inc.

Colgate Discover your best smile

<p>2⁹⁹ EA</p> <p>Colgate® premium toothpaste 75-150 mL or toothbrushes selected varieties 20598838, EA/21000610001 EA</p>	<p>4⁹⁹ EA</p> <p>Colgate® super premium toothpaste 75-170 mL or toothbrushes selected varieties 21220911, EA/21186153 EA</p>	<p>5⁹⁹ EA</p> <p>Colgate® mega premium toothpaste 70-133 mL or toothbrushes selected varieties 21350925, EA/21350987 EA</p>	<p>5⁹⁹ EA</p> <p>heller® toothpaste selected varieties 21350925, EA/21350987 EA</p>
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Colgate Total® and Sensitive Pro-Relief toothpastes fight cavities and sensitivity. Colgate® Optic White® fights cavities.

U Up to 100% leak-free protection

SAVE UP TO 20% OFF

U by Kotex® Pads and liners selected varieties and sizes

Optimum™ Members get it. See back page for details.

4,000⁰⁰ for every 115 spent on

\$4 Value

Colgate oral care selected varieties and sizes
21861712, EA/21517421 EA

Optimum™ Members get it. See back page for details.

500⁰⁰

50¢ Value

U by Kotex pads, liners, or tampons selected varieties 12-60's
20776374, EA/21361899 EA

TASTE OF SUPER BOWL

BUY A 30PC CHICKEN WINGS BUCKET WITH POTATO WEDGES, A BAG OF RUFFLES®, DORITOS® OR TOSTITOS® CHIPS (180-300 G, ANY FLAVOUR/VARIETY), AND A PEPSICO SOFT DRINK (6X222 ML OR 2 L) AND GET

7,000 **\$7 Value**

21041022, EA/71090975, EA

11 Participating products: Beverages: (any flavour/variety): Pepsi™, Pepsi Next™, Schweppes™, Crush™, Mtn Dew™, Mug™, Dr Pepper™ soft drinks (6 x 222 ml, 6 pack or 2L bottles); (any flavour/variety): Ruffles™ potato chips (180g - 300g), Doritos tortilla chips (210g - 235g), Tostitos™ tortilla chips (200g - 300g). EXCLUDES: Simply™, Good™, On the Border™ tortilla chips (140g).

OFFICIAL SPONSORS OF SUPER BOWL LVIII

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Sabra
TOUCHDOWN!
GAME DAY SNACKING

2/\$8 Sabra Hummus selected varieties 232 g 20101117, EA

2/\$12 Sabra Hummus selected varieties 482 g 21095638, EA

MARC ANGELO
#1 IMPORTED ITALIAN BRAND

MORTADELLA 175 g 21383148, EA from \$ 449

EUROPEAN CHARCUTERIE 100 g 21289363, EA \$ 699

ANTIPASTO MISTO AND ASSORTED 100 g 20883353, EA from \$ 729

ASSORTED SALAMI CHUBS 225-300 g 21337517, EA from \$ 949

100% PRODUCT OF ITALY

* Refers to the #1 Imported Deli Brand

Tart, sweet flavours of citrus

2/\$4 **4** large red grapefruit product of Turkey 2002019401, EA

3⁹⁹/_{lb} **3** chocolate oranges product of Spain 8.80kg 2108820081, KG

4⁹⁹ **4** Farmer's Market lemons product of Morocco, Spain or Turkey 2 lb 2079531601, EA

4⁹⁹ **4** Farmer's Market navel oranges product of Morocco, Spain or Turkey 3 lb bag 2010294501, EA

5⁹⁹ **5** Cara Cara oranges product of Morocco 3 lb bag or no name™ Naturally Imperfect limes product of Mexico 2 lb bag 2009774801, EA/2115213601, EA

Game day made easy
Order within 24hrs through Deli department or PC Express.

Ready to go

We offer a variety of premium platters from sandwiches, chicken favorites, samosas or salads

\$45/\$75 a variety of chicken favorites platter 21059273, EA/21059262, EA

\$12 vegetable samosa platter 21058727, EA

\$25-65 a premium offering of artisan sandwiches for all your catering needs 21058212, EA/21058213, EA

\$2.49 /100 g a selection of premium salads 20270914, EA

What if buying gas fuelled your points?

Only Esso[®] and Mobil[™] gas earns you PC Optimum[™] points.

Esso Mobil + Optimum

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FLAVOUR BRINGS US TOGETHER

2024 DRAGON

BEN'S ORIGINAL[™] Bistro Express[™] (240-250 g) **3/5 \$12**

BEN'S ORIGINAL[™] 10 Minute Dry Rice (1.6 kg) **\$12.99**

VII[®] Sauces (241-350 mL) **3/5 \$12**

"Rice on the plate makes for a more nutritious meal!"

Source: *Evaluation of rice consumption with overall diet quality and key nutrient intake. *Nutrition Health & Nutrition Examination Study (NHANES) 2009-2010

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Tim Hortons[®] Ground Coffee 300 g **8.99**

Tim Hortons[®] Instant Coffee 100 g **6.99**

Tim Hortons[®] K-Cup[®] Pods 10-12's **9.99**

Tim Hortons[®] Hot Chocolate 500 g **4.99**

Tim Hortons[®] Nespresso Compatible Capsules[™] 10's **6.99**

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Buy Any 1 Vicks liqui-caps 24's, VapoRub 190 mL, DayQuil or NyQuil liquids 354 mL, Selected Varieties **13.99**

Get 50% Off Crest Scope Classic Mint or Peppermint Mouthwash 1 L **20.94**

TRUSTED COLD SYMPTOM RELIEF FOR OVER 125 YEARS

IRRESISTIBLY FRESH BREATH

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Charmin[®] Ultra Soft

17.99 Charmin Bath Tissue, 12-48 roll, soft, 21549779_EA

*vs. leading US 1-ply bargain brand

Cleans Better So You Can Use Less^{}**

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+50% MORE ABSORBENT SO YOU CAN USE LESS!

17.99 Bounty Paper Towels, Select & Size 8-12 roll, 21515966_EA

Bounty The Quicker Picker Upper

*vs. leading ordinary brand

THE QUICKER PICKER UPPER

10.99 Bounty Napkin 400's, 21053171_EA

*vs. leading ordinary brand.

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Jamieson[®] vitamins, minerals & more

Probiotic 10 Billion

Omega-3 Select

Magnesium

ESSENTIAL

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SAVE UP TO 25% OFF

DEPEND[®] & POISE[®] convenience packs selected varieties and sizes 21532413_EA/21532414_EA

APP EXCLUSIVE OFFER*

10,000 pts for every *25 spent on

\$10 Value

Jamieson vitamins or supplements, selected varieties and sizes 20239993_EA/2023216001_EA

Optimum[™] Members get it. See back page for details

1,000 pts

\$1 Value

Depend[®] & Poise[®] convenience packs selected varieties and sizes 21532413_EA/21532414_EA

RISE TO NUTRITIOUS MORNINGS

\$6.99

ACTIVIA™ 12 x 65g
2502470001_1A

\$13.99

ACTIVIA™ 1.5L
250247001_1A

1 BILLION ACTIVE PROBIOTICS

2/\$13

ACTIVIA™ 1.5L
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\$4.99

ACTIVIA™ 50g
7162001_1A

2/\$3.50

ACTIVIA™ 1.5L
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ACTIVIA™ 1.5L
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ACTIVIA™ 1.5L
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\$5.99

ACTIVIA™ 1.5L
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*With more than 12 BILLION Active Probiotics per serving, a probiotic that contributes to healthy gut flora.

A CREAMY HIGH IN PROTEIN SNACK

\$6.99

Oikos™ 50g
250247001_1A

\$12.99

Oikos™ 1.5L
250247001_1A

3/\$12

Oikos™ 50g
250247001_1A

2/\$3.50

Oikos™ 100ml
250247001_1A

10-HOUR BREW BOLD AND SMOOTH TASTE

\$3.99

STOK™ 1.2L
250247001_1A

2/\$14.50

STOK™ 1.2L
250247001_1A

DANONE GO!

\$3.99

Danone Go™ 1.5L
250247001_1A

2/\$3.50

Danone Go™ 100ml
250247001_1A

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is taking over snack time.

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0% CREAMY OR LACTOSE-FREE
16 X 100 G, YOGURT
SELECTED VARIETIES

Source of Vitamin D

iöGO nano

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DRINKABLE YOGURT
900 ML
SELECTED VARIETIES

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CREAMY OR LACTOSE-FREE
80 G, YOGURT
SELECTED VARIETIES

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SELECTED VARIETIES

Astro

Naturally thick and creamy Balkan yogurt.

\$3.99

Astro Original Balkan yogurt
650/750 g
SELECTED VARIETIES

\$5.99

Astro Original yogurt
12 x 100 g
SELECTED VARIETIES

\$3.99

Astro Original Balkan Indulgent yogurt
625 g
SELECTED VARIETIES

siggi's

simple ingredients,
not a lot of sugar™

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siggi's
skyr yogurt
650/750 g
SELECTED VARIETIES

high in protein