



BIG BOOK *of* Savings

EARN 4X

for U POINTS*

STOCK UP SALE

Valid on in-store and online purchases

*Safeway or Vons for U® coupon must be downloaded to your account to start earning. Additional restrictions apply. For full terms and conditions please visit www.safeway.com/stockup or www.vons.com/stockup.

Prices on this page are effective January 29 thru February 25, 2025 (unless otherwise noted).



EARN
4X
POINTS

Lucerne®
Shredded or Chunk Cheese
32-oz. Selected varieties.

11⁴⁹

Member Price



EARN
4X
POINTS



O Organics®
Tea
20-ct. Selected varieties.
Member Price: \$2.50 ea.

2\$5 for 5

Member Price



EARN
4X
POINTS

Signature
SELECT®
Cranberry
Juice Cocktail
64-oz.
Selected varieties.

2⁴⁹

Member Price ^{+CRV}
(CA only)



Stock up and earn 4X Points
on your favorite brands

for **U** offer



Offer Valid: 1/1/25 to 4/29/25

* /TM Trademarks of Kimberly-Clark Worldwide, Inc. or its affiliates. © KCWW © Disney

EARN
4x for **U POINTS**

STOCK UP **SALE**

*Safeway or Vons for U® coupon must be downloaded to your account to start earning. Additional restrictions apply. For full terms and conditions please visit www.safeway.com/stockup or www.vons.com/stockup.



**FIRST DOWN
AND DELICIOUS**

ELEVATE YOUR GAME DAY SPREAD

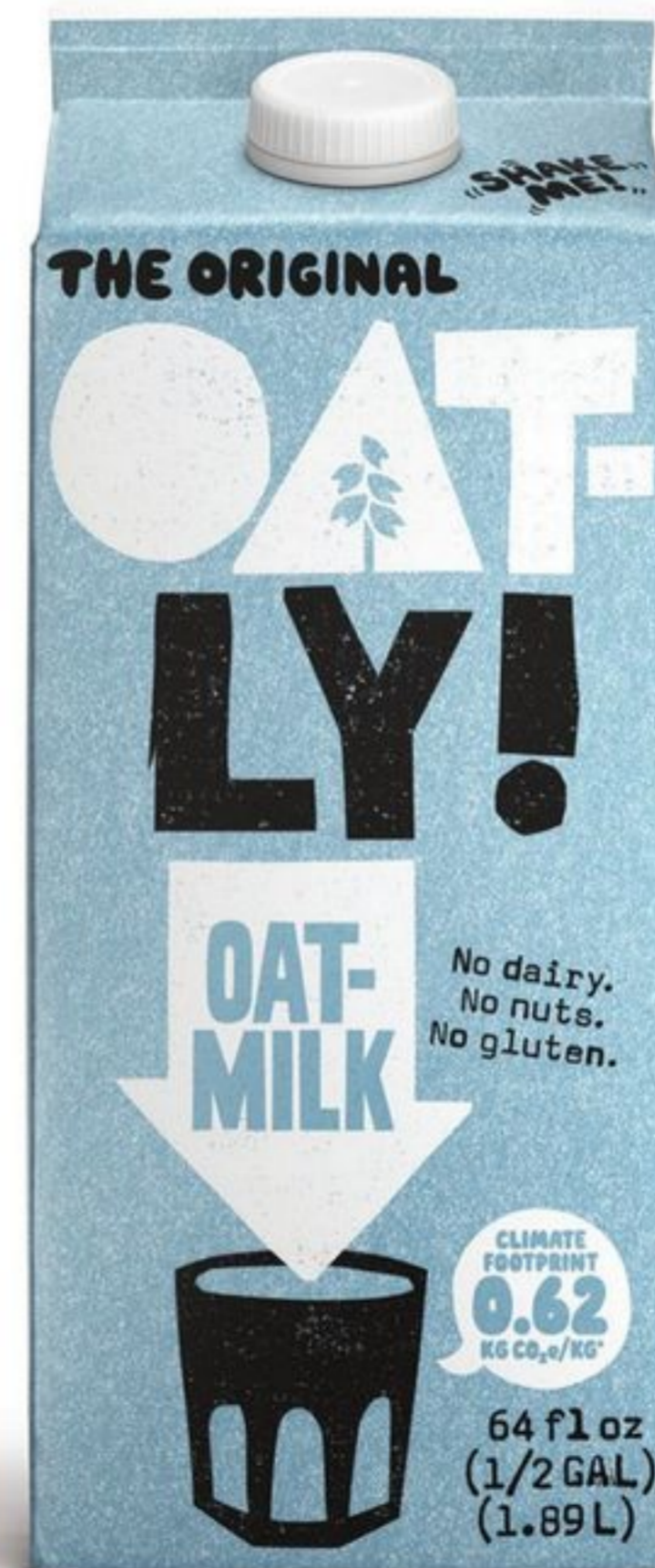


Pepperidge Farm
Goldfish Crackers
24.3 to 27.3-oz.
Selected varieties.

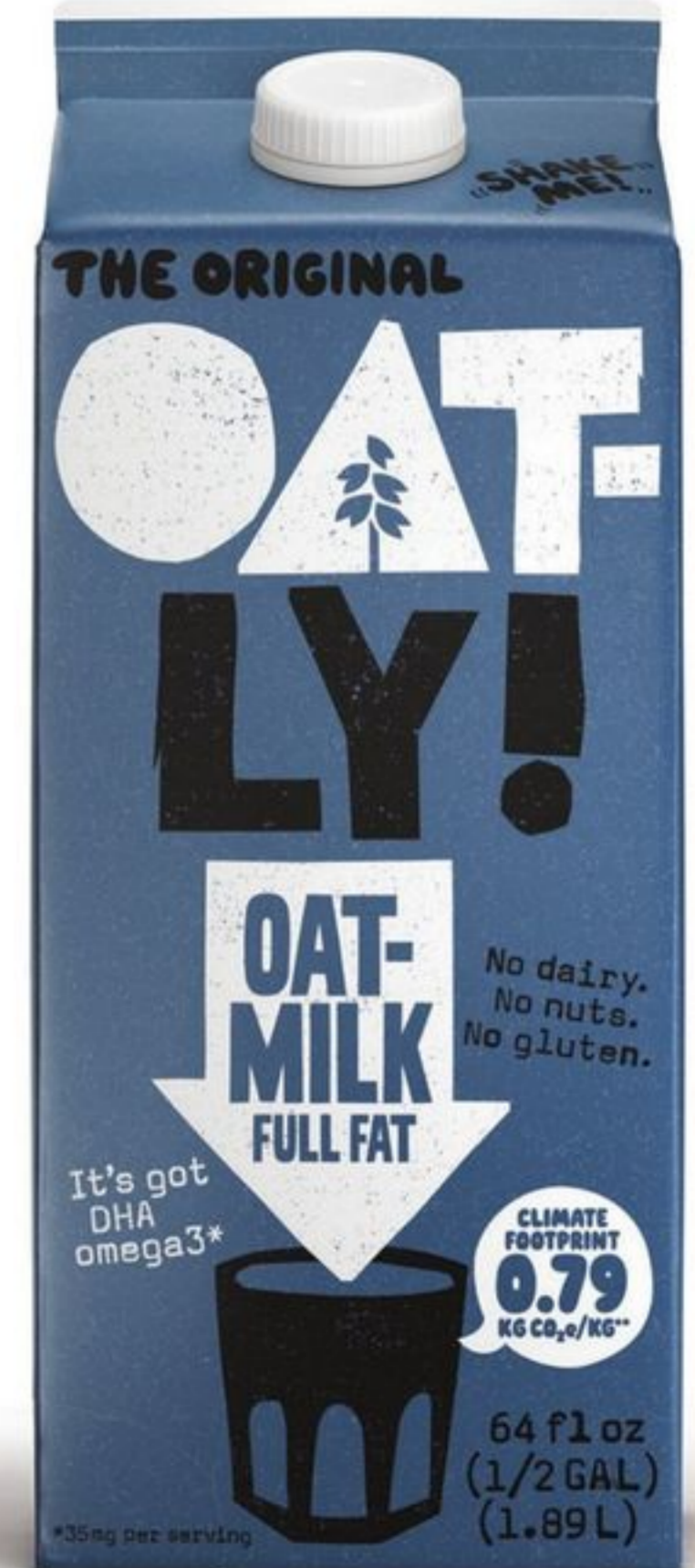
8⁹⁹

Member Price

**OMG! YOU
FOUND US.
OR DID WE
FIND YOU?**



Oatly
Oatmilk
64-oz.
Selected varieties.



4⁹⁹
Member Price

EARN
4x
for **U POINTS**

STOCK UP SALE

*Safeway or Vons for U® coupon must be downloaded to your account to start earning. Additional restrictions apply. For full terms and conditions please visit www.safeway.com/stockup or www.vons.com/stockup.

**BIG GAME,
BIG SAVINGS**



Mission
Soft Taco Tortillas
10-ct.
Tortilla Chips
9 to 11-oz.
Selected varieties.

EXCLUSIVE
DIGITAL COUPON
2.49
ea
Member Price

Safeway for U® coupon must be downloaded to your account prior to purchase. Must use Safeway for U® account. Expires 2/25/25.

©2025 Gruma Corporation

PG04,N7,N1,N1ST,N2,N4
01292025_WK05_NOC_SAF_BBS_04_N7

**Start Your Day
with **Post** Cereals!**



Post Cereal
10 to 11-oz. Pebbles
or 11 to 12-oz. Honey
Bunches of Oats.
Selected varieties.

3.99
Member Price

Prices on this page are effective Wednesday, January 29 thru Tuesday, February 25, 2025 (unless otherwise noted).

EARN
4x for U POINTS*

STOCK UP SALE*

*Safeway or Vons for U® coupon must be downloaded to your account to start earning. Additional restrictions apply. For full terms and conditions please visit www.safeway.com/stockup or www.vons.com/stockup.

nourishing
neighbors

Kellanova

feed the
LOVE

Kellanova® is donating \$50K**
to Nourishing Neighbors
to help fight hunger.



© 2025 Kellanova

**Learn more at [NourishingNeighbors.com](https://www.NourishingNeighbors.com).

Nourishing Neighbors is a program of Albertsons Companies Foundation, a 501 © (3) entity

Peet's Coffee®

RECHARGE or RELAX

Begin and end your day
with a delicious cup



Peet's Coffee
10-ct. K-Cups.
Selected varieties.

6⁹⁹
Member Price

EARN
4x for U POINTS*

STOCK UP SALE*

*Safeway or Vons for U® coupon must be downloaded to your account to start earning. Additional restrictions apply. For full terms and conditions please visit www.safeway.com/stockup or www.vons.com/stockup.

· SINCE 1872 ·
PHILADELPHIA

*Transform
Any Dish into a
Creamy Creation*



· SINCE 1872 ·
PHILADELPHIA
original
8oz

Philadelphia
Cream Cheese
8-oz. Brick only. Selected varieties.

3.99
Member Price

© 2025 Kraft Foods

Give yourself
a moment.



©HDIP, Inc.

Earn 4x POINTS

On Participating Frito-Lay Products

See app for details.



ZERO SUGAR

ALL FLAVOR

GREAT FLAVORS, ZERO SUGAR



for U offer



Mix & MATCH

7UP or Dr Pepper
12-pack, 12-oz.
Snapple
6-pack, 16.9-oz.
Selected varieties.
Limit one offer per
household per ad valid dates.

DIGITAL COUPON for U
\$1 OFF
When you Buy 2
Member Price

Safeway for U® coupon must be downloaded to your account prior to purchase. Must use Safeway for U® account. Expires 2/25/25.



EARN **2x** POINTS!

PRICE LOCK

**PRICE
LOCKED
UNTIL
APRIL 29TH!**



Hunt's Tomatoes
14.5-oz.
Selected varieties.
Member Price: \$2.50 ea.

2\$3
for
3
Member Price



Pillsbury Cake Mix
15.25-oz.
Frosting
16-oz.
Selected varieties.

2.99
Member Price



Signature SELECT® Salad Dressing
16-oz.
Selected varieties.

2.49
Member Price



Nature Nate's Honey Bear
12-oz.

7.49
Member Price



FIJI Artesian Water
6-pack, 16.9-oz.

6.99
+CRV
(CA only)
Member Price



Evergood Sausage
12-oz.

5.99
ea
Member Price



Pilgrim's Crispy Chicken
24-oz.

5.99
ea
Member Price



Restrictions apply. For full terms and conditions visit Safeway.com/foru or Vons.com/foru.

EARN 2x POINTS

Celsius Sparkling Energy
12-oz. Selected varieties.
Member Price: \$2.00 ea.

2\$4
for 4
Member Price +CRV (CA only)

EARN 2x POINTS

Mott's Applesauce Cups
6-pack, 3.9 to 4-oz.
Selected varieties.

2.99
Member Price

EARN 2x POINTS

Mott's Apple Juice
64-oz. Selected varieties.

2.99
Member Price +CRV (CA only)

EARN 2x POINTS

Blue Diamond Almond Breeze Almondmilk
96-oz. Selected varieties.

5.49
Member Price

EARN 2x POINTS

Naked Juice
15.2-oz. Selected varieties.
Member Price: \$3.50 ea.

2\$7
for 7
Member Price

EARN 2x POINTS

O Organics® Peanut Butter
16-oz. Selected varieties.

4.99
Member Price

USDA ORGANIC

EARN 2x POINTS

Best Foods Mayonnaise
48-oz.

9.99
Member Price

EARN 2x POINTS

ReadyMeals® Entrée Salad
8.35 to 12.25-oz.

4.99 ea
Member Price When you Buy 2

Restrictions apply. For full terms and conditions visit Safeway.com/foru or Vons.com/foru.

TAKE IT TO THE HOOP

Text for your chance to win a Commemorative All-Star Basketball... See participating displays in store for your chance to win!

January 29 - February 25, 2025
Five (5) winners will be selected

BE A PART OF THE ALL-STAR EXCITEMENT COMING TO TOWN!

BODYARMOR vitaminwater GLACÉAU **Sprite**

Visit www.celebritysweat.com for rules



Black Rifle Coffee
12-oz. Bag.
Selected varieties.

11⁹⁹
Member Price



Mt. Olive Pickles
24-oz. Selected varieties.
Member Price: \$3.00 ea.

2\$6
for
Member Price



Gluten free

Trans Ocean
Crab Classic
8-oz.
Flake or Chunk Style.
Member Price: \$2.00 ea.

2\$4
for
Member Price



Challenge
Spreadable
Butter Tub
8-oz.

2⁹⁹
Member Price

EXCLUSIVE
DIGITAL COUPON



Galbani
Mozzarella
Cheese
16-oz.
Selected varieties.

4⁹⁹
ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

EXCLUSIVE
DIGITAL COUPON



Kraft Grated
Parmesan
Cheese
8-oz.
Selected varieties.

4⁹⁹
ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

EXCLUSIVE
DIGITAL COUPON



Post Cereal
14 to 20.5-oz.
Selected varieties.

4⁹⁹
ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

EXCLUSIVE
DIGITAL COUPON



Planet Oat
Oatmilk
52-oz.
Selected varieties.

2⁹⁹
ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

EXCLUSIVE
DIGITAL COUPON



MorningStar
Farms Meatless
5.25 to 12-oz.
Selected varieties.

3⁹⁹
ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

EXCLUSIVE
DIGITAL COUPON



San Luis
Sourdough
Bread
24-oz.

5⁹⁹
ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

EXCLUSIVE
DIGITAL COUPON



Dannon
Light + Fit
or Oikos Yogurt
4.5 to 5.3-oz.
Selected varieties.

99¢
ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

EXCLUSIVE
DIGITAL COUPON



Top Flight Journal
Selected varieties.

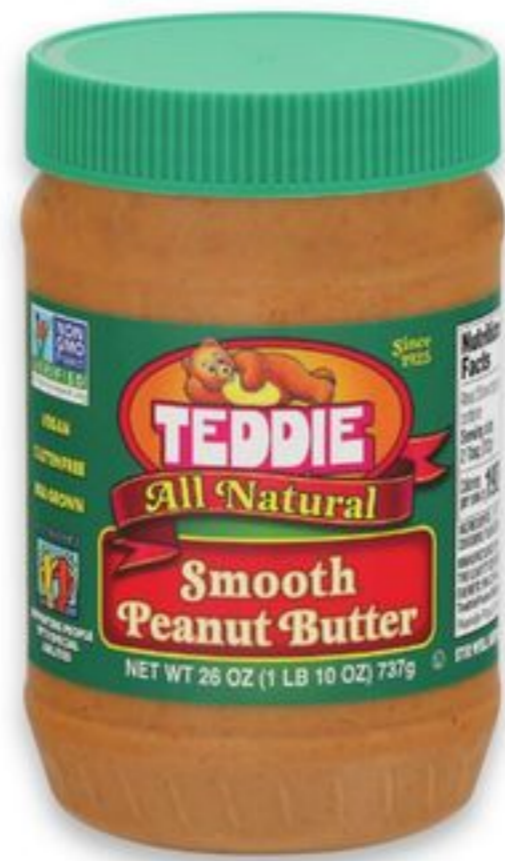
**Spend \$10
Save \$5**
with your Member Account

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.



Tru Fru Frozen Fruit
8-oz. Selected varieties.

6⁹⁹
Member Price



Teddie Peanut Butter
26-oz. Selected varieties.

6⁹⁹
Member Price



Cretors Popcorn Mix
6.5 to 7.5-oz. Selected varieties.

4⁹⁹
Member Price



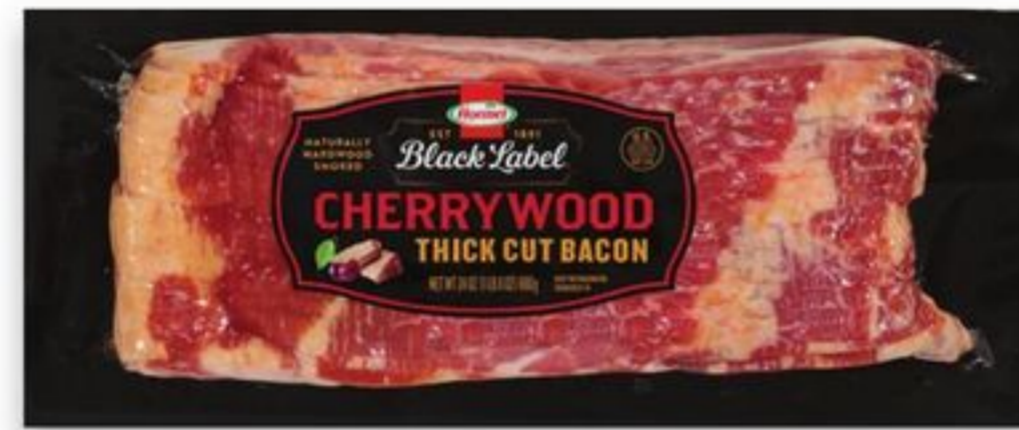
Daisy Sour Cream
24-oz. Selected varieties.

3⁴⁹
Member Price



Eat Your Mouth Off or Special K Zero Cereal
6.3 to 7.4-oz. Selected varieties.

BUY 1 GET 1 FREE When you Buy 2
EQUAL OR LESSER VALUE
Member Price



Hormel Premium Black Label Bacon
24-oz.

10⁹⁹ ea
Member Price



Malk Organic Almond Creamer
16-oz. Selected varieties.

4⁹⁹
Member Price



Silk Almondmilk
64-oz. Selected varieties. Member Price: \$3.50 ea.

2\$7 for **7**
Member Price



Petit Pot Pudding
2-pack, 3.5 to 4-oz. Selected varieties.

3⁹⁹
Member Price



Simply Mac A Roni
8.2-oz. Selected varieties. Member Price: \$1.50 ea.

2\$3 for **3**
Member Price



Quaker Rice Crisps or Thins
2.5 to 3.52-oz. Selected varieties.

2⁴⁹ ea When you Buy 2
Member Price



Ben & Jerry's Scoop-A-Palooza
28-oz. Selected varieties.

6⁹⁹ ea
Member Price

Safeway for U[®] coupon must be downloaded to your account prior to purchase. Must use Safeway for U[®] account. Expires 2/25/25.

for your Valentine



Dove Promises Hearts
7.94 to 8.87-oz.
Selected varieties.

5⁹⁹
Member Price



Russell Stover Heart
3.1 to 5.1-oz.
Selected varieties.

5⁹⁹
Member Price



Mars Valentine's
Exchange Bag
12.13 to 14.24-oz.
Selected varieties.

8⁴⁹
Member Price



Hershey's Valentine's
Kisses or Hugs Bag
9 to 10.1-oz.
Selected varieties.
Member Price: \$5.00 ea.

2\$10
Member Price



Valentine's
Party Goods
Selected sizes and varieties.
Member Price: \$1.50 ea.

2\$3
for
Member Price



Valentine's
Exchange Cards
Selected sizes and varieties.
Member Price: \$2.00 ea.

2\$4
for
Member Price



Valentine's
Squishmallow
Selected sizes and varieties.

25% OFF
Member Price



Valentine's
Teddy Bear
Selected sizes and varieties.

25% OFF
Member Price



Give easy meals
your signature



with our flavorful
cooking sauces

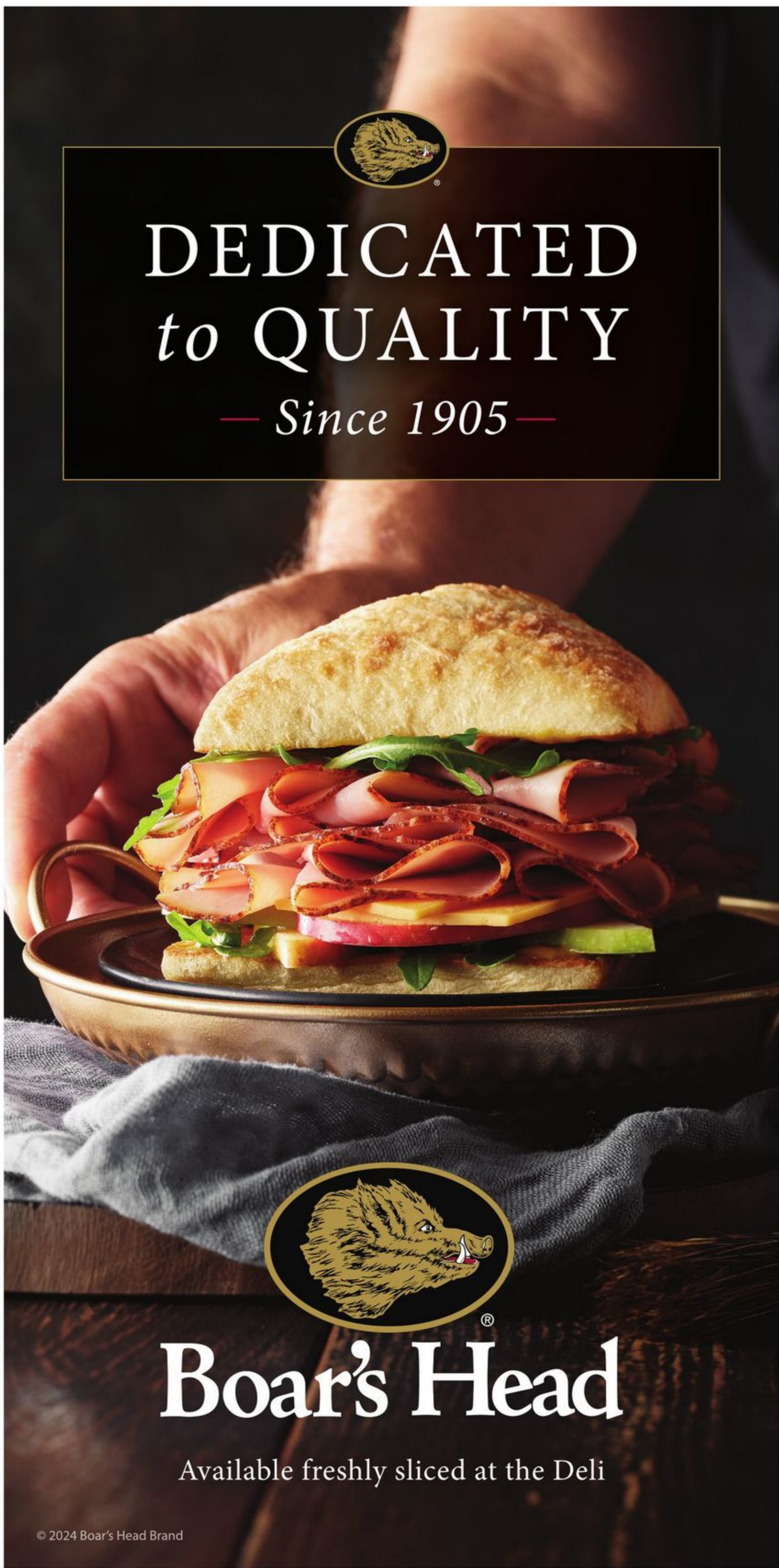


Signature
SELECT®
Cooking Sauce
13.5-oz.
Selected varieties.
Member Price: \$3.00 ea.

2\$6
for
Member Price



Only in our stores



DEDICATED
to QUALITY
— Since 1905 —



Boar's Head

Available freshly sliced at the Deli

CHEESE

is our

Love

LANGUAGE



WisconsinCheese.com



DAIRY FARMERS OF WISCONSIN



Athenos Feta
Crumbled
12-oz. Selected varieties.

8⁹⁹
ea
Member Price



Odyssey
Feta Cheese
8-oz. Selected varieties.

7⁴⁹
ea
Member Price



Marieke Gouda
5-oz. Selected varieties.

7⁹⁹
ea
Member Price



Cello
Mascarpone Cheese
16-oz.

7⁹⁹
ea
Member Price



The Big Moo
Baked Cheese
6-oz.
Original or Roasted Garlic.

8⁴⁹
ea
Member Price



Made-With
Cheddar Cheese
6-oz. Selected varieties.

8⁹⁹
ea
Member Price



Tortilla Chips
14 to 16-oz.
Selected varieties.

4⁴⁹
ea
Member Price



La Mexicana Salsa
16-oz. Selected varieties.

4⁹⁹
ea
Member Price



Rana Meal Kit
32 to 40-oz.
Selected varieties.

12⁹⁹
ea
Member Price



Stonefire Naan Crisps
6-oz. Selected varieties.

3⁹⁹
ea
Member Price



Signature SELECT® Hummus
10-oz. Selected varieties.

3⁹⁹
ea
Member Price



Castello Whipped Dip
5.3-oz.
Selected varieties.
Member Price: \$3.00 ea.

2\$6
for
Member Price



Président Brie
8-oz. Selected varieties.

7⁹⁹
ea
Member Price



Lighthouse Simply Artisan Crumbles
4-oz. Selected varieties.

4⁹⁹
ea
Member Price



Primo Taglio® Parmesan Cheese
5 to 8-oz.
Cup, Bag or Wedge.
Selected varieties.

Starting at: **4⁴⁹**
ea
Member Price

Delicious and convenient for your busy life.

ready2heat and ready2eat meals available

Love is in bloom

debi lilly
design™



Only in our stores



debi lilly design™
Dozen Roses
12-stems.

24⁹⁹



debi lilly design™
Rose Chic
Bouquet

39⁹⁹



debi lilly design™
Fragrant Rose
Bouquet

29⁹⁹



Sweet Valentine
Bouquet
14⁹⁹



debi lilly design™
Romance
Grand Bouquet
Every Day
19⁹⁹



Supreme Love
Bouquet
24⁹⁹

Raise a Glass!



Michelob
12-pack, 12-oz.
Selected varieties.

16⁹⁹ +CRV
(CA only)
Member Price



Coors
15-pack, 16-oz.
Selected varieties.

20⁹⁹ +CRV
(CA only)
Member Price



New Amsterdam
750-ml.
Selected varieties.
Single Price: \$10.99 ea.

9⁸⁹ ea Mix & Match
+CRV
(CA only)
Member Price
WHEN YOU BUY **6 OR MORE**



High Noon
12-pack, 355-ml. cans.
Selected varieties.

27⁹⁹ +CRV
(CA only)
Member Price



La Vieille Ferme
Rosé
750-ml.
Single Price: \$8.99 ea.

8⁰⁹ ea Mix & Match
+CRV
(CA only)
Member Price
WHEN YOU BUY **6 OR MORE**



Gérard Bertrand
Côte Des Roses
750-ml.
Single Price: \$14.99 ea.

13⁴⁹ ea Mix & Match
+CRV
(CA only)
Member Price
WHEN YOU BUY **6 OR MORE**



Peyrassol Réserve
Des Templiers
750-ml.
Single Price: \$17.99 ea.

16¹⁹ ea Mix & Match
+CRV
(CA only)
Member Price
WHEN YOU BUY **6 OR MORE**



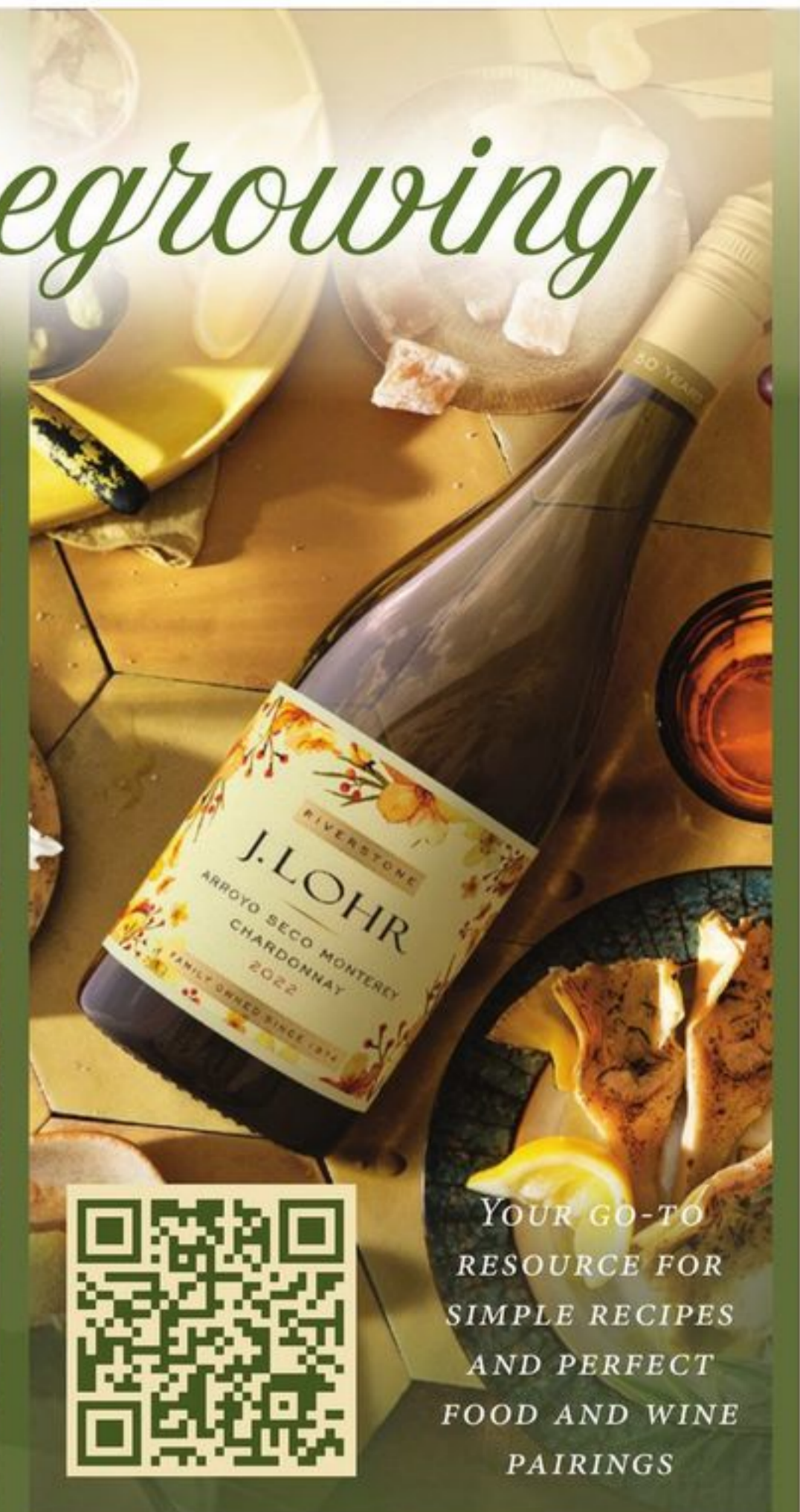
Château d'Esclans
Whispering Angel
750-ml.
Single Price: \$17.99 ea.

16¹⁹ ea Mix & Match
+CRV
(CA only)
Member Price
WHEN YOU BUY **6 OR MORE**

Over 50 Years of Family Winegrowing



Lawrence, Jerry, Steve,
and Cynthia Lohr



YOUR GO-TO
RESOURCE FOR
SIMPLE RECIPES
AND PERFECT
FOOD AND WINE
PAIRINGS

At J. Lohr Vineyards & Wines, we celebrate over 50 years of crafting exceptional wines rooted in sustainability and quality. Our commitment to environmentally responsible practices ensures each bottle reflects our passion for winemaking and dedication to the land. Nestled in Monterey, Paso Robles, and Napa Valley, our vineyards thrive on a legacy of innovation passed down through two generations.



J. LOHR
VINEYARDS & WINES

@JLohrWines | JLOHR.COM



LOOK WHAT'S
NEW!

**J. Lohr
Wildflower
Valdiguié
Red Blend**
750-ml.
Single Price: \$9.99 ea.

Mix & Match

8⁹⁹
ea

Member Price ^{+CRV} (CA only)

6 WHEN YOU BUY
OR MORE



**J. Lohr
Riverstone
Chardonnay**
750-ml.
Single Price: \$12.99 ea.

Mix & Match

11⁶⁹
ea

Member Price ^{+CRV} (CA only)

6 WHEN YOU BUY
OR MORE



**J. Lohr
Merlot**
750-ml.
Single Price: \$13.99 ea.

Mix & Match

12⁵⁹
ea

Member Price ^{+CRV} (CA only)

6 WHEN YOU BUY
OR MORE



**J. Lohr
Seven Oaks
Cabernet**
750-ml.
Single Price: \$16.99 ea.

Mix & Match

15²⁹
ea

Member Price ^{+CRV} (CA only)

6 WHEN YOU BUY
OR MORE

QUALITY WINS

Tackle game day with premium cut meats and cheeses



ONLY AVAILABLE IN OUR STORES



Primo Taglio®
Soft Ripened
Brie Cheese
7-oz. Double Crème.

Every Day
7⁹⁹
ea



Primo Taglio®
Variety
Cheese Tray
14 to 16-oz.
Classic or Artisan.

Every Day
10⁹⁹
ea



Primo Taglio®
Dry Salame
10 to 12-oz.
Selected varieties.

Every Day
10⁹⁹
ea



Primo Taglio®
Prosciutto
or Pepperoni
3 to 4-oz. Vac-Pac.

Every Day
Starting
at: **5⁹⁹**
ea

20% off groceries

when you let us fill your prescription*



Plus, enjoy an
**additional
20% off***
every 5 scripts
after that.

We accept most
insurance plans,
including Medicare,
Medicaid, & TRICARE!

SCAN TO
LEARN MORE



*Transfer or fill a new prescription to receive 20% off groceries.
Fill, transfer or refill 5 prescriptions to receive additional 20% off groceries.
Restrictions apply. Visit www.safeway.com/health/dashboard for details.

Unless otherwise noted, offers in this ad are in effect at 7 a.m., thru midnight at your local Safeway, Vons & Pak'n Save Foods stores. LIMIT ONE COUPON PER ITEM PER DAY PER HOUSEHOLD. Prices and savings vary among store locations. Not all items or varieties available in all store locations. Quantities limited to inventory on hand and subject to availability. Sales in retail quantities only and we reserve the right to limit quantities sold to per customer. While supplies last. Unless otherwise noted, transactional limits may apply. On Buy One, Get One Free (BOGO) offers, customer must purchase the first item to receive the second item free. BOGO offers are not 1/2 price sales. If only a single item is purchased, the regular price applies. Manufacturers' coupons may only be used on purchased items, not on free items. All rebate offers are subject to applicable manufacturer's additional terms. Customer pays for applicable taxes, bottle/can deposit and bag fees, if any, on purchased and free items. We reserve the right to modify or cancel offers and/or correct typographical, pictorial and other ad or pricing errors. Prices for products ordered online generally are higher than in our physical store locations and may vary by fulfillment method chosen. Online promotions, discounts and offers may differ from those in our physical store locations. Offers are void or restricted where prohibited or limited by law and have no cash value. No cash back will be given.

Prices on this page are effective Wednesday, January 29 thru Tuesday, February 25, 2025 (unless otherwise noted).

PG21,N7,N1,N1ST,N2
01292025_WK05_NOC_SAF_BBS_21_N7



Let us shop for you!

FREE

same-day pickup or delivery

\$30

OFF YOUR FIRST ONLINE ORDER*

Same prices in-store or online.
Visit [Safeway.com](https://www.safeway.com) or the app to order.



DriveUp & Go™



GroceryDelivery



*Offer Details: To save \$30 you must spend \$75 or more in a single transaction for your first online pickup or delivery order of qualifying items purchased via a company-owned channel (i.e. The Safeway website or mobile app). Offer does not apply to online orders placed through a third-party such as Instacart, UberEats, DoorDash, etc. or on orders scheduled for pickup or delivery after the offer expiration date. Must select PICKUP or DELIVERY option and enter Promo Code SAVE30 at checkout. Delivery services available in select areas. In some areas, delivery service may be provided by another Safeway store (that stores' product availability, pricing and promotions will apply) or by a third-party service provider. Minimum purchase amount is calculated based on subtotal of all qualifying items at checkout after deduction of all other promotions, offers, discounts, and savings and excludes alcoholic beverages, tobacco, and fluid dairy products, bottle/container deposits, and any fees, charges, and taxes. Offer may not be combined with any other promotion, offer, discount or savings and other restrictions may apply. Valid for 1st time online grocery pickup or delivery order. Limit 1 per household. We reserve the right to modify or cancel offers/orders and/or to correct typographical, pictorial, and other ad or pricing errors. Please review our Online Ordering Services Terms for specific information related to online delivery and pickup purchases.



SAFEGWAY

Schedule & Save 5%

Tap. Schedule. Pantry Stocked.



Save an extra 5% when you schedule your everyday essentials like milk, bread, beverages and fresh foods! Add items, edit or cancel your order up to one day before pickup/delivery.*

How to Use Schedule & Save



Shop

Shop thousands of eligible items and select Schedule & Save for your everyday essentials.



Schedule & Save

Choose the right frequency, quantity and pickup/delivery method that works best for you. Plus, enjoy an additional 5% discount on top of promotions and clipped coupons on your next scheduled order!



Update Anytime

Add items, change frequencies, edit or cancel your subscription up to one day before pickup/delivery.

*Restrictions apply. Visit <https://www.safeway.com/schedule-and-save/about.html> for full program terms ("Terms"). In addition to these Terms, your use of our website(s) or mobile application(s), as well as any online orders placed with us (including but not limited to Schedule & Save orders) are governed by our Terms of Use and Privacy Policy. By placing an order through our Schedule & Save program, you accept these Terms, our Terms of Use and Privacy Policy.