









Offer valid in-store at participating locations between February 6 - February 26, 2025 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.























for every \$100* spent on baby diapers, training pants, wipes, food, formula, accessories or toiletries excludes apparel







































Zehrs

CUSTOMER RELATIONS 1-866-541-6315. VISIT zehrs.ca FOR STORE HOURS.

Quantities and/or selection of items may be limited and may not be available in all stores. For inquiries on product availability at your store please contact Customer Relations at the above phone number. No Rainchecks OR Substitutions on clearance items or where quantities are advertised as limited. Advertised regular pricing and product selection (flavour, colour, patterns, style) 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, 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 in each store location. Applicable taxes, deposits, or environmental suncharges are entra. No sales to retail outlets. 6/1TM The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaws Inc. and others. All rights reserved. © 2025 Loblaws Inc. MasterCard and the MasterCard Brand Mark are registered trademarks and PayPass is a trademark of MasterCard International Incorporated. President's Choice Bank a licensee of marks. PC Optimum" program is provided by President's Choice Services Inc. President's Choice Financial MasterCard is provided by President's Choice Financial are registered trademarks of Loblaws Inc. Trademarks used under licence. We reserve the right to limit quantities to reasonable family requirements.

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. We are not obligated to award points based on errors or misprints. No cash value. See zehrs.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 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 on the displayed participating product(s) and/or category/jes) before taxes and after 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

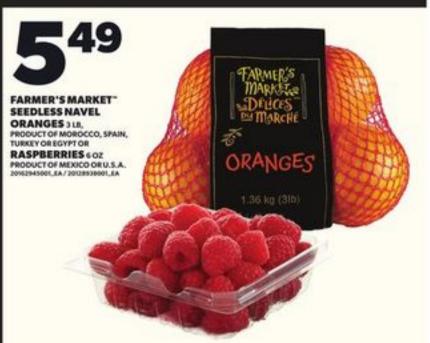
non-PC Optimum¹¹ members. Taxes applicable on the purchase amount after discounts. PC Optimum¹² member pricing is not applicable to any price match programs for participating stores operating under the Lobians Inc. banner.

OUTDOOR/SEASONAL: For your local store's hours and for a list of Zehrs locations that DO NOT participate in this flyer, visit www.zehrs.ca or call Customer Relations at 1-866-541-6315. Quantities and/or selection of items may be limited and may not be available in all stores. Outdoor seasonal items (e.g., lawn and garden) may only be available at select store locations. Please check your local store for pricing, limits and availability. We reserve the right to limit quantities to reasonable family requirements. Rainchecks may be available for out of stock items excluding clearance items or where quantities are advertised as limited. We reserve the right to substitute the out of stock item for an equivalent item in lieu providing a raincheck. Advertised regular pricing and product selection (flavour, colour, patterns, style) may vary by store location. All references in our flyer to "Save", "Was", "Now" etc. is in comparison to our own regular prices. Savings on items advertised within flyer may vary by store location. Coupons must be presented and redeemed at time of purchase. We are not obligated to sell items based on errors or misprints in hypography or photography. Applicable taxes, deposits, or environmental surcharges are extra. No sales to retail outlets. (8)** The trademarks, service marks and logos displayed in this flyer are trademarks of Loblaws Inc. and others. All rights reserved. (C2025 Loblaws Inc. \$\$\frac{1}{2}\$ PRICE DROP offer valid in-store at participating locations between February 26, 2025 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.

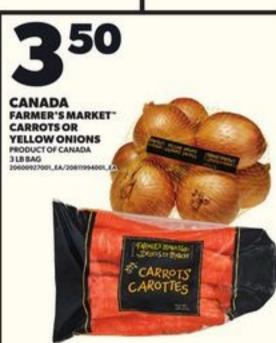


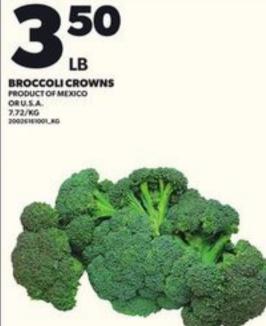
If it's not fresh, it's free.*











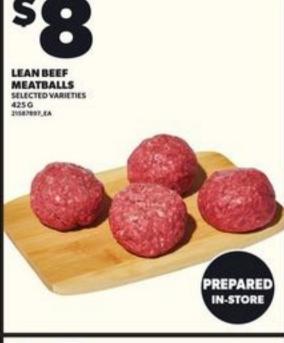






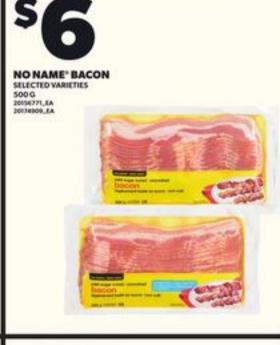
*Fresh Promise: Applicable to eligible fresh produce items purchased at Zehrs store locations or online at zehrs.cs. If you are not completely satisfied with your eligible fresh produce item, we will replace it with an identical item, or in our discretion, a comparable item and provide you with a refund of the purchase price upon presentation of the item and your original receipt within 7 days of purchase at the Zehrs store where purchase originated. The fresh promise 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.











MUSSELS

250 G 21383400,EA









FRESH VALUE





























PC" SLICED DELI

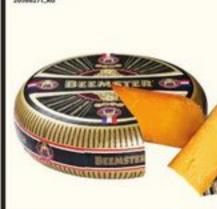
MEATS 175 G OR

DELICHEESE

SLICES 140-170 G SELECTED VARIETIES











BLACK POREST HAM JAMES NOW! NOW







MAPLE FEST



PC" HOT SMOKED CANDIED OR SPICY SALMON STRIPS

150 G 20976930,EA



PORK SAUSAGE

375 G 21584504_EA



CLARK BAKED BEANS SELECTED VARIETIES



PLANTERS MAPLE SYRUP PEANUTS



PC* BLACK LABEL MAPLE BUTTER



Dare

PC* BBQ SAUCE SELECTED VARIETIES SOOML 21021473_EA



149

BRAIDED STRUDEL



OR \$4.99 EA. DARE ULTIMATE COOKIES, VIVA PUFFS,

Maple WHIPPET OR WAGON WHEELS SELECTED VARIETIES Whippet

599

SAVÖRSANDWICH **COOKIES MAPLE**

LEAF ORGANIC 325 G 21581275, EA



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2/\$

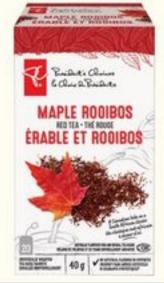
OR \$3.99 EA.

NO NAME* MARSHMALLOW OR PC* MAPLE MARSHMALLOWS

SELECTED VARIETIES 400 G 21008975_EA



PC" HERBALTEA 20'S 21467336_EA



PC* UNIT DOSE PODS 12'S OR TWININGS SUPER BLENDS TEA 18'S SELECTED VARIETIES 20060834_EA



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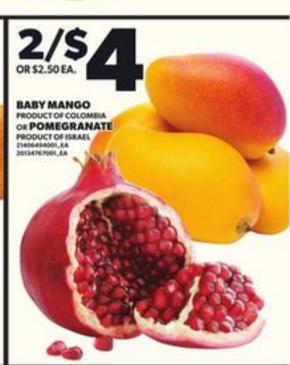


TASTE OF THE TROPICS







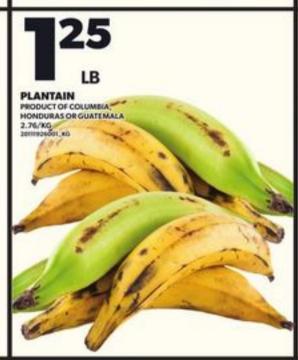




















GROCERY































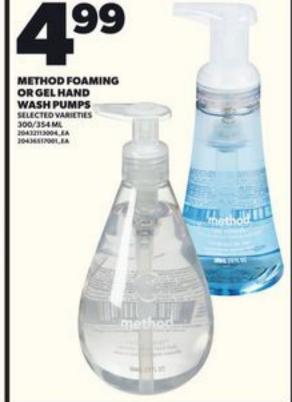






FOR YOUR FAMILY

































FOR YOUR FAMILY













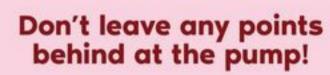














Add your phone number to your account on the PC Optimum's app. Enter your phone number on the pump keypad before entering your payment card.



Insert your PC Optimum** card into the card reader before entering your payment card.



Pay with your PC" Mastercard" and earn points on fuel."









0% Fragrances, Parabens, Latex* & Elemental Chlorine



Pampers Pure super big pack diapers selected varieties size N-6, 42-82's

21246795_EA





@ 2025 P&G







Blessed Ramadan

Share the joy of Iftar with more value than ever.









































CELSIUS® ENERGY DRINK SELECTED VARIETIES 21648227 EA/21648038 EA



















Don't leave any points behind at the pump!



Add your phone number to your account on the PC Optimum™ app. Enter your phone number on the pump keypad before entering your payment card.



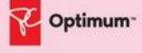
Insert your PC Optimum™ card into the card reader before entering your payment card.



Pay with your PC* Mastercard* and earn points on fuel.1







¹ Points amount shown includes the 10 points per dollar for all purchases with the President's Choice Financial" Mastercard*. In addition, earn at least 10 PC Optimum™ points per purchased litre of gasoline or diesel fuel at Esso™ stations in Canada when you pay with your President's Choice Financial" Mastercard*. You will also earn at least 10 PC Optimum™ loyalty members at Esso™ stations. Should fuel prices fait below \$1.1. causing total points per litre an awarded to fait below 30 points per litre, points will be topped up to ensure a minimum of 30 points per litre are awarded in at transactions paid with a PC Financial* at Esso™ locations. For fait details including how points are awarded to your PC Optimum™ account and rounding rules, visit pofinancial calentegel-suffigo-optimum-mastercard* PC*, PC Financial*, and the circles design is a trademark of Mastercard International Incorporated. President's Choice Blank is a licensee of the marks. President's Choice Financial* Mastercard* is provided by President's Choice Blank. Esso is a trademark of Imperial Oil, licensee.