

Tokmanni is celebrating its store in Mänttä, which is now a full-range grocery shop – It stocks everything from dinner ingredients to renovation supplies



The Tokmanni store in Mänttä now sells fresh food products, such as various fruit and snack products. Its assortment also includes food products from Finnish local and small producers. The picture here is from the Tokmanni store in Mäntsälä, where similar changes were implemented last spring.

Tokmanni, Finland's largest variety discount retailer, is celebrating the expansion of its [store in Mänttä](#) into a versatile grocery shop, with comprehensive [opening offers](#) from Thursday to Sunday, 21–24 October 2021. The food department, which now includes more than 6,000 products, and the other renewals such as improvements in garden department will enable the Tokmanni store in Mänttä to meet its customers' wishes even better than before.

Tokmanni has refurbished its store in the centre of Mänttä, which has served customers since 2008, in line with its newest store concept, which emphasises quick and easy shopping.

“We now have not only a wider product selection, but also new signage and the hoped-for additional space for our food and garden departments and for displaying our extended assortment. These improvements mean that our customers will be able to enjoy even more convenient shopping,” says **Mia Vuokko**, Store Manager at the Tokmanni in Mänttä.

Assortment expanded with especially wider choice of fresh food products

Customers of the Tokmanni in Mänttä are used to a wide selection of products related to beauty, health and wellbeing, clothing, interior decoration, cleaning, leisure, home electronics, home improvement and various

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seasons. The expanded garden department will sell a comprehensive range of mold, plants and various snow tools, depending on the season. As a result of the refurbishment, the store's food department, which consisted of dry foods, beverages and pet products, has been supplemented with over 2,000 new products, most of which are fresh foods. The store's food product department will now offer about 6,000 different products, from fresh fruit and vegetables to fresh fish.

"Various delicacies will also be available from many Finnish local and small producers, such as Pirjon Pakari, Edun Herkkukeidas, Vilenin Leipomo, Tampereen Lihajaloste and Max-Peruna H. Rentto," says Vuokko.

The food department's product assortment has grown by about one third and the sales area of the department, including pet products, is approximately 600 square metres. The store has a total sales area of around 3,200 square metres.

"Our renewed assortments have already attracted a pleasing amount of interest among our customers. By expanding the store into a grocery shop, we will make the daily lives of Mänttä-Vilppula residents and other visitors easier, as we can offer everything from ingredients for dinner to supplies for renovation products conveniently under the one Tokmanni roof," says Vuokko.



Shopping convenience was also a factor considered in the renovation. For example, the products of local and small producers will be displayed prominently in the Tokmanni store in Mänttä, as shown here in the picture taken at the Tokmanni store in Mäntsälä.

Takeaway products and in-store bakery

In addition to local products and convenience, the Tokmanni store in Mänttä also focuses on other current food trends and various dietary restrictions. The store has a department with various ready-to-eat products, such as sandwiches, filled baguettes and salads. Other takeaway products, such as various juices and smoothies, are also available. The comprehensive assortments and store signage mean that organic and new products and vegan and gluten-free products are very easy to find in the store.

“We now also have an in-store bakery that offers various types of bread, as well as croissants, buns and other classics and a changing selection of seasonal products and stock lots. Our bakery selection includes more than 50 different tasty treats, so there is bound to be something for everyone,” says Vuokko.



The Tokmanni store in Mänttä will feature an in-store bakery with a changing assortment of more than 50 products, such as bread, pastries and other tasty treats. This image is from Tokmanni in Järvenpää, where a similar in-store bakery was added in early 2021.

Waste and energy efficiency have also been taken into consideration

Tokmanni seeks to reduce waste by optimising order volumes and deliveries, for example. Stores in the Tokmanni chain also sell soon-to-expire food products at half-price, starting two hours before the stores' closing time.

The Mänttä store also has a recycling point for small waste electrical and electronic equipment, where customers can bring small electrical appliances, such as coffee machines, drills and headphones, which are broken.

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“In a grocery shop containing refrigeration equipment, for example, it is particularly important to pay attention to energy efficiency. At Tokmanni, we only purchase energy-efficient refrigeration equipment and renewable electricity for our stores,” says **Harri Koponen**, Vice President, Store Network and Concept at Tokmanni.

“In addition, renewable solar energy is already being produced at one in four of our stores – including the Mänttä store – with solar panels on the roof,” he adds.

More staff, extensive opening hours and comprehensive opening offers

The expansion of the store into a grocery shop means that Tokmanni has been able to take on about five new employees at its Mänttä store. The approximately 20 retail sector professionals at the store will serve customers with long opening hours: on weekdays from 8 am to 9 pm, on Saturdays from 8 am to 8 pm and on Sundays from 10 am to 6 pm. The store's address is Pohjaväreenkuja 1, 35800 Mänttä.

To celebrate the opening, the refurbished Tokmanni store will have plenty of [special offers](#), especially on food products, from Thursday to Sunday 21–24 October 2021.

Special attention is paid to ensuring a safe shopping experience at the store. To avoid queues, Tokmanni will distribute tokens for its famous surprise buckets to the first 500 paying customers at the Mänttä store on Thursday, 21 October 2021. By presenting their token, the customers will be able to collect their surprise bucket on the opening day without having to queue. A Tokmanni gift voucher worth EUR 50 has been hidden in two of the buckets.

There are now 18 Tokmanni stores that sell fresh food products

Including its store in Mänttä, Tokmanni has 18 stores around Finland that sell fresh foods. These also include the [TEX chain stores in Tornio and Kemi](#) that transferred to Tokmanni at the beginning of August.

All the Tokmanni grocery shops also sell the familiar products that are sold at other Tokmanni stores.

“Our grocery shops are located in various places around Finland, such as Kajaani, Oulu, Joensuu, Kylmäkoski, Masku and now also Mänttä. This year, for example, we renovated and expanded our fresh food departments, taking into account the wishes of our customers, at our stores in [Järvenpää](#) and [Mäntsälä](#),” says Koponen.

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Calls to a corporate number beginning with +358 20 7 from a landline or a mobile phone are EUR 0.0835 per minute + EUR 0.1669 per minute (incl. VAT 24%). Calls from outside Finland are subject to an international call charge.

Tokmanni is Finland's leading variety discount retailer. Some 4,000 Tokmanni employees make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of Finnish and international brand-name products and other high-quality products at prices that are always affordable. With nearly 200 stores around Finland and an online store, Tokmanni is always close to its customers. Tokmanni's revenue in 2020 amounted to EUR 1,073.2 million. Tokmanni shares are listed on the Nasdaq Helsinki.