President's Choice®

Insiders Report™

2026



POSSIBLE LIVES HERE

100+ NEW PRODUCTS

TO SPARK YOUR SEASON

Holiday

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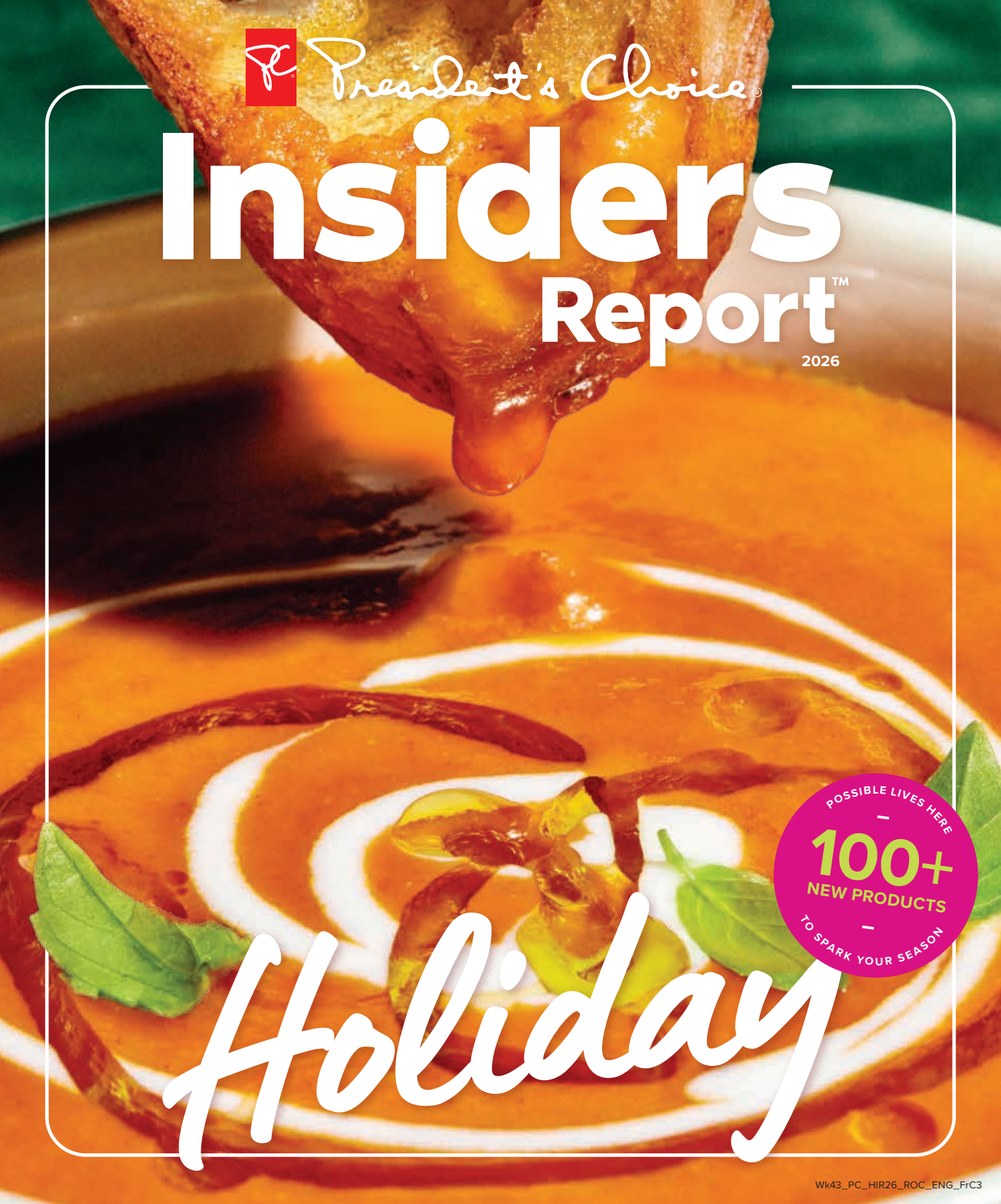
Holiday

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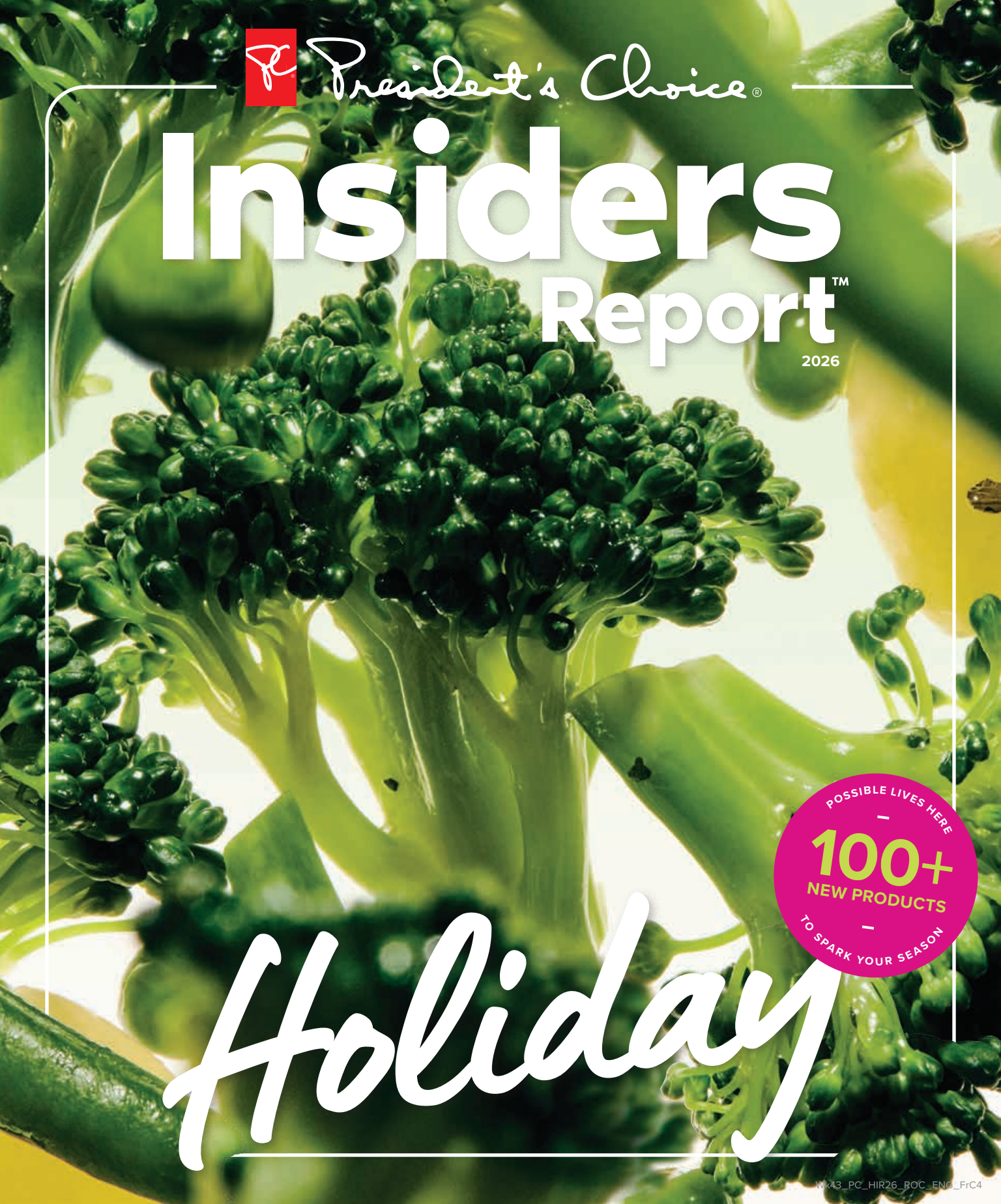
Holiday

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Holiday

Wk43_PC_HIR26_ROC_ENG_FrC4

President's Choice®

This holiday,

live like PC® Insiders.

Being an Insider is all about the thrill of discovery. You never know what you'll find, but the destination will always be delicious. We test over 100 products a day, all in pursuit of the next best bite you didn't see coming. A plot twist so good, it brings a New Spark to your season. This is where our chapter begins.

Every holiday has its hero. For us, it starts with the party-starter standout: **PC® Beef Wellie Bites**, our bold take on beef wellington made into the perfect bite. See what all the hype is about on page six.

Then, forget everything you think you know about turkey. **PC® Buttermilk-Brined Young Turkey** is our juiciest upgrade yet (pg. 9). Infused with buttermilk, this turkey stays irresistibly tender. No dry-bird blunders here!

What you can't forget is to save room for **PC® Our Ultimate Butter Tart Pie** (pg. 10). Imagine a butter tart and pie combined forces with Canadian cranberries for a sweet finale the whole table will be talking about.

Speaking of saving room, we packed this edition with recipes from the PC® Test Kitchen that will have everyone going back for seconds. Think outside your typical side dish with our Pistachio-crumble-topped roasted tomatoes (pg. 12), and did we just make Santa's new favourite cookie? Try our Hot date-cardamom cookies for yourself on page 21.

When it's time to chill out between all the festivities, Winter Well with cozy comforts like our **PC® Slow Simmered Soups** (pg. 18). Good things take time so we cooked them low and slow, so you can settle in and savour. You definitely won't want to go anywhere once you bring out our three-foot-long **PC® Overiszed Acacia Charcuterie Board** (pg. 24) or pop a **PC® Black Label Pinsa** (think pizza's crisper cousin) in the oven (pg. 22).

After all that, hit Ready, Reset. Upgrade your cooking not your budget with our **PC® CeraWare Ceramic Non-Stick Cast Aluminum Skillet** (pg. 28), store leftovers like never before with our **PC® Tidy Stack** (pg. 34), and scoop up two billion probiotics per 100 g of **PC® Probiotic Yogurt Cups** (pg. 27).

And because going big is what we do best, we pulled out all the stops with four collectible front covers. Team Turkey or team Butter Tart Pie? Roasted Veg or Soup? Find them all and let the friendly debates begin. No matter what you pick, there's one undeniable truth: there's always room for more Insiders™.





















Optimum™

Turn holiday shopping into a bonus $10 in value with PC Optimum™

Sign up and get **5,000** pts + another **+ 5,000** pts on your next purchase of $15+

– PC® Test Kitchen

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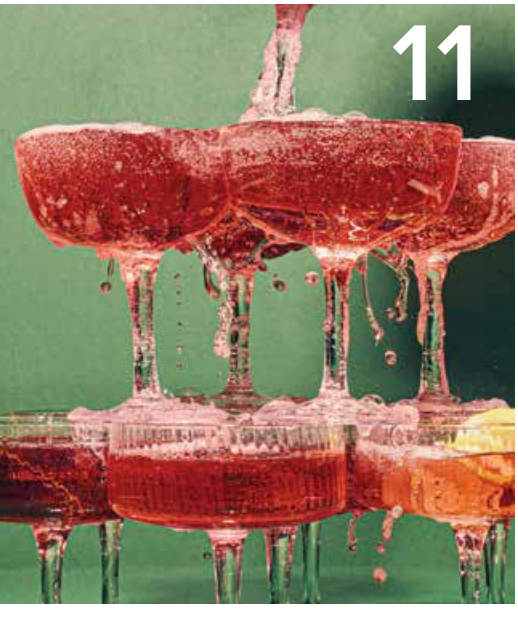
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Crowd-pleaser

Don't miss our recipe for sparkling shirley jellies on page 11.

New spark

This season, we're turning the tables (literally), reigniting rituals, and flipping the feast into something you didn't see coming. Because the holidays don't have to feel like the same ol' scene. With PC®, serve up your greatest plot twist.

Brilliantly bite-sized

BIG FISH & CHIPS CRUNCH, MINI PRICE

Sustainably sourced, battered wild haddock with tartar sauce on crispy potato "fries"

For over a decade, we've been committed to sourcing from certified fisheries and aquaculture.

Look for these labels on seafood products:

Fish. Chips. Tartar sauce.
All in one stack.
Find it in the frozen aisle.



Behold, **PC® Fish & Chips Stacks**, our boldest bites yet, born from that perfect moment when you get the fish, the chips, and the sauce all together. A lightbulb: why settle when you can have it all stacked? To pull it off, each piece had to be carefully assembled by hand, starting with our sustainably sourced MSC-certified wild haddock. The chips became a nest of shoestring fries, woven to max out the most crunch per bite. Then, we built the dip right in, sandwiching our house-made tartar sauce for a zesty taste of briny brilliance. Perfected for party passing, made for snacking, gone in seconds.

$10 **270 g** 21735591_EA

Spectacular

Holiday hosting shines brighter with our big flavour apps at small prices.

We longed to snack on crisp peppers without seedy obstacles. Enter **PC® Seedless Mini Sweet Peppers**, nearly two decades in the making to deliver nothing-but-no-fuss crunch.

$6 **454 g**
21739498001_EA

Our tender, fluffy, house-made puff pastry. Built for apps, notorious for disappearing quick.

Our **PC® Antipasto-Go Rolls** have **8–9 g of protein** per 35 g serving.



The David of deli meats

If Michelangelo worked in the art of charcuterie, we think he'd have no notes on **PC® Antipasto-Go Rolls**, our tribute to the Italian sandwich roll but with only the best parts: the meat and the cheese. Built on the foundation of time and salt, our prosciutto is dry-cured the old-school Italian way, resting for 10 months until irresistibly savoury. The salamis follow a 200-year-old recipe and 35 days of TLC to become a true masterpiece. Once the meat is perfected, we reach the final act: sculpting it around pizza mozzarella or provolone. Bellissimo.

140 g

Prosciutto Provolone: 21732546_EA;
Spicy Salami Pizza Mozzarella: 21732429_EA;
Salami Provolone: 21732515_EA

What the wellie

PC® Beef Wellie Bites, not merely a mini, but a bite-sized mission in appy mastery. We trusted none other than our soft and flaky puff pastry for a crown of crispiness. Its vented top isn't just for show (though, we do admit it does look good). It's a trick that helps steam escape, so our pastry keeps its crunch. Next, real Wellington whizzes know mushroom duxelles (a.k.a. minced mushrooms) are the key to unlocking that coveted umami taste. Only our best champignons, seasoned with savoury herbs, would do. The pièce de résistance: shredded beef so tender it practically melts in one perfectly snackable bite.

$10 **288 g** 21742294_EA

spreads



The GOAT

PC® Goat Cheese is our greatest for a reason. It starts at the source: 100% Canadian goat's milk, prized for its distinctive tang and subtle sweetness. The secret to its melt-in-your-mouth texture is a bit of a slow burner. We use a traditional French press that can take up to 72 hours. Taking the pressure off creates that mousse-like consistency you can't get enough of. Turns out, all greatness needs is a bit of time.



Inspired by our cult-fave PC® Black Label Amarena Cherries, we created the crown jewel for your next spread: **PC® Amarena Cherry Soft Fresh Goat's Cheese**. This PC® first flaunts a cherry blend famed for its rich, syrupy soul.

$6 **140 g** 21755808_EA

Dip done different

We really out-dipped ourselves this time. **PC® Blue Menu™ Cottage Cheese Dips** are our first-to-market, low-calorie, low-fat mic drop. Fueled by our love for cottage cheese as a nutritional powerhouse, we spent months obsessing over its transformation. But it was missing something... every superhero needs a smooth sidekick, so we mixed in Balkan yogurt for the ultimate duo. Dill-devotees, our **Creamy Dill** delivers that fresh hit you love. Our **Creamy Buffalo** is the fiery one, tamed just enough to keep things cool.

$3.50 **200 g**

Creamy Dill and Herb Cottage Cheese Dip: 21742229_EA;
Buffalo Creamy Cottage Cheese Dip: 21742273_EA

Twist and snack

We didn't dare mess with our classic PC® Swiss Sticks, but we did twist them. Meet **PC® Mini Swiss Sticks**: same mega crisp, now mini. To earn the Swiss Sticks name, they could only be made with layers of 100% European butter and pastry... 108 layers to be exact for that unmatched flakiness. When it comes to crispiness, we go the extra step. In two unmissable flavours: **Rosemary**, for a pine-like punch that stands up to bold dips and cheeses, and **Salt**, mined in Switzerland for a cracker that's quite literally top-tier.

$3 **125 g**

Rosemary: 21747980_EA;
Salt of the Alps: 21748103_EA



Our **PC® The G.O.A.T. Variety Pack** bundles our heavy hitters together (finally, we know). We had to have our **Original**, the divinely creamy blueprint that earned us our stripes. Good enough on its own, but even better with its bold besties: **Cranberry** and **Garlic & Herb**. If they're all gone before the guests arrive, we saw nothing.

$12 **3 x 140 g** 21755809_EA

The roast gets a rebrand

You're not bored of turkey and veggies, you just haven't had ours.



Find it in the fresh-meat section!

Canadian comeback

PC® The Great Canadian Cottage Roast, our take on the cottage roll, a Canadian classic traditionally made by curing boneless pork shoulder in brine and boiling it. It's been prepared this way for a century, so we thought it was time to reimagine the roll as a roast. We upped the Canuck with Canadian-raised pork coated in a maple-apple seasoning. As the roast crisps in your oven or air fryer, the rub caramelizes into a glossy, flavour-locking glaze while the meat stays tender and juicy. From humble cut to holiday hero, this just might be the greatest comeback of all time.

$14 **1 kg** 21741312_EA

GOURMET VEGGIES, FEEL-GOOD PRICES



Veg's edge

Too long have vegetables been stuck in sad-side-dish status. Our **PC® Sous-Chef Sides Vegetable Blends** don't sit back silently. It took us 10 years of relentless tinkering, testing, and rethinking what frozen veg could be. The key is our commitment to selecting great vegetables first. Then we went full veg visionary, using a unique method to coat them in chef-worthy sauces and seasonings that stick. From French potatoes dripping with rotisserie-style herbs to umami-rich miso-glazed carrots, our gourmet veggies are flash frozen to lock in flavour, so every bite tastes even better than the next.

$5 **400 g**

Crispy Wedges: 21753478_EA; **Butter + Thyme Baby Potatoes:** 21753671_EA; **Miso Glazed Carrots:** 21753589_EA; **Rustic Garden Greens:** 21753672_EA

BUTTERMILK BRINED, SAVE TIME & YOUR DIME





Find it in the fresh-meat section!

Buttermilk believe it

The next step in our turkey journey: **PC® Buttermilk-Brined Young Turkey**. A decade ago, we put turkey back on your nice list with our PC® Butter Infused Turkeys. Now, we're the first in Canada to bring you our juiciest upgrade yet. Inspired by a Southern secret (it's what makes fried chicken so tender), we infuse our Canadian Grade-A turkeys with buttermilk. As the meat thaws, buttermilk tenderizes and drives deep flavour in a way traditional brines can't match, keeping your turkey juicy from the inside out. No dry-bird blunders here. Once you go buttermilk-infused, there's no going back.

$40 **5-7 kg** 21757553_EA

Level-up leftovers

PC® turkey pot pie after party

PREP TIME: 40 MIN | **SERVES:** 6–8

This anything-but-a-sandwich leftover hack transforms our fave holiday flavours under a pillowy blanket of pan-fried gnocchi.



You'll need:

- 2 bags frozen PC® Potato Gnocchi
- ¼ cup PC® Canola & Olive Oil Blend, divided
- 1 pkg PC® Organics Black Oyster Mushrooms, roughly torn
- 1 pkg frozen PC® Sous-Chef Sides Rustic Garden Greens
- 2 cups shredded or chopped cooked PC® Buttermilk-Brined Young Turkey
- 1 ⅓ cups 10% cream
- 2 tbsp PC® Horseradish Dijon Mustard
- 1 tsp salt
- ⅓ cup PC® Cranberry Orange Sauce or leftover cranberry sauce

Follow these steps:

1. Preheat oven to 425°F (220°C).

2. Cook gnocchi with 2 tbsp oil in 2 batches according to stovetop package directions. Remove to plate.

3. Heat remaining oil in same skillet over medium; cook mushrooms, stirring, until light golden, 2 min. Add frozen greens; cook, stirring, 4 min. Stir in turkey, cream, mustard, and salt; cook until sauce is slightly thickened, 3 to 4 min.

4. Transfer to 8-inch (2 L) square glass baking dish. Dollop with cranberry sauce and arrange gnocchi, with pieces slightly upright and overlapping, over top.

5. Bake on middle rack until bubbly, 15 min. Let stand 5 min.

The dessert you didn't see coming

What if a butter tart crashed the pie party?

PC® Our Ultimate Butter Tart Pie is going where no holiday dessert has gone before. Like all our outrageously delicious ideas, it hit us in the PC® Test Kitchen: the heart of a butter tart with the body of a pie. We went all in with Canadian cranberries to cut through that rich, ooey-gooey butter-tart filling like a crisp winter morning. It all comes together on a shortbread crust inspired by our favourite shortbread cookie recipe. Finished with toasted almonds for a nutty crunch, dare we say Canada's new fave dessert just dropped.

CUSTOM-PIE-ZABLE

Thaw & serve:
For a bright, fresh-fruit taste.

Oven-bake:
For a warm, caramelized bite and showstopping stained-glass finish.



The butter tart has been Canada's sweetheart for over 125 years. For a fresh take that'll have the purists talking, we packed our new national icon with Canadian cranberries. Grown where warm summers meet cool harvest air, these berries hit the sweet-meets-tart sweet spot.

$10 **497 g** 21747382_EA

From sparkling water with zero sugar, calories, or sodium to remixed flashback fizz, we got some of the boldest bubbles on the block.

Raise the bubbly bar

CANADA'S SPARKLE IN EVERY SIP! ONLY $1.50

Pink party club

We're going to bet you haven't had anything quite like our **PC® Shirley Temple Flavoured Soda**. It may look like the drink you once knew, but our version dares to make the world's most famous (allegedly) mocktail with all-natural flavours and no synthetic colours. No party is complete without our sparkling salute to sweeter times.

$1.50 **2 L** 21741011_EA



Berry crisp

We've got the PC® Blue Menu™ bubbly blueprint down to a fine science: sugar-free, calorie-free, sodium-free. The hard part: deciding our next hit flavour. Introducing **PC® Blue Menu™ Raspberry Hibiscus Flavoured Sparkling Water**. We couldn't stop thinking about Mexico's agua de Jamaica (hibiscus-steeped sips), but wanted something that could stand up to its floral notes. Raspberry takes us to the tart side. Together, a brightly balanced duo that makes you pause mid-sip and think... this is sparkling water?

$5.75 **12 x 355 mL** 21717425_EA

Party trick

PC® Sparkling shirley jellies

PREP TIME: 30 MIN
MAKES: 21 JELLIES

Forget everything you know about jelly shots. This stacked spectacle fizzes with our **PC® Shirley Temple Flavoured Soda** and layers in the sip of the moment: matcha.

You'll need:

- 3 packets unflavoured gelatin, divided
- 5 tbsp granulated sugar, divided
- ¾ cup PC® Organics Coconut Milk (full fat), divided
- ¾ tsp matcha green tea powder
- 1 cup PC® Shirley Temple Flavoured Soda
- 1 cup Prosecco or other sparkling wine
- 21 maraschino cherries, plus syrup

Follow these steps:

1. **Mist** 9 x 5-inch (2 L) loaf pan with cooking spray and line with plastic wrap, leaving overhang.
2. **Sprinkle** 1 packet gelatin over ½ cup water in saucepan; let stand 5 min. Stir in 3 tbsp sugar. Heat on medium, stirring, until dissolved, 4 min. Stir in ½ cup coconut milk. Pour into pan; refrigerate 1 hr.
3. **Add** ¼ cup water to a rinsed saucepan and sprinkle with ½ packet gelatin. Let stand 5 min. Add 2 tbsp sugar. Heat on medium, stirring, until dissolved, 4 min. Whisk in matcha and ¼ cup coconut milk. Cool; strain through fine-mesh strainer over coconut layer. Refrigerate 1 hr.
4. **Rinse** saucepan; add soda and sprinkle with 1 ½ packets gelatin. Let stand 5 min. Heat on medium, stirring, until dissolved, 4 min. Cool; add wine. Pour over matcha layer; refrigerate 20 min. Gently push in cherries; refrigerate 8 hrs.
5. **Using** plastic wrap, lift out of pan; cut into cubes.

PC® Tom

VERTICALLY GROWN
CULTURE VERTICALE

Fresh, juicy tomatoes, even in winter. Our greenhouse grown tomatoes taste great all year round.

PC® Tomatoes: this changes everything

Greenhouse game-changer

Great tomatoes shouldn't be seasonal, they should be exceptional, always. That's why everything from constant tomato health monitoring to reduced reliance on pesticides* is intentional inside our greenhouses.

High standards

Quality is our kitchen hack. If a tomato doesn't have the right sugar-to-tang ratio, it loses its personality in the pan. We blind-taste for that perfect balance, so you know you're starting with a fresh, flavourful foundation.

*Compared to conventional open-field production systems.



PC® Balancia Mid-Size Tomatoes on the Vine

Flavour: The definition of classic. A harmonious blend of sweetness and tomato tang. It's like a mid-July afternoon in a single bite.

Best for: Topping a savoury galette, stacking a deli sandwich, or brightening a bowl of greens.

$5 **454 g** 21720716001_EA

We're obsessed with growing our best tomatoes

Steal-the-show side

Pistachio-crumble-topped roasted tomatoes

PREP TIME: 10 MIN | **SERVES:** 4

Skip the supporting-act side, we're doing the absolute most with roasted tomatoes—topped with our zippy pistachio-fennel crunch. This is how tomatoes were meant to live.

You'll need:

- 1 pkg PC® Balancia Mid-Size Tomatoes on the Vine
- ¼ cup PC® Canola & Olive Oil Blend
- 1 tbsp fresh lemon juice
- 1 large clove garlic, chopped
- ½ tsp salt, or to taste
- ¼ tsp black pepper
- 3 tbsp shelled PC® Unsalted California Pistachios, toasted and chopped
- 1 tsp PC® Fennel Seeds, toasted and chopped
- Fresh mint and grated lemon zest, for garnish

Follow these steps:

1. **Preheat** oven to 450°F (230°C).
2. **Remove** tomatoes from vine; cut in half. Toss with oil, lemon juice, garlic, salt, and pepper.
3. **Arrange** cut side up in shallow ovenproof dish; pour oil mixture over. Bake in top third of oven until tender, 25 to 30 min.
4. **Sprinkle** with pistachios, fennel, mint, and lemon zest.

atoes. Always in season!



PC® Solerama San Marzano-Type Roma Tomatoes

Flavour: The cousin to the Italian San Marzano icon. It's all substance: low on seeds and water for a concentrated Mediterranean flavour punch.

Best for: Full-bodied sauces, chunky salsa, or slow-simmered chutneys. We like to call it the saucepot's soulmate.

$5 **454 g** 21720762001_EA



PC® Bistro Cocktail Tomatoes on the Vine

Flavour: A delightful sweet-savoury mix, these medium-sized gems are incredibly juicy.

Best for: While great for slicing, they really find their spark under heat. Grilled, roasted until jammy and bursting, or as a premium pizza topper.

$5 **454 g** 21720648001_EA

By keeping the whole cluster on the vine, we keep the sweetness tap open until the very last second for an enhanced aroma, richer flavour, and often sweeter taste.

Perfect pasta pronto

Our **PC® Black Label Ravioli** are made in Italy, where our dough is mixed piano, piano (slowly, slowly) for 25 minutes to achieve the ultimate trifecta: silkiness, strength, and enough stretch for our generous double fillings. Ready in less than five minutes, say less.



PC® Black Label Ragù alla Bolognese Ravioli Grandi

Inspired by a treasured Italian family recipe, our ragù alla bolognese is made with pork for its succulent richness. From there, each step has a purpose: slow-cooked soffritto builds flavour, pork is braised and deglazed with Italian merlot, then tomatoes and thyme simmer low before aged Italian cheese adds the perfect finale.

$7 **250 g** 21736749_EA

PC® Black Label Tomato & Burrata Ravioli Grandi

Burrata was created from a clever bit of scrappiness, when an Italian cheesemaker stuffed leftover mozzarella and cream into fresh mozzarella. We took the hint, stuffing our silky egg pasta with creamy burrata and basil. Spoiler alert: there won't be any leftovers this time.

$7 **250 g** 21736684_EA

Bring your own board

Show up with never-seen-before snacks the whole table will be talking about.



Once upon a dinner party, we decided there must be a better way to arrive with snacks intact. Enter the **PC® Bring A Board**. Consider this VIP transport for your precious cargo without the dreaded cling-wrap catastrophe. Outfitted with a BPA-free protective dome and swing latch, our durable acacia wood board ensures your appetizers look just as good on your bff's table as they did in your kitchen. Simply show up, unlatch, and claim your status as the favourite guest.

$25 21732693_EA

Protects your snacks on the way in and serves as a thank-you gift on your way out.

We're putting the "pop" back in popcorn

PC® Gochujang-Caramel Popcorn is all about "swicy," that sweet-meets-heat flavour sensation that has us totally under its spell. Open this bag and you'll get it. One half, your classic golden caramel, popped to sweet, crackly perfection. The other half, a flavour bomb of Korean gochujang-inspired heat that builds. We even obsessed over the style of popcorn. It's called "mushroom," rounder and so much room (see what we did there) to hold onto every bit of swicy, unstoppable flavour.

$4 **220 g** 21755148_EA

Have your rice cake and eat it too

It's 8:43 p.m., and your snack attack strikes. Our **PC® Dipped Rice Cakes** are here to answer the call. A twist on your traditional rice cake, we've dipped them in yogurt-flavoured coating or real chocolate and doubled down by adding toppings (hello, tart raspberry or caramel). Popped, not fried, gluten-free and seriously delicious, they're setting a whole new snack standard.

$3

Milk Chocolate + Caramel 70 g: 21752654_EA;
Dark Chocolate + Raspberry 64 g: 21752558_EA;
Mango 60 g: 21752613_EA;
Mixed Berry 60 g: 21752691_EA

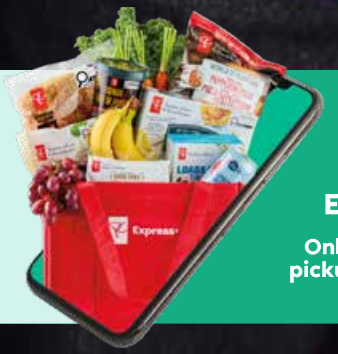
Honey, we crunched the 'za

There's been a pepperoni-pizza-sized hole in our snack bowls, so we had to crisp-ify our fan fave PC® Wood Fired Pizza into a crunchy reality. **PC® World of Flavours Pepperoni Pizza Flavour Potato Chips** pack all the charred, cheesy flavour into a crunch so profound it'll make you wonder how we did it.

$3 **200 g** 21752856_EA

Shop online groceries and get rewarded

Use code **HIR26** to get $15 in points on each of your first 5 eligible online grocery orders* —that's up to $75 in points!



Express™
Online grocery pickup & delivery

*Offer only valid for new *PC Express* Customers. Promo code must be applied on each of your first 5 orders*, all 5 eligible orders must be placed and completed by January 6, 2027. Eligible orders must have a minimum cart value of $75. Terms and conditions apply. See https://www.pcexpress.ca/hir-book for full offer details. ®/TM Trademarks of Loblaws Inc.

Deck the halls on a dime

"Favourite things" parties are the new gift swap: start with our perfect picks.

Life Brand™ Acne Oil-Absorbing Patches

Let's face it, blemishes happen. These dermatologist-tested patches are clinically proven to help draw excess oil from clogged pores. Non-drying and non-irritating, you can get back to being your sparkly self.

$8 21743051_EA

PC® Classic Belgian Milk Chocolate Covered Truffles

We went all the way to Belgium to perfect our truffles, crafted with a one-shot molding technique for a flawless shell and silky centre. Good luck parting ways with this one.

$15 **600 g** 21749279_EA

Life Brand™ 12 Days of Masks Advent Calendar

Twelve unique face masks, backed by Life Brand's trusted formulations. From Detoxifying French Clay Mud Mask to Renewing Caviar Sheet Mask, this advent calendar is the perfect excuse to elevate your self-care daily.

21742961_EA



Pampered palms, meet merry scents: Vanilla Nutcracker, Holly Jolly Berry, or Merry Mint & Mistletoe.

Unwind with Epsom Salts with Mineral Salt and our refreshing cranberry and citrus scent.

Life Brand™ Winter Glow Hand Cream Trio

Your hands carry the holiday season. This on-the-go trio delivers nourishing shea butter, cocoa butter, and skin-moisturizing vitamin E.

$7 **3 x 30 mL** 21742968_EA

HOW TO HOST A FAVOURITE THINGS PARTY

Part gift giving, part show-and-tell, at a favourite things party everyone goes home with the same new faves.

STEP 1: Shop. Each guest brings multiples of a product they love (don't forget to set a budget).

STEP 2: Gather. Round up your crew and your most loved goodies.

STEP 3: Score. No "stealing" or swapping, share your items with the whole crew.

PC® Praline Collection

Crafted in Belgium, where chocolatier expertise has been a centuries-long tradition, these beauties have a crisp chocolate shell and smooth rich centre.

$13 **210 g** 21742055_EA

Life Brand™ Cranberry Citrus Twist Epsom Salts with Mineral Salt

Epsom salts help promote the relaxing effects of a warm bath, now made merry and citrusy.

$7 **1 kg** 21751065_EA

pinsa



Meet pinsa, the crispier cousin of pizza.

Winter well

Wintering is whatever comfort feels like to you. Maybe it's cozying up with something warm and nourishing or chilling out with our coolest new ice cream. However you settle into the season, we're here to make the landing a little softer, a little easier, and a lot more delicious.

Ice breakers

Calling all ice cream adventurists.
Meet our most unmissable twisted treats yet.

SWEET NOSTALGIA, SWEET VALUE

Spice and everything nice

For the first time ever, our coveted holiday eggnog gets the **PC® Black Label Eggnog Ice Cream** treatment. Like our PC® Eggnogs, it starts with a custard base. This foundation creates a spoon-coating cling that proves our ice cream is packed with rich creaminess, not a bunch of whipped air. Now, lean in close, we'll let you in on a secret. The magic is in the warm spice blend of cinnamon and nutmeg, just like our traditional eggnog. Consider the holiday bar officially raised.

$4.50 **500 mL** 21734458_EA



100% Canadian dairy, 100% delicious

Tiramisu, turned up

Two rules when it comes to Loads of bars: They must be loaded, and absolutely legendary. Our **PC® Loads of Tiramisu Ice Cream** checks both of these boxes. A cool, crackly twist on tiramisu: we pair a rich coffee-fudge ripple inside a snap-worthy dark chocolatey shell, with real shortcake pieces inspired by coffee-soaked ladyfingers. Tiramisu translates to "pick me up," but you won't be able to put this bar down.

$5 **4 x 72 mL** 21734649_EA

Santa would approve

The North Pole called, and we answered with a treat so nice it might not last the night. Our **PC® Scoop Shop Santa's Milk and Cookies Ice Cream** turns Santa's midnight snack into a cookies and cream flavoured ice cream dream. We packed it with cookie pieces and chocolatey chunks because we couldn't decide what we loved more. If it's all gone by morning, blame Santa.

$5 **946 mL** 21688217_EA

Soup season goes slow simmered

We took our time searching for the secret to really good soup. And time was exactly what we found. Our PC® Slow Simmered Soups are simmered low and slow because that's how flavours build. The only thing we're rushing for is a taste.

ONLY $7.50!



PC® Lobster Bisque

Every spoonful of our bisque has rich lobster, so you don't have to go searching for the good stuff. Finished with Canadian milk and cream, it's velvety, dreamy, and made for lobster lovers.

$7.50 **700 mL** 21736482_EA

HOMEMADE TASTE, HEAT & EAT WITH EASE



PC® Thai Chicken

We've been caught sipping the sauce of Thai chicken curry right from the bowl, so it was only a matter of time before we transformed it into a seriously standout soup. Stacked with layers of umami and a tingly heat from red Thai chilis, spoons optional... just saying.

$7.50 **700 mL** 21736392_EA

DIY SOUP TOPPERS

Build-your-bowl

Just when we thought our soups couldn't get any better, these toppings put them over the top.



Saucy swirl: Stir together **PC® 3% Plain Yogurt**, **PC® Black Label Calabrian Chili Pepper Pesto**, and chopped fresh parsley. Swirl over soup.



Crispy bits: Sprinkle a big spoonful of grated **PC® Splendido Parmigiano Reggiano** into non-stick skillet; cook on medium heat, turning once, until crisp. Serve on soup and watch it melt away.



PC® Tomato Basil Bisque

Basil brings brightness, and the magic happens when we build bold tomato flavour in layers: diced for vibrancy, purée for intensity. The final flourish is Canadian cream and butter, because, well, we think life is better with butter.

$7.50 **700 mL** 21736402_EA

PC® Beef Chili

This isn't a chill chili. Our fully loaded version nearly defies the laws of physics with the amount of veggies we packed in. And because we love to be extra, we didn't hold back on a trio of kidney beans, corn, and black beans for a bowl that's bursting with goodness.

$7.50 **700 g** 21736321_EA

PC® Loaded Baked Potato

To soup-ify a loaded baked potato properly, we chose red-skin potatoes that soak up the surrounding flavours while keeping their tender texture. Rich cream, cheddar cheese, and sour cream deliver a triple hit of creaminess.

$7.50 **700 mL** 21736353_EA



Soup's soulmate: PC® Sourdough Crisps

Ever the crunch chasers, we asked: can we make sourdough shatter? Something bold enough to stand on its own yet easygoing enough to be your soup's crunchy companion. To pull off our crisps, we combined two sourdoughs for a mouth-watering tang, then double baked them for ultra-crispy pockets.

PC® Sourdough Crisps Sea Salt

Mediterranean Sea salt crystals highlight the sourdough notes while taking the crunch factor to the next level. A final glaze of honey sweet-talks the salt into becoming a winning combo.

$3 **142 g** 21743744_EA

PC® Sourdough Crisps Garlic & Herb

Some pairings are icons for a reason. We took real-deal, aromatic garlic and herbs to create a punchy symphony.

$3 **142 g** 21751458_EA

Our PC® Beef Chili has **16 g of protein** per 300 g serving and is a very high source of **fibre and iron**.

Level up the loaf

Think you know dough? Our new era of sourdough is rising.

Somewhere along the way, the modern loaf lost the plot. Corners were cut, the rise got rushed, and flavour became an afterthought. Our **PC® Sourdough Collection** is taking bread back. It all starts with the starter. This is the foundation of every loaf, decades of vibrant, complex flavour in the making.

A phone plan that keeps giving this holiday.

Activate with PC Mobile and get **20,000** PC Optimum points as a welcome bonus, plus points every month when you top up.

Visit pcmobile.ca for details

PC Mobile



Our "mother" starter was born over 30 years ago, and has been kept "alive" ever since. To build on its character, we add a signature blend of flours that bring depth and balance to our unique PC® starter. Three decades of care, but good things come to those who wait.



PC® Sourdough Focaccia Parmesan & Caramelized Onion

The inspiration struck while we were simmering sweet onions low and slow in the PC® Test Kitchen. As they turned into jammy gold, we realized our fave focaccia was the perfect canvas to hold all that molten magic. Generously dimpled and drizzled with extra virgin olive oil, the loaf is topped with sharp Parmesan to balance the rich, savoury sweetness of the onions. It bakes up pillowy soft with a shatteringly crisp crust.

$5 **560 g**

Parmesan & Caramelized Onion 21753067_EA;
Rosemary Sea Salt: 21752897_EA;
Green Olive: 21753048_EA



PC® Sourdough Baguette Ciabatta

We've always loved ciabatta—the Italian answer to the baguette—so we reimagined it the PC® way. Our sourdough version uses high moisture in the dough for an ultra-fluffy centre and a delicate, crackly crust, so you get just the right bite.

$3.50 **400 g** 21752789_EA



PC® Sourdough Pull-Aparts Garlic Parmesan

We're not saying we reinvented garlic bread... but we did give it an upgrade. Pronounced pieces of garlic bake into our dough, creating a total savoury-sweet sensation. A quick warm-up unlocks just-like-fresh-baked bliss. Pull apart and let the glorious cloud of garlic-Parm steam do the talking. Garlic lovers, this one's for you.

$3.50 **365 g**

Garlic Parmesan: 21753071_EA;
Ciabatta: 21753026_EA

Dates and bakes

Snacking just got sweeter.



DYK: Dates are a source of essential nutrients such as potassium and vitamin B6.



Santa's new fave cookie

Hot date-cardamom cookies

PREP TIME: 15 MIN | **MAKES:** ABOUT 2 DOZEN

Spiced, chewy, and indulgent enough for Santa's midnight snack, all while providing a source of fibre.

You'll need:

- ¾ cup PC® Salted Butter, softened
- ½ cup each granulated sugar and packed dark brown sugar
- 2 tsp each PC® Ground Cinnamon and PC® Ground Cardamom (cardamom optional but highly encouraged)
- 1 tsp grated orange zest
- 1 Free Run Large Brown Egg
- 1 ¾ cups PC® Organics Old Fashioned Rolled Oats
- ⅔ cup all-purpose flour
- 1 tsp baking soda
- 1 cup PC® Ajwa Whole Dates, pitted and chopped

Follow these steps:

1. **Preheat** oven to 375°F (190°C).
2. **Beat** butter, sugars, spices, and zest in bowl with hand mixer until fluffy, 2 min. Beat in egg.
3. **Whisk** oats, flour, and baking soda; mix into butter mixture on low. Beat in dates.
4. **Scoop** by 2 tbsp into balls; arrange 2-inches apart on parchment-lined baking sheets.
5. **Bake** on middle rack, 1 sheet at a time, until edges are golden, 9 to 11 min. Cool on tray.

Bake smarter, not hotter

The real trick to perfectly baked holiday cookies isn't just the dough. It's in the science of our **PC® Ultimate Cookie Sheet**. We've tucked a clever pocket of air between two layers of carbon steel to create the ultimate thermal buffer. This "cushion" circulates air to prevent hot spots, ensuring heat doesn't hit your delicate sugar cookies too intensely. The result? Golden edges, soft centres, and zero burnt bottoms. It's the ultimate even-baking upgrade at a price that's just as sweet as the cookies themselves.

$10 21714802_EA

Nature's candy

We're relentless in our pursuit of excellence. It's this drive that sent us searching the globe for **PC® Ajwa Whole Dates**. So naturally, we dropped the velvet rope on this delicacy. With a rich, chewy texture that rivals a gourmet caramel truffle, they're perfect for snacking straight from the container or adding a little natural sweetness to your baking.

$10 **400 g** 21737444001_EA

Roasted, coated, devoted

We don't shortcut the crunch. Our **PC® Chocolate Covered Almonds** are roasted in-house for that just-right toasted nutty flavour. We then drench them in a thick layer of velvety milk or dreamy dark chocolate. They're the stocking stuffer everyone's hoping for, but if they "accidentally" end up in your private stash, your secret is safe with us.

$2 **70 g**

Milk Chocolate: 21735107_EA; **Dark Chocolate:** 21735161_EA

Cozy comforts with JOE FRESH



Welcome to the Pinsa party

Fans of our iconic PC® Black Label Pizza, buckle up for **PC® Black Label Pinsa**. While eating our way through Italy, we fell hard for this Roman-style flatbread with its crisp bite and cloud-like centre, then spent years perfecting our own. The key was finding the holy trinity of flours and a 24-hour fermentation to create its signature light, airy texture. Hand-pinched by professional pinsaioli in Italy, each one is an original “pinsa snowflake,” we like to say. The star is our crispy crust with a tender, chewy inside, but our premium toppings are strategically scattered throughout, so you get the best of both worlds.

PC® Black Label Pinsa Stracciatella e Speck

When in Rome, you eat "Pizza con la Mortazza," a crispy yet chewy flatbread topped with mortadella and toasted pistachios. We scoured for it on every street corner and had to bring a taste of it back. For our pinnacle of pinsa perfection, we swap in shredded speck, a lightly smoked cured ham that crisps as it bakes. Stracciatella, the creamy centre of burrata, gets dolloped just so, never weighing down our precious dough. Il gran finale: crushed pistachios for a nutty crunch.

$9 **325 g** 21741683_EA

PC® Black Label Pinsa Pepperoni

Great crust doesn’t need much. This pinsa gets three standout ingredients, done exceptionally well: Italian tomato sauce (lightly dolloped to keep the crust light and crispy), grated Parmigiano Reggiano (Italy’s “King of Cheese”), and pepperoni on every slice because we know how much you love it.

$9 **310 g** 21741726_EA

Sweater weather

The season's coziest statement pieces, at prices worth celebrating.

Warm layers made for crisp air and living softly.

Cabin calling



Kid Boys' Fair Isle Sweater
$29

Kid Boys' 2-Pack Fleece Jogger
$24

Sleigh the day



Fair Isle Sweater
$39

Faux Fur Earmuffs
$19

Wide Leg Pull-On Pant
$29





Snowed in



Faux Fur Trapper Hat
$24

Mock Neck Sweater
$35

Fleece Jogger
$35

Shop in-store or online at joefresh.com

Extra looooong aperitivo hour

PC® Black Label Isle Of Man
This is no ordinary cheddar. On the Isle of Man, milk travels less than 25 km before 14 months of aging. Worth the wait: boldly sharp, unexpectedly smooth and creamy.

$8 **250 g** 20817395_EA

REALLY LONG BOARD, REALLY GOOD PRICE

Wow! 36 inches and it folds!



Our **PC® Oversized Acacia Charcuterie Board** is Forest Stewardship Council-certified, meaning the wood comes from well-managed forests.

Big board energy

We couldn't resist making a three-foot serving board because your gatherings deserve an epic centrepiece. Crafted from premium FSC Acacia wood, our **PC® Oversized Acacia Charcuterie Board** is the ideal canvas to build your biggest spread yet that keeps your guests tasting and mingling. Backed by a stainless-steel hinge, this showstopper actually folds in half so you can tuck it away when the party eventually ends. Go ahead, invite the whole neighbourhood.

$40 21706091_EA

Bring on the bomba

Ok, hear us out: a pizza mozzarella stick, but rolled into a flavour bomb. That's the MO behind our **PC® Bombas**. Most mozza sticks miss the point that the inside matters just as much as the crunch. So we obsessed over the filling first: pizza mozzarella meets a punchy pesto made with basil and hard cheeses, no pine nuts needed. This gets lightly breaded for a crispy bite. Then comes the epic cheese pull.

$7 **240 g** 21742930_EA

Where the spread keeps unfolding with bold flavours and big value.



PC® Black Label White Fox

Made in Shropshire, England, this White Leicester matures for 12 months, developing a rich, nutty flavour. Its ultimate credential? A satisfying crunch from naturally occurring "cheese crystals."

$8 **250 g** 20911376_EA

Tapas into something special

There's charcuterie, and then there's **PC® Charcutería Dry-Cured Meats**, a tribute to Spain's culinary tradition of serving cured meats, not just for special occasions, but as a daily ritual. In the spirit of this culinary custom, we've brought the distinct flavours of classic charcutería home to you, expertly sliced and ready to share.

$12 **150 g** 21759446_EA



SERRANO means "from the mountains," where this delicacy was traditionally dry-cured in Spain's cool, crisp mountain air. We hand-select each piece for its marbling and patiently age it for 16 months using only salt, earning the highest "Gran Reserva" distinction.

SALCHICHÓN is a traditional Spanish cured sausage (picture a distant relative of Italian Genoa salami). Prepared in Canada, ours is dried for six weeks, where black pepper elevates the natural richness of the melt-in-your-mouth pork.

Our **MILD CHORIZO** follows a Spanish-inspired recipe, using smoky DOP "Pimenton de la Vera" paprika for its signature campfire-like aroma. Dry-aged for a minimum of six weeks, it's a savoury-smoky masterpiece.



HIGH IN PROTEIN, HIGH IN VALUE!

Ready, reset

Your new year starts now. Out with extremes, in with intentional swaps, small-but-mighty shifts, and powerful pivots that bring you back to balance. From kitchen essentials that will transform how you cook to foods with protein and fibre that put taste first, turns out, you can have it all.

Wellness, whenever



Gut health revolution

We want to change the game for the better, and it starts with your gut. Often called the "second brain," science has only scratched the surface of what our guts are capable of. Increasing evidence shows that gut bacteria can affect mood, cognition, and well-being. So, we're going all in on gut health. Because when your gut thrives, so do your goals.

Probiotic packed, budget-backed

When it comes to your gut health, we're doubling down, literally. Our new **PC® Probiotic Yogurt Cups** start with 100% Canadian dairy, cultured with bacteria to begin the yogurt's fermentation process. Plus, we add two billion probiotics per cup that contribute to healthy gut flora (that's double what some yogurts dare to do). Now in perfectly portioned cups, get wellness by the spoonful wherever your day takes you. Lactose-free so more people can enjoy, this is where science meets mouthwatering taste at a price you'll love too.

$4 **8 x 100 g**

Strawberry & Blueberry: 21750732_EA;
Vanilla: 21750677_EA

Shoot your best shot

Did you know, energy metabolism is the process that helps your body use nutrients from food? Vitamins B6 and B12 are factors in this process, so we added both into our **PC® Juice Shot for Energy Metabolism**. Crisp and bright, when the holiday hustle keeps you out late and up early, you've got flavour-packed wellness at hand.

$10 **4 x 60 mL** 21739876_EA

Non-stick without the splurge

Great cooking starts with the right tools. Our new collection is designed to help you cook with confidence at any stage of your journey.







For non-stick performance you can feel good about

Non-stick cookware has caused quite the sticky situation. For decades, PFAS coatings (per- and polyfluoroalkyl substances) promised ease, but left behind questions about forever chemicals. Meet **PC® CeraWare Ceramic Non-Stick Cast Aluminum Skillet**, our premium non-stick made without added PFAS. Built with a lightweight, durable cast-aluminum body for exceptional heat distribution, our skillet features two layers of ceramic coating for effortless non-stick and cleanup. Compatible with all cooktops, you'll actually look forward to cooking eggs.

$20 11.5" 21720369_EA; **$18** 9.5" 21720368_EA

PC® CHEF PRO TIP: **Ditch the high heat.** This pan holds onto heat exceptionally well that medium or low is best.

For roasts that hit harder than most

Our Honeycomb-Clad technology changed the roasting game for the greater. But we've never been able to crack the honeycomb code in a square roasting pan until now. Finally, our **PC® Honeycomb Clad Roaster** features our award-winning technology that combines an aluminum core with an internal stainless-steel grid (imagine what actual honeycomb looks like) for superior heat distribution, optimal searing, and caramelization. Oven-safe and a non-stick surface, you can sear on the stove for big flavour, then roast until perfectly cooked.

$50 21714901_EA

PC® CHEF PRO TIP: **Oven to stovetop:** while the roast rests, move the pan to the burner to make gravy with flour, broth, salt, and pepper.

For building flavour like a chef

We love cooking with stainless steel in the PC® Test Kitchen because we think it's unrivalled for building flavour, and our **PC® Pro Performance Tri-Ply Stainless Steel Wok** is no exception. It's performance you can taste, thanks to our wok's tri-ply construction. Three powerful layers working together as one: a stainless-steel exterior to help maximize flavour, an aluminum core for incredible heat conductivity, and a stainless-steel interior for precise cooking control. With high curved walls and side handles for smooth moves, this wok will have you cooking like a top chef in no time.

$35 21705752_EA

PC® CHEF PRO TIP: **Searing leaves behind flavour gold.** Simmer wine or broth to rescue those flavourful, caramelized bits.

CHEF WORTHY TOOLS, MINUS THE SPLURGE

Our all-in-one wok comes with a glass lid for steaming.



Noodle Night!

Better-than-takeout curried shrimp noodles

PREP TIME: 20 MIN | **SERVES:** 6

Packed with plump Pacific shrimp for protein and five different veggies, this fast and fragrant dish hits the table in minutes.

You'll need:

- 3 bundles PC® Rice Vermicelli Noodles
- ¼ cup PC® 100 Pure First Pressed Canola Oil, divided
- 3 PC® Free Run Brown Eggs Large, whisked
- ½ tsp salt, divided
- 1 pkg frozen PC® Peeled Raw Pacific White Shrimp, thawed and patted dry
- 4 cloves garlic, minced
- ¼ cup shaoxing cooking wine or broth
- 3 cups frozen PC® 3-Pepper & Onion Blend
- 2 tsp PC® Curry Powder (mild or medium)
- 1 tsp PC® Ground Turmeric
- 6 heads baby bok choy, trimmed and quartered
- 3 tbsp fish sauce and 2 tbsp fresh lime juice
- 1 tsp granulated sugar

Follow these steps:

1. **Cook** noodles; drain and rinse under cold water.
2. **Heat** 2 tbsp oil in **wok** on high; scramble eggs with pinch salt until softly set. Remove to bowl.
3. **Add** remaining oil; stir-fry shrimp and garlic until pink, 1 to 2 min. Add wine, scrape up brown bits.
4. **Add** vegetable blend and reduce heat to medium-high; stir-fry 1 to 2 min. Stir in spices and remaining salt. Reduce heat to medium; add bok choy, noodles, and eggs; stir-fry until wilted, 2 min.
5. **Mix** fish sauce, lime juice, and sugar; toss in.



Truffle time, anytime

The journey of **PC® Flavour Explosion Truffle & Ricotta Stuffed Gnocchi** starts with us tracking down black summer truffles, prized for their earthy, nutty flavour. We paired these hidden gems with slightly sweet ricotta to balance the truffle's boldness and tucked it all inside a fresh, made-in-Italy potato dough (crafted from real potatoes, never flakes). Find them in the fresh pasta section, then pan-fry to a magnificent golden in six minutes.

$5 **280 g** 21736129_EA

From snooze to self-care

Serve your skin some major holiday glow.



Life Brand™ Toner Pads

Pouring toner out of a bottle is so last season. These K-Beauty-inspired toner pads swipe targeted ingredients exactly where your skin needs them. Hit refresh with soothing CICA & Tea Tree Water, boost bounce with rejuvenating Collagen & Retinol, or dial up the glow with Vitamin C & Niacinamide.

$25

Boost Babe Rejuvenating: 21754420_EA;
Glow & Behold Brightening: 21754473_EA;
Cica Chic Soothing: 21754482_EA



Life Brand™ Eye Mask Value Sets

Tired-looking eyes, meet your match. Our K-beauty hydrogel masks hug your contours to lock in serious moisture. With 30 potent treatments in every jar, pick your holiday winter rescue: brightening Niacinamide, hydrating Ceramides, or rejuvenating Peptide.

$25

The Firm Renewing: 21754491_EA;
Eyes & Shine Brightening: 21754463_EA;
Dew Process Hydrating: 21754455_EA

Start strong

Fuel your day with protein and fibre.

HIGH IN PROTEIN, BIG ON VALUE!

DYK: Unlike many muffins, ours are high in protein, and a source of fibre.

How can I increase my protein intake?

Ask Health™

Macro is short for macronutrients, the big three (protein, carbs, and fats) your body needs.

Muffin possible

We dreamed of a snack that wouldn't make you choose between fuel and flavour. After countless batches in the PC® Test Kitchen, our **PC® Protein Muffins** deliver 10 g of protein and 2 g of fibre per 100 g. Dive into **Blueberry**, bursting with juicy berries, or double down with **Banana Chocolate Chip**, loaded with mini and jumbo chocolate chips for melty pockets of chocolate in every bite. Muffin, *ermm*, mission accomplished.

$6 400 g

Blueberry: 21739320_EA;
Banana Chocolate Chip: 21739396_EA

Oat-standing

Who says better choices can't feel indulgent? That's the inspo behind our **PC® Blue Menu™ Protein Granola Boost**. Expect a shatteringly crisp bite that happens to pack 29 g of protein and 11 g of fibre, plus essential nutrients like thiamine, niacin, and vitamin B6*. Spoon it over creamy Greek yogurt, splash it with cold almond milk, or grab a handful straight from the bag. Find your perfect crunch in two signature flavours: **Almond Butter and Vanilla** or warmly spiced real-maple-tossed **Maple Cinnamon**.

$4.50 300 g

Almond Vanilla: 21739116_EA;
Maple Cinnamon Crunch: 21738426_EA

*Per 100 g granola cereal with 125mL of 1% milk.

Lactose free, limit free

Lactose-free, but make it just as melty, creamy, and craveable.

LACTOSE FREE CHEESE, PRICED TO PLEASE

Call us obsessed, but we couldn't sleep knowing you might miss the perfect lactose-free cheese pull. **PC® Lactose Free** is made with 100% Canadian dairy. For cheeses with a longer fermentation process, lactose is naturally broken down by lactic acid bacteria. Go ahead, say, "cheese please" with ease.

cheese-pull worthy!

Return of the mac

PC® sizzling stovetop gochujang mac

PREP TIME: 10 MIN | **SERVES:** 8–10

We dared to create the creamiest lactose-free mac, with hidden veggies and bold gochujang.

You'll need:

- 6 cups dry cavatappi, macaroni, or fusilli pasta
- 4 cups lactose-free 2% milk
- 1 cup frozen PC® Sweet Potato Chunks
- 1 ½ tsp salt
- 1 block PC® Lactose Free Spreadable Cream Cheese Product , cubed
- ½ cup PC® Gochujang Wing Sauce
- 1 bag PC® Lactose Free Mac & Cheese Cheese Blend
- Crispy Chili Sprinkles

Follow these steps:

1. **Cook** pasta in large saucepan according to package directions. Drain and set aside.
2. In large saucepan, **bring** milk, sweet potatoes, and salt to a simmer on medium-high; reduce heat and simmer, stirring, until tender, 12 min.
3. **Transfer** to blender; add cream cheese and wing sauce. Remove stopper from lid and cover lid with towel; blend until smooth. Return to saucepan; stir in cheese and heat on medium until melted. Stir in pasta.

Crispy Chili Sprinkles: Cook chopped garlic, crushed red pepper, and salt in oil, stirring, 2 min. Stir in about ½ cup PC® Black Label Panko Bread Crumbs; cook 2 min. Add chopped green onion; cook 1 min. Sprinkle over pasta.

Triple threat

Ask any serious comfort-food fan and they'll tell you: the foundation for an unforgettable melt is a cheesy trifecta. Our **PC® Lactose Free Mac & Cheese Cheese Blend** combines medium cheddar, nutty Swiss, and gooey pizza mozzarella for a creamy skillet sauce, while our **Tres Formaggi Cheese Blend** combines pizza mozzarella, provolone, and Parmesan for a dreamy pasta bake.

$6.50 320 g
Mac & Cheese: 21737912_EA
Tre Formaggi: 21737931_EA

Smooth moves

The first ingredient in our **PC® Lactose Free Spreadable Cream Cheese Product** is 100% real Canadian cream, made to stay consistently smooth.

$4 227 g 21738914_EA



Cheddar on-the-go

We looked around and realized no one was making a medium cheddar snack stick for the lactose-free crowd... so we did. Each **PC® Lactose Free Cheese Stick** packs 5 g of protein per 21 g to keep you fueled on the move. Proper Canadian cheddar, perfectly portioned.

$6 210 g 21737688_EA

More mozz, no problems

We think your homemade lasagna deserves better. Most lactose-free options settle for part-skim substitutes, but our first-in-Canada **PC® Lactose Free Mozzarella Cheese Block** uses milk for a delicious mozzarella that's great for melting.

$6.50 400 g 21737935_EA

Your pet cares about high quality. Not high prices.

UP TO
40% LESS
THAN AVG. PRICE/100G OF SELECTED PET SPECIALTY COMPETITORS*

- Veterinarian Formulated
- All diets have Real Meat as First Ingredient
- Grain-free Diets Offered
- Formulated without Corn, Wheat, Soy, or Animal By-products
- All diets include Omega-3 & Omega-6 Fatty Acids
- All diets include Fruits, Vegetables, Prebiotics & Probiotics

SCAN TO SEE WHAT SETS US APART



Love it or your money back with our PC® Guarantee

PC® Nutrition First Digestive Care Dry Dog Food
PC® Nutrition First Digestive Care Cat Food

Every bounce and pounce begins with a happy tummy. Available in two distinct dry kibbles—one for dogs, one for cats. Fibre sources, including miscanthus grass and pumpkin, help promote digestive function.

$30 7 kg
Dog Food: 21748459_EA

$14 2 kg
Cat Food: 21748400_EA

PC® Nutrition First Skin & Coat Care Dry Dog Food

Brilliant shine starts from within. Omega-3 and 6 fatty acids help support a shiny coat and keep skin healthy, because every dog deserves a good fur day.

$30 7 kg 21748640_EA

PC® Nutrition First Mobility Care Dog Food

Ready, set, fetch! Formulated to support the pep in your dog's step, Omega-3 fatty acids support joint health and mobility to keep those tails wagging and paws moving.

$30 7 kg 21748655_EA

*Based on average regular retail price per 100g of the brands shown in chart linked. Prices may vary by store. See in-store or online for details.
"-" represents that the claim was not true and/or inconclusive in our search for that particular brand.

Our favourites for baby

Everyday essentials, so you can grab what they need and get on with everything else.

$5 AND UNDER!

Millions of Canadians have trusted PC® Organics™ Baby Food for decades!

Backpack bestie

We had a delicious dilemma: make a snack for little ones that grownups would be just as happy to pack. **PC® Organics™ Fruit, Oat & Veggie Bars** got that in the bag. They're prepared in Canada with organic fruits and veggies for a just-like-homemade taste. Available in three flavour combinations, their texture helps encourage chewing skills for growing foodies.

$4 5 x 18 g
Blueberry, Apple, Carrot: 21734802_EA;
Carrot, Cinnamon, Orange: 21734817_EA;
Beet, Raspberry, Chia, and Carrot: 21734782_EA

Spoon-feeding, simplified

Introducing your little one to new foods can feel intimidating, so we set out to bring total peace of mind with our **PC® Organics™ Glass Jar Fruit & Vegetable Purées**. Packaged in recyclable glass jars, we star real fruits and veggies so you can confidently explore new ingredients and easily track how your baby handles each new taste. With no sugar added, our smooth purée glides right off the spoon, making first tastes easy-peasy. Watch their flavour journey progress naturally from earthy Sweet Potato to vibrant Pear, leading right into thicker, textured blends like Apple, Grains & Cinnamon when they're ready to begin their next chapter.

$2 128 mL
Pear: 21739816_EA;
Carrot: 21739969_EA;
Apple, Grains, Cinnamon: 21739811_EA

Sweet dreams start here

Soft on baby's skin, easy on your budget. Our **PC® Cloth-Like Feel Lavender Baby Wipes**, made with naturally sourced fibres, mimic the feel of a real cloth. We infused them with lavender and oat kernel extracts, as well as aloe and vitamin E to help moisturize a baby's skin. Dermatologist-tested, they're your new diaper bag and bedtime bestie.

$5 21650752_EA

Grab a convenient pillow pack or stock up on club size!

Meal-prep makeover

Start the year off right with effortless eats and fuss-free food storage.



Colour-coded silicone seals keep things organized.

3 FOR $20!

PC® Flame-Grilled Seasoned Chicken Breast Skewers level up any meal with 20 g of protein per 100g serving.

$12 **300 g**

21713092_EA

One stack is all it takes

Over 80% of Canadians pack leftovers weekly, so we built a better way to store them with our breakthrough **PC® Tidy Stack**. We chose borosilicate glass for its durable, oven-safe versatility. Plus, our two-piece latch keeps things locked-in, while slightly concave lids allow for stable stacking in your fridge or cupboard. Speaking of lids, for the first time in PC® food storage, we created interchangeable lids that fit across multiple container sizes. Finally, storage that makes sense.

$20 **3 pc set**

700 mL , 940 mL, 1.15 L 21707051_EA;

Big news for our BBQ chicken

For decades we've been devoted to the art of rotisserie chicken. Now, our **PC® Halal Barbecue Chicken** is also available as certified Halal. Freshly prepared in-store multiple times a day, our birds are never far from the oven. Ever wonder what makes them so irresistibly golden-brown yet juicy? A technique called air chilling for the holy grail of rotisserie. As for the seasoning, our signature blend is a secret worth keeping.

1 kg 21750242 - ONT + QC **1 kg** 21750264 - WEST

Feta meet crunch

Our PC® Greek Dressing has been a cult-fave for years, so it was about time we built our new **PC® Gloriously Greek Chopped Salad Kit** around it. Always the feta fanatics, we got the glorious Greek-style cheese in our signature dressing, but we also gave you more for sprinkling. Then, we layered in the crunch with crumbled dill-seasoned croutons, so every bite is just as loud as our famously flavourful dressing.

252 g 21759493_EA



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Holiday Hall of Famers

Don't miss our icons of the season. Less prep, more party, all the festive faves.



PC® Sliced Cheesecake Selection, 12 slices
1 kg 20599530_EA

$20

Flame-broiled Swedish beef meatballs, seasoned to perfection and ready in minutes.



PC® Swedish Beef Meatballs
907 g 21724901_EA

$11



PC® Orange Chicken
850 g 21735868_EA

$7

Our fave Lunar New Year snack. These real shrimp-flavoured chips are flash-fried for a light, airy crunch. No party is complete without the puff.



T&T Garlic Butter Shrimp Chips
240 g 21753475_EA

$6

Made in France with 16 layers of butter. Simply bake and voila: warm, bakery-style croissants.



PC® All-Butter Croissants
312 g 21545111_EA

$25

Responsibly farmed Atlantic salmon wrapped in our lattice-topped, all butter puff pastry.



PC® Salmon Wellington
725 g 21552109_EA

$6.50



PC® Candy Cane Chocolate Fudge Crackle Ice Cream™
1.5 L 20810224_EA

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