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Introducing Club Sobeys. A new membership program that's free and easy to use. Every time you shop you'll earn valuable points that you can redeem to save money instantly at the till. Or to get free merchandise. Or sign up to automatically convert your points to Aeroplan® Miles. You have to buy groceries anyway, why not reward yourself doing it? Find out more at [clubsobeys.com](http://clubsobeys.com), 1-877-7SOBEYS or simply ask one of our Sobeys in-store staff.

