

**CANADA'S  
MOST  
TRUSTED  
GROCERY  
STORE FOR  
LOW PRICES:**



\*Rated by Canadian shoppers based on the 2023 BrandSpark® Canadian Trust Study



**SAVE 53%**

**1.87**

**PKG OF 5 OR 6**

**AVOCADOS**  
product of Mexico  
weight:  
3514232001 SA



**SAVE 28%**

**2.88**

**2 LB BAG**

**FARMER'S MARKET  
LEMONS**  
product of Spain or Turkey  
weight:  
3094232001 SA



**SAVE UP TO 17%**

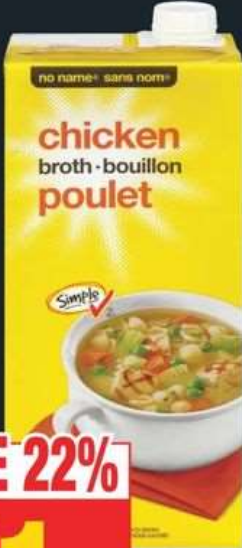
**2.88**

**PKG OF 4**

**RED OR GREEN PEPPERS**  
product of U.S.A.  
weight: average 100 g/3.5 oz  
3511232001 SA/3091232001 SA

# PRICE DROP

Lowered price for a longer time.



SAVE 22%

\$1

NO NAME®  
BROTH  
selected varieties  
100 ml  
bouillon  
21186111 SA



SAVE 16%

2.49

NO NAME®  
FROZEN FRUIT  
selected varieties  
300/400 g  
Fruits surgelés  
21142007 SA/21142106 SA



SAVE 14%

\$3

NO NAME®  
PIZZA  
selected varieties, frozen  
350-411 g  
pizza  
21141441 SA

**CANADA'S MOST TRUSTED GROCERY STORE FOR LOW PRICES!**



\*Voted by Canadian shoppers based on the 2023 BrandSpark® Canadian Trust Study.



FLYER PRICES EFFECTIVE THURSDAY, DECEMBER 28, 2023 TO WEDNESDAY, JANUARY 3, 2024.

 <p><b>SAVE UP TO 50%</b></p> <p><b>5<sup>99</sup></b></p> <p><b>SCHNEIDERS CHICKEN WINGS</b> 415 g or <b>SCHNITZEL</b> 430 g Frozen, selected varieties. valeur de produit au maximum 31031486 04/31272225 SA</p>	 <p><b>WOW!</b></p> <p><b>2<sup>99</sup></b> LB</p> <p><b>PORK BACK RIBS</b> fresh, organic package valeur de produit au maximum 4 28/kg 31031486 04/31272225 SA</p> <p><b>WHILE QUANTITIES LAST</b></p>
 <p><b>SAVE 28%</b></p> <p><b>2<sup>49</sup></b></p> <p><b>PC® DIPS - HUMMUS</b> selected varieties 227 g hummus 31031486 04/31272225 SA</p>	 <p><b>SAVE 33%</b></p> <p><b>3<sup>99</sup></b> 500 G</p> <p><b>NO NAME® BACON</b> regular or soft reduced bacon 31031486 04/31272225 SA</p>

**RAIN CHECK + pts** We'll honour a current flyer deal if we're sold out, plus give you 10% back in PC Optimum™ points.†

 <p><b>FARMER'S MARKET BUTTER CROISSANTS or LOAF CAKES</b> selected varieties 300-400 g croissants ou beignes au beurre au goût naturel quatre-quarts 31031486 04/31272225 SA</p> <p><b>SAVE UP TO 22%</b></p> <p><b>3<sup>88</sup></b></p>	 <p><b>UNICO BEANS, CHICK PEAS - LENTILS and/or TOMATOES</b> selected varieties 370 g or 400 g legumineuses de tomates 31031486 04/31272225 SA</p> <p><b>SAVE 30%</b></p> <p><b>1<sup>25</sup></b></p>
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 <p><b>NO. 817 ELEPHANT BRAND BASMATI RICE</b> selected varieties 5kg 31031486 04/31272225 SA</p> <p><b>SAVE UP TO 38%</b></p> <p><b>10<sup>99</sup></b></p>	 <p><b>NESCAFE® TASTER'S CHOICE INSTANT COFFEE</b> selected varieties 100/120 g café instant 31031486 04/31272225 SA</p> <p><b>4<sup>99</sup></b></p>	 <p><b>BREYERS CLASSIC® POPSICLE FROZEN DESSERT</b> selected varieties 1.6 L dessert gelé au fruit 31031486 04/31272225 SA</p> <p><b>SAVE 25%</b></p> <p><b>2<sup>99</sup></b></p>
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 <p><b>TIDE SIMPLY LIQUID LAUNDRY DETERGENT 2.1 L or FLEXY FABRIC SOFTENER 2.1 L or DRYER SHEETS 200</b> selected varieties allégé au concentration 31031486 04/31272225 SA</p> <p><b>SAVE UP TO 38%</b></p> <p><b>7<sup>99</sup></b></p>	 <p><b>LAY'S POTATO CHIPS 250/325 g or POPPABLES SNACKS 130 g</b> selected varieties croquettes au grignolet 31031486 04/31272225 SA</p> <p><b>SAVE 28%</b></p> <p><b>2<sup>49</sup></b></p>	 <p><b>CHRISTIE CRACKERS</b> selected varieties 175/200 g croquette 31031486 04/31272225 SA</p> <p><b>SAVE 19%</b></p> <p><b>\$2</b></p>
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**Deals from the past on select items.†**

	 <p><b>SEAQUEST® SHRIMP RING</b> from 227 g couronne de crevettes 31031486 04/31272225 SA</p>	<p><b>SAVE 37%</b></p> <p><b>\$5</b></p>
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**2.99**  
**3 LB BAG**  
**FARMER'S MARKET™ CARROTS - YELLOW ONIONS**  
product of Ontario, Canada inc. 1 grade  
carottes ou légumes jaunes  
3000727001 EA/3000190001 EA

**1.99**  
**BROCCOLI CROWNS**  
product of U.S.A.  
each  
courteson de brocoli  
110000001 EA

**2.99**  
**PKG OF 6**  
**FARMER'S MARKET™ MINI CUCUMBERS**  
product of Ontario, Canada inc. 1 grade  
mini courcoubures  
3000727000 EA

**2.99**  
**6 OZ CLAMSHELL**  
**BLACKBERRIES** product of Mexico or  
**BLUEBERRIES** product of Mexico, Peru or Chile  
inc. 1 grade 170 g  
mirras ou bleuets  
3000701001 EA/3000200001 EA

**FRESH GUARANTEE**

**If your produce isn't fresh, we'll replace AND refund it.\***

**2.99**  
**LB**  
**ROMA TOMATOES**  
product of Mexico, inc. 1 grade  
tomates Roma  
4.37 kg  
014101401 EA

**4.99**  
**4 LB BAG**  
**FARMER'S MARKET™ AMBROSIA™**  
**ROYAL GALA APPLES**  
**ORANGES**  
product of Canada, Canada Fancy grade  
product of Spain, Morocco or Turkey  
produits de grande qualité  
300000001 EA/300010001 EA

**1.29**  
**EA/LB**  
**RED MANGO**  
product of Brazil  
each  
mandarins rouges  
300000001 EA

**2.99**  
**EA/LB**  
**CANTALOUPE** each,  
product of Queensland, inc. 1 grade  
**RED GLOBE GRAPES** 4.37 kg  
product of Peru, inc. 1 grade  
mandarins rouges/raisins de table  
300000001 EA/300000001 EA

**1.99**  
**LB**  
**BARTLETT™ BOSC PEARS**  
product of U.S.A.,  
extra heavy grade or  
**ANJOU PEARS**  
product of Canada, Canada fancy grade  
pommes  
4.37 kg  
300000001 EA/300000001 EA

**3.99**  
**EA/LB**  
**CAULIFLOWER**  
product of U.S.A. or  
Mexico, inc. 1 grade  
chou-fleur  
300000001 EA

**4.99**  
**EA/LB**  
**CORED PINEAPPLE**  
product of Costa Rica  
900 g  
mandarins corez  
300000001 EA

**4.99**  
**EA/LB**  
**MANN'S FAMILY FAVORITES™ SNAP PEAS**  
product of U.S.A.  
471 g  
mandarins verts  
300000001 EA

**3.99**  
**EA/LB**  
**MARZETTI DIPS**  
product of U.S.A.  
refined varieties  
200 240 g  
mandarins  
300000001 EA/300000001 EA

**BETTER AS A MEMBER** \* Scan your PC Optimum™ app or swipe your card to get PC Optimum™ Members pricing or points. See back page for details.

**Get 4,000 pts** with the purchase of any 4 of the items below.

**2 LB BAG**  
**FARMER'S MARKET™ MANDARINS**  
product of Spain or Morocco

**680 G BAG**  
**PC™ LITTLE BEMS™ RED, YELLOW OR MIXED MINI POTATOES**  
product of Canada, Canada inc. 1 grade

**681 G**  
**PC™ AXIANY TOMATOES**  
product of Canada or U.S.A.  
product of Mexico

**PKG OF 2**  
**ROMAINE HEARTS**  
product of U.S.A. or Mexico

**\$4** value



**2.99**  
LB

**PORK HALF LOIN**  
boned-in, fresh, trimmed package  
demi-bœuf de porc  
303497-00

WHILE QUANTITIES LAST

**\$5**

**MEDIUM GROUND BEEF**  
fresh  
434 g  
bœuf haché  
3170321-04



**SAVE 20%**  
**7.99**

**REA ITALIAN SAUSAGES**  
selected varieties  
720 g  
saucisses  
3146901-04



**SCHNEIDERS JUICY JUMBOS** -  
**SMOKED SAUSAGES** 375-420 g or  
**MAPLE LEAF SMOKED SAUSAGES** 375 g  
selected varieties

**SAVE 17%**  
**4.99**



**5.99**

**SEAQUEST® COD, SOLE, TILAPIA,  
BASA, HADDOCK, WILD POLLOCK  
FILLET or PINK SALMON**  
selected varieties, frozen  
400 g  
filets de poisson au naturel sans  
3023172-04



**BALDERSON  
CHEESE** 200/280 g or  
**PC® GOAT  
CHEESE LOGS** 300 g  
selected varieties  
fromage or  
sachets de fromage  
3040911-04/3103170-04

**\$7**



**\$6**

**ZIGGY'S® SLICED  
DELI MEAT - STRIPS**  
selected varieties  
150-600 g  
tranches de porcées ou boviées  
3027782-04

**8.99**



**PILLAR'S PEPPERONI STICKS - BITES**  
selected varieties  
300-300 g  
bâtonnets ou bâtonnets de pepperoni  
3109138-04/3109131-04



**\$5**

**QUINN'S  
SWISS ROLLS**  
selected varieties  
400 g  
roulades suisses  
3170128-04/3170127-04



**D'ITALIANO  
BREAD** 400/473 g or  
**BUNS** 4/5's  
selected varieties  
pain ou petits pains  
3024973-04/3024974-04

**2/\$6**  
OR LESS THAN 2  
3.49 EACH



**PC® CINNAMON  
RAISIN BREAD** 473 g  
or  
**VACHON SNACK  
CAKES** 252-336 g  
selected varieties  
pain croustille et raisins  
ou petits gâteaux  
3020774-04/3020775-04

**2/\$6**  
OR LESS THAN 2  
3.49 EACH

# BUDGETS LOVE YELLOW.

no name®



(So switch)

ALWAYS

\$6

**NO NAME® CHICKEN NUGGETS,  
BURGERS - STRIPS**  
908 g  
pâtes en burgers ou  
bananes de poulet  
21193 04 SA

**NO NAME® BREAD**  
selected varieties  
675 g  
pain  
3136622 1A

1.99



**NO NAME® TUNA**  
selected varieties  
85/170 g  
thon  
208748209 1A/2021647 1A

\$1



**NO NAME® CHEWY - DIPPED  
GRANOLA BARS**  
selected varieties  
156-175 g  
barres granola  
2058657 1A

1.79



**NO NAME® BAKED BEANS**  
selected varieties  
278 ml  
boîtes  
201487002 1A

.99



2.29



**NO NAME® FRIES**  
selected varieties, frozen  
1 kg  
frites  
201203001 1A

2/\$8  
OR LESS THAN 2  
4.99 EACH

**NO NAME® CHEESE SLICES**  
selected varieties  
210/230 g  
tranches de fromage  
20742315 1A



3.99

**NO NAME® STIRRED YOGURT**  
selected varieties  
171 g  
yaourt  
204537481 1A/204537482 1A



**NO NAME® ROAST AND  
GROUND COFFEE**  
selected varieties  
925 g  
café torréfié et moulu  
2120616 1A

7.99



1.99

**NO NAME® LEMONADE -  
ICED TEA**  
selected varieties  
reconstitué  
1,75 L  
limonade ou thé glacé  
20762771 1A/2066677 1A



2.99



**NO NAME® COOKIES**  
selected varieties  
107 g  
biscuits  
2011487001 1A

9.99



\$2

**NO NAME® DETERGENT  
LIQUID**  
selected varieties  
1,25 L  
liquide  
2011487001 1A



2.99



**NO NAME® FOIL - 10 L  
DE PARCHMENT**  
papier d'aluminium  
2011487001 1A

3.79



**NO NAME® WASH**  
selected varieties  
1,7 L  
liquide  
2011487001 1A

4.49



**NO NAME® KITCHEN  
GARBAGE BAGS**  
20-40 L  
sacs  
2011487001 1A

**LOWER FOOD PRICES** is compared to full service supermarkets by keeping operating costs low. We don't have "bibs" like costly displays, elaborate fixtures or big advertising budgets, or in store services like meat carving or baking. Quantities and/or selection (flavour, colour, pattern, style) of items may be limited and not be available in all stores. No substitutions on clearance items or when quantities are advertised as limited. We reserve the right to limit purchase quantities per customer to reasonable family requirements. See notes for details. We are not obligated to sell items based on errors or misprints in typography or photography. **PRICING:** All savings claims (i.e. "Save", "Was", "1/2 Price", etc.) are in comparison to our lowest regular retail prices at No Frills locations. Savings on items shown may vary in each store location. Applicable taxes, discounts, or environmental surcharges are extra. **OUR PRICE** applies to select featured items in comparison to our regular retail price. **REGULAR PRICING** may vary by location. **COUPONS** must be presented and redeemed at time of purchase. **PRICE MATCH** if a Major Supermarket Competitor in a store's Geographic Trade Area, advertises a lower price, for an identical or comparable item that we carry in store, show us the competitor's advertisement only during the effective date of the competitor's advertisement and we will match that lower price. **FOR A LIST OF LOCAL COMPETITORS THAT ARE PART OF THAT STORE'S PRICE MATCH PROGRAM VISIT YOUR NO FRILLS® STORE.** We match identical items defined as same brand, item type, on the case of produce, meat and bakery, size and packaging, or comparable items in the case of private label. We determine "Major Supermarket Competitor" - "Geographic Trade Area", "Advertising" and "Comparable Item" solely at our discretion based on many factors which are subject to change over time. Excludes: "Special Get It", "Free", "Exclusive email or online pricing offer", participating items under the Save it Forward program (time-limited and loyalty program discount offers including PC Optimum Member Pricing). We may limit any price match quantity up to 4 per item. The "Price Match" program is applicable to departments owned and operated by No Frills Franchisor or Franchisor and does not apply to Gas, Station or Pharmacy and prescriptions as defined under applicable legislation. The "Price Match" program does not apply to any other third party operators on our premises such as Music, Seafood, Butcher or Bakery. Price match and/or all match requests do not apply to products sold and shipped by 3rd party Sellers on Marketplace. **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 [pcoptimum.ca](http://pcoptimum.ca). We are not obligated to award points based on errors or misprints. No cash value. See [nofrills.ca](http://nofrills.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. \*Have the points specified when you spend the qualifying dollar amount on the displayed participating products and/or categories before taxes and after redemption 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 Loblaw Inc. banner.

**Fresh Guarantee:** Applicable to eligible fresh produce items purchased at No Frills store locations or online at [nofrills.ca](http://nofrills.ca). If you are not completely satisfied with your eligible fresh produce item, we will replace it with an identical item, or in our discretion, a comparable item and provide you with a refund of the purchase price upon presentation of the item and your original receipt within 7 days of purchase at the No Frills store where purchase originated. The guarantee does not apply to produce items with a stated "best before" date (e.g. bagged salad kit, packaged bean sprouts) and may not be combined with any other offer. We reserve the right to cancel or change the terms of this guarantee at any time without notice. **Refreshback + PC Optimum Points:** Applies to out of stock items advertised in the current weekly flyer ("Promotion Period"). Refreshback can be used towards purchase of the unavailable item (subject to reasonable customer requirements) at the advertised flyer price plus 10% back in PC Optimum points when the item is back in stock or within 14 days of refreshback issue date. 10% back in PC Optimum points is calculated per item on the advertised flyer price. Refreshback requests must be made in-store during the Promotion Period. Refreshback must be redeemed in-store at the issuing store location. Refreshback + 10% does not apply to flyer items marked "while quantities last", gift cards, liquor, tobacco, seasonal and products which are privately regulated, or as we determine from time to time. Customers who are not PC Optimum program members will not be eligible to receive PC Optimum points. To become a member, visit [pcoptimum.ca](http://pcoptimum.ca). We reserve the right to cancel or change the terms of this offer at any time without notice. **Refreshback Prices:** Program applies to one item weekly, as advertised in-store/online at [nofrills.ca](http://nofrills.ca).



**SAVE 37%**

**2.50**

**6-PACK**

**NO NAME®  
SQUARE CONTAINER**

120 mL  
conteneur carré  
3019229 2A



**SAVE 37%**

**2.50**

**8-PACK**

**NO NAME®  
SNACK CONTAINER**

237 mL  
conteneur de collation  
3023713 2A



**\$4**

**4-PACK**

**NO NAME®  
RECTANGLE CONTAINER**

1 L  
conteneur rectangulaire  
3023713 2A



**SAVE 33%**

**\$4**

**NO NAME®  
FOOD STORAGE TRAYS**

5 L  
plateaux de rangement pour aliments  
3019229 2A

**SAVE UP TO 50%**  
**.99**

MINUTE MAID PUNCH, LEMONADE or NESTEA  
selected varieties, frozen 295 ml  
punch or lemonade on the glass  
300222701 SA 2041020 SA

**NESTEA**  
real fruit  
80 CALORIES  
235 ml

NO NAME® CHEESE  
cheese - fromage  
farmer's marbré  
27% M.F.M.G. - 44% MOISTURE/MOÛRE  
700 g  
Simple  
selected varieties 700 g  
fromage 30027272 SA

**SAVE 20%**  
**7.99**

**SAVE UP TO 35%**  
**2.79**

CHEEMO PEROGIES 813/707 g  
or VILLA PASTAS 400 g  
selected varieties, frozen  
perogies or pâtes  
30027174 SA 2122040 SA

**VILLA RAVIOLI**  
Ravioli  
3 FROMAGES / 3 CHEESE

**IMPERIAL MARGARINE**  
selected varieties  
1.28 kg / 2.81 lb  
margarine  
30008712 SA

**SAVE 22%**  
**6.99**

**PILLSBURY REFRIGERATED DOUGH**  
selected varieties  
278-400 g  
pâte réfrigérée  
30020001 SA 20300001 SA

**2.79**

Chocolatey Chip  
grains  
cereal  
30020001 SA

Cinnamon Rolls  
Brioche  
in  
caramel  
30020001 SA

**BLACK DIAMOND CHEESE STICKS**  
selected varieties  
171 g  
fromage  
30027272 SA

**5.49**

**POGO**  
Original  
10

**7.99**

**POGO**  
selected varieties, frozen  
8/100 g  
marchandise congelée  
30020001 SA

**LANTIC FINE GRANULATED SUGAR**  
2 kg  
sucre  
30100001 SA

**2.49**

**INTERNATIONAL DELIGHT COFFEE ENHANCER**  
selected varieties  
945 ml  
améliorateur pour café  
30020001 SA

**4.49**

**Nesquik**  
POUR LAQUELLE  
CARNATION  
HOT CHOCOLATE  
NESQUIK SYRUP  
POWDER  
selected varieties  
440/700 ml or 140 g  
30020001 SA

**4.99**

**Knorr**  
VEGETABLE  
SOUP  
Lipton  
Chicken Noodle  
Poulet et nouilles

**1.99**

**KNORR or LIPTON SOUP MIX**  
selected varieties  
40/100 g  
mélange à soupe  
30027174 SA 20300001 SA

**CLASSICO SAUCE**  
selected varieties  
410/630 ml  
sauce  
30020001 SA

**3.33**

**FRENCH'S KETCHUP**  
210 ml / 7.1  
ketchup  
30020001 SA

**4.29**

**SMUCKER'S JAM, MARMALADE or JELLY**  
selected varieties  
230/200 g  
confiture ou gelée  
30020001 SA

**4.79**

**Old Dutch RESTAURANTE**  
RESTAURANTE  
TORTILLA CHIPS  
HUNGRY  
DUMPTY  
SNACKS  
selected varieties  
200/200 g  
santitas de tortilla ou  
snacks  
30020001 SA

**2.99**

**GO GO SQUEEZ**  
FRUIT SAUCE  
POUCHES  
DOLE  
FRUIT  
BOWLS  
FRUIT  
SNACKS  
selected varieties  
pouches de fruits ou  
boîtes de fruits  
30020001 SA

**2.99**

**Tostitos**  
RESTAURANTE  
TORTILLA CHIPS  
selected varieties  
200/200 g  
santitas de tortilla  
30020001 SA

**3.49**

**COCA-COLA or PEPSI SOFT DRINKS**  
selected varieties  
2 l  
boisson gazeuse  
30020001 SA

**1.39**

**NO NAME® NAPKINS**  
selected varieties  
100  
serviettes  
30020001 SA

**4.99**

**UNICO SUNFLOWER OIL**  
2 l  
huile de tournesol  
30020001 SA

**14.99**

**TIDE PODS**  
LAUNDRY  
DETERGENT,  
DOWHY or GAIN  
FABRIC SOFTENER  
4.5 L  
SCENT  
BOOSTERS  
TIDE ZERO  
LIQUID LAUNDRY  
DETERGENT  
selected varieties  
400/200 g  
30020001 SA

**16.99**



# PRICE DROP

Lowered price for a longer time.



**PRICE DROP**  
**\$3**

**PC® OATMEAL**  
selected varieties  
344/344 g  
gross  
1100717 04/11/2019 04



**PRICE DROP**  
**349**

**PC® TEA** 44/77 L  
**NO NAME® COFFEE WHITENER** 450 g or **COFFEE FILTERS** 100  
selected varieties  
Not all selected  
1007716 04/11/2019 04

**LECLERC NUGABAR** or **GO PURE**  
**OATMEAL BARS**  
selected varieties  
140/175 g  
gross  
1100718 04/11/2019 04

**PRICE DROP**  
**249**



**PRICE DROP**  
**329**

**OASIS JUICE** or **ARIZONA ICED TEA** 6/200 mL or **SUNRYPE JUICE** 1.36 L  
selected varieties  
Not all selected  
1011740 04/11/2019 04



**PRICE DROP**  
**449**

**MINUTE MAID NUTRI** or **ZERO SUGAR ADDED DRINKS** or **OASIS HEALTH BREAK** or **SMOOTHIE**  
selected varieties, refrigerated  
1.36/1.73 L  
bottomless or bottomless twinpack  
1104119 04/11/2019 04



**PRICE DROP**  
**599**

**LIBERTÉ GREEK**  
450/750 g  
**MEDITERRANÉE** 400 g  
**YOPLAIT YOP NO SUGAR ADDED** or **YOP DRINKABLE** or **YOGURT**  
selected varieties  
yogurt or yogurt & honey  
1104119 04/11/2019 04



**PRICE DROP**  
**269**

**TIM HORTONS SOUP** 340 mL or **CHILI** 425 g  
selected varieties  
1100718 04/11/2019 04



**PRICE DROP**  
**279**

**LECLERC CELEBRATION COOKIES**  
selected varieties  
240/225 g  
bottomless  
1001770 04/11/2019 04



**PRICE DROP**  
**299**

**PC® ORGANICS ORGANIC PASTA**  
selected varieties  
454 g  
bottomless  
1004002 04/11/2019 04



**PRICE DROP**  
**479**

**ZIPLOC STORAGE BAGS**  
selected varieties  
10/17 L  
bottomless  
1001770 04/11/2019 04



**PRICE DROP**  
**699**

**SANPELLEGRINO SPARKLING FRUIT BEVERAGES**  
selected varieties  
60/330 mL  
bottomless  
1001770 04/11/2019 04



**PRICE DROP**  
**\$7**

**THE STELLE CHEESE TWIN PACK**  
selected varieties  
240/240 g  
bottomless  
1100718 04/11/2019 04



**PRICE DROP**  
**1099**

**SEQUEST® SHRIMP RING WITH SAUCE**  
255 g  
bottomless  
1001770 04/11/2019 04



**PRICE DROP**  
**499**

**IRISH SPRING BODY WASH** or **BAR SOAP** or **SOFTSOAP BODY WASH**  
375 mL  
selected varieties  
1001770 04/11/2019 04



**PRICE DROP**  
**499**

**L'ORÉAL PARIS HAIR EXPERTISE**  
selected varieties  
170/200 mL  
pack de trois ou  
bottomless  
1001770 04/11/2019 04



**PRICE DROP**  
**399**

**LYSOL MULTI SURFACE CLEANER SPRAYS**  
450/500 mL  
selected varieties  
bottomless  
1001770 04/11/2019 04



**PRICE DROP**  
**3199**

**ALPO COOKOUT CLASSICS DRY DOG FOOD**  
11 kg  
gross  
1001770 04/11/2019 04

# DEALS ON NATURAL FOODS



Foodland ONTARIO

**2.49**

**227 G**

**PC<sup>®</sup> ORGANICS WHOLE WHITE or CREMINI MUSHROOMS**  
product of Ontario  
champignons blancs ou cremini entiers  
2128111 04/2100249 04



**7.99**

**BEYOND SAUSAGE ITALIAN SAUSAGES 400 g or IMPOSSIBLE PLANT BASED BURGER PATTIES 227 g**  
selected varieties  
saucesseaux au goût d'italien à base de plantes ou galettes à burger à base de plantes  
2128111 04/2100222 04



**4.99**

**NATURE'S PATH SUNRISE ORGANIC CEREAL**  
selected varieties  
200 g  
céréales biologiques  
202201011 04/2100222 04



**2.79**

**BLUE DIAMOND ALMOND BREEZE BEVERAGE**  
selected varieties  
946 mL  
boisson  
2022717004 04



**3.99**

**POPCORNERS CHIPS**  
selected varieties  
142 g  
croustilles  
2128111 04/2100222 04



**\$5**

**SILVER HILLS BREAD**  
400-480 g  
pain  
2128111 04/2100222 04



**2.99**

**PC<sup>®</sup> ORGANICS LEMONADE APPLE JUICE 1.26 L**  
selected varieties  
boisson  
2128111 04/2100222 04



**4.49**

**PC<sup>®</sup> ORGANICS PEANUT BUTTER**  
selected varieties  
300 g  
beurre d'arachide  
202201011 04/2100222 04



**2.49**

**CLIF BARS, BUILDERS or NUT BUTTER BARS**  
selected varieties  
50/68 g  
barres  
202201011 04/2100222 04



**2.99**

**RXBAR**  
selected varieties  
17 g  
barres  
2128111 04/2100222 04



**3.75**

**SMART SWEETS GUMMIES**  
selected varieties  
30 g  
bonbons gélifiés  
2128111 04/2100222 04




**25.99**

**VEGA PLANT-BASED PROTEIN & GREENS DRINK MIX**  
selected varieties  
510-520 g  
mélange à boisson protéinée à base de plantes  
202201011 04/2100222 04



AVAILABLE AT SELECT LOCATIONS ONLY

ONLINE TV INFO

 President's Choice®

Holiday 2023

# Insiders Report™

CELEBRATING OUR 40<sup>TH</sup> YEAR



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Holiday Edition



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**From France to your oven.**

Silky chocolate, sweet raspberry or buttery. Whatever your filling, 16 layers of French butter make PC® croissants sing.

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

**PC® READY TO BAKE - ALL-BUTTER CROISSANTS**  
 selected varieties  
 312-360 g  
 21545111\_EA

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

**PC® INSTANT COFFEE**  
 selected varieties  
 80/100 g  
 21500188\_EA/21501027\_EA/21499826\_EA/21501032\_EA

**3<sup>29</sup>**

**PC® GREEK YOGURT**  
 selected varieties  
 4x100 g  
 21545662\_EA/21545664\_EA

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

**PC® BACON**  
 375 g  
 21538773\_EA

**3<sup>29</sup>**

**PC® PANCAKE MIX**  
 selected varieties  
 905 g  
 20175129\_EA

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

**PC® 100% PURE MAPLE SYRUP**  
 500 ml  
 20049221\_EA



## Turkey feast – now on the BBQ.

Bundle up and brush off the BBQ because you're serving up white & dark meat, stuffing and cranberries all in one bite.



**\$15**

### PC® HOLIDAY FEAST TURKEY STUFFING BURGERS

frozen  
568 g  
21530578\_EA



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

### PC® THAI BASIL SHRIMP SPRING ROLLS

frozen  
294 g  
20950440\_EA



**4<sup>49</sup>**

### PC® CRANBERRY GINGER ALE FLAVOUR SPARKLING WATER

12x355 mL  
21518579\_C01



**2/\$5**

### PC® KETTLE, LOADS OF, or WORLD OF FLAVOURS CHIPS

selected varieties  
200 g  
21538818\_EA



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

### PC® BLACK LABEL PIZZA

selected varieties, frozen  
370/420 g  
21531410\_EA/21531412\_EA/21531415\_EA



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

### PC® WOOD FIRED PIZZA

selected varieties, frozen  
351-413 g  
21540352\_EA/21540347\_EA/21540359\_EA/21540406\_EA  
21540423\_EA/21540407\_EA/21540422\_EA/21540427\_EA



**Decades of The Decadent® devotion.**

A quest for the perfect cookie helped us all discover our devotion to The Decadent®. Decades later, that same cookie has inspired an entire collection of deliciously indulgent treats.



**3.49**

**PC® THE DECADENT® COOKIES**  
selected varieties  
280/300 g  
20612257\_EA



**\$15**

**PC® CHICKEN WINGS**  
selected varieties, frozen  
907 g  
20708932\_EA



**\$7**

**PC® GOAT CHEESE LOGS**  
selected varieties  
300 g  
20569735\_EA



**2.99**

**PC® SCALLOPED CRACKERS**  
selected varieties  
185 g  
20603888003\_EA



**14.99**

**PC® ROAST AND GROUND COFFEE**  
selected varieties  
875/930 g  
21393374\_EA



**8.49**

**PC® CHEESECAKE**  
selected varieties, frozen  
600 g  
20318102\_EA



## PC® peppermint perfection.

Here at PC®, crisp peppermint brightens everything from your favourite morning coffee to crowd-pleasing desserts.



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

### PC® CANDY CANE COOKIE DOUGH ICE CREAM BITES

frozen  
6 x 30 mL  
21545109\_EA



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

### PC® CANDY CANE CHOCOLATE FUDGE CRACKLE™ ICE CREAM

1.5 L  
20810224\_EA



**7<sup>49</sup>**

### PC® ICE CREAM CUPCAKES

selected varieties, frozen  
232 g  
21548674\_EA/21549040\_EA



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

### PC® MERINGATA MERINGUE DESSERT

selected varieties  
260 g  
21549377\_EA/21549434\_EA



**\$6**

### PC® CHOCOLATE GOLD BARS

selected varieties  
300 g  
20307295\_EA



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

### PC® BLACK LABEL COUVERTURES

selected varieties  
250 g  
21546256\_EA/21546188\_EA/21546261\_EA



Exclusive home  
of PC® products:

**NOFRILLS**

Prices effective Thursday, November 2nd 2023 to Wednesday, January 3rd 2024

CUSTOMER RELATIONS 1-866-98-SMILE (76453). VISIT [nofrills.ca](http://nofrills.ca) FOR STORE HOURS.

## PRICE MATCH

find a cheaper price and we'll match it.\*

**LOWER FOOD PRICES** as compared to full service supermarkets by keeping operating costs low. We don't have "frills" like costly displays, elaborate fixtures or big advertising budgets, or in-store services like meat carving or baking. We do not offer Rainchecks. Quantities and/or selection (flavour, colour, patterns, style) of items may be limited and not be available in all stores. No substitutions on clearance items or when quantities are advertised as limited. We reserve the right to limit purchase quantities per customer to reasonable family requirements. See in-store for details. We are not obligated to sell items based on errors or misprints in typography or photography. **PRICING:** All savings claims (i.e. "Save", "Was", "1/2 Price", etc.) are in comparison to our lowest regular retail prices at No Frills locations. Savings on items shown may vary in each store location. Applicable taxes, deposits, or environmental surcharges are extra. **OUR PRICE** applies to select featured items in comparison to our regular retail price. **REGULAR PRICING** may vary by location. **COUPONS** must be presented and redeemed at time of purchase.

†**PRICE MATCH** If a Major Supermarket Competitor in a store's Geographic Trade Area, advertises a lower price, for an identical or comparable item that we carry in store, show us the competitor's advertisement only during the effective date of the competitor's advertisement and we will match that lower price. **FOR A LIST OF LOCAL COMPETITORS THAT ARE PART OF THAT STORE'S PRICE MATCH PROGRAM VISIT YOUR NO FRILLS STORE.** We match identical items defined as same brand, item type (in the case of produce, meat and bakery), size and attributes, or comparable items in the case of private label. We determine "Major Supermarket Competitors", "Geographic Trade Areas", "Advertising" and "Comparable Items" solely at our discretion based on many factors which are subject to change over time. Excludes: "Spend X Get X", "Free", "Exclusive email or online pricing offers", and loyalty program discount offers including PC Optimum Member Pricing. We may limit any price match quantity up to 4 per item. The "Price Match" program is applicable to departments owned and operated by the No Frills Franchisee or Franchisor and does not apply to Gas Stations, or Pharmacy and prescriptions as defined under applicable legislation. The "Price Match" program does not apply to any other third party operators on our premises such as: Meat, Seafood, Barbecue or Bakery. Price match and/or ad match requests do not apply to products sold and shipped by 3rd party Sellers on Marketplace.

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If your produce isn't fresh, we'll replace AND refund it.



We'll honour a current flyer deal if we're sold out, plus give you 10% back in PC Optimum™ points.



Deals from the past on select items.

The  **NOFRILLS** thing to do.

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Scan the QR code to sign up.

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Text "OFFER" to 374557 (FRILLS)\*



\*Standard message and data rates may apply.