

New England Grocery Flyer Week Reference

Store	Flyer Week (Start → End)
ALDI	Wednesday → Tuesday
Price Rite	Wednesday → Tuesday
Save A Lot	Wednesday → Tuesday
Stop & Shop	Thursday → Wednesday
Big Y	Thursday → Wednesday
BJ's Wholesale	Thursday → Wednesday
Shaw's / Star Market	Friday → Thursday
Roche Bros.	Friday → Thursday
Market Basket (DeMoulas)	Sunday → Saturday
Hannaford	Sunday → Saturday
Price Chopper / Market 32	Sunday → Saturday
Wegmans	Sunday → Saturday
Target (Groceries)	Sunday → Saturday
Trader Joe's	No fixed weekly flyer
Whole Foods Market	Varies (often Wednesday promos)
Costco	Monthly coupon book
Walmart (Groceries)	No traditional weekly flyer