

Hello Finland, EUROSPAR here!

– The opening of the first EUROSPAR supermarket under the same roof as Tokmanni will be celebrated in Ylöjärvi this week



Ylöjärvi, located west of Tampere, is the first city to have a versatile EUROSPAR supermarket as part of the Tokmanni store offering. The international EUROSPAR store concept refers to supermarkets that are larger than SPAR stores and are catered to fulfilling the weekly needs of customers. The opening ceremony will take place on Thursday 12 June 2025.

Affordable prices, freshness and diverse product assortments. Ylöjärvi, a city with almost 34,000 inhabitants, has a reason to rejoice, as the opening of Finland's first EUROSPAR supermarket in connection with a Tokmanni store will be celebrated in the city on Thursday 12 June 2025 from 8 am onwards. The EUROSPAR supermarket in Ylöjärvi, which includes an extensive grocery offering, is just the beginning, as Tokmanni, which started as a SPAR licence holder in Finland this year, will renew all of its food departments selling fresh food to embrace the **international SPAR brand**. In addition, Tokmanni will bring more SPAR products from around the world to each of its 204 Tokmanni stores.

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The EUROSPAR store concept, which marks the return of SPAR to Finland after nearly twenty years, offers a diverse selection of affordable groceries and meets customers' shopping needs in one go, from fruits and vegetables to baked goods, and from meat and fish to beverages.

The EUROSPAR supermarket in Ylöjärvi offers its customers a service counter selling meat and fish from Finland, for example, as well as the SPAR Bakery baking station concept, which is very popular around the world. In accordance with customers wishes, SPAR Bakery's selections in Ylöjärvi includes dozens of delicious breads as well as savoury and sweet pastries.

In Ylöjärvi, customer's wishes have also been met by introducing a versatile salad bar as part of the service offering.

"In Finland, the EUROSPAR supermarket concept and its vivacious store appearance are based on the international EUROSPAR store format and elements, which have been developed in accordance with best practices and successfully operate around the world," **Harri Koponen** says. He works as the Vice President, Store Network and Concept for Tokmanni Group's operations in Finland.



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Delicacies from all over the world, but without forgetting domestic products

– For example, part of the fish selection has been caught in Lake Näsijärvi and bakery products are made in Ylöjärvi

SPAR product selection offers customers all over Finland, above all, more choice. Thanks to the global scale of the SPAR brand, treats from various countries are available for sale, from Italian pastas and pasta sauces to Dutch syrup waffles (stroopwafels) at very affordable prices.

However, the majority of the product selections at the EUROSPAR supermarket in Ylöjärvi consists of domestic products. In addition to pasta, spaghetti, pasta sauces, and other daily groceries sold under the SPAR brand, familiar Finnish food products are available from brand houses such as Primula, Valio, Fazer, Hartwall, Atria, Snellman, Juustoportti, Jukolan Juusto, and Porin Leipä. Furthermore, most of the products available in the SPAR Bakery in Ylöjärvi are domestic.

Additionally, local food or food products from small producers or other local companies are available at the EUROSPAR supermarket in Ylöjärvi, such as those from Aallon Leipomo from Ylöjärvi, Teivon Deli from Sastamala, and Tapola, Tampereen Lihajaloste and Yrjö Wigren from Tampere. In addition, part of the fish selection has been caught from Lake Näsijärvi.

“We design our EUROSPAR supermarket product selection by listening to our customers. We want to offer both local and other domestic products appreciated by our customers and tastes from around the world. Thanks to the EUROSPAR supermarket, the food selection available to our customers will grow by over a thousand new products, which we hope will please our customers,” Koponen says.



The EUROSPAR supermarket in Ylöjärvi offers the SPAR Bakery baking station, which is very popular around the world.

Everything you need under one roof

Tokmanni and EUROSPAR operate under the same roof and have a shared checkout counters. Thanks to this, customers can shop from Tokmanni's the extensive selections of groceries and non-groceries and from EUROSPAR's the versatile food selections.

"We are very pleased to open our first EUROSPAR supermarket. Tokmanni's comprehensive product offering combined with the EUROSPAR supermarket's diverse food selection is exactly what many of our customers have said they want, i.e. both more different options and things to buy in one shopping visit and more price competition in the Finnish retail market," Koponen says.

The combined retail space of Ylöjärvi's Tokmanni and EUROSPAR supermarket is around 6,000 square metres of space. Of this, the EUROSPAR supermarket's share is over 2,000 square metres. The majority of the retail space, well over 3,000 square metres, is the Tokmanni store visible to customers. In the same building, there is also a lunch restaurant operated by Aitoleipä, a company from Pirkanmaa region.

Customer service at Tokmanni and EUROSPAR stores in Ylöjärvi is provided by a team of around 50 retail professionals led by Store Manager **Anne Toivio**. The common address of the Tokmanni store and the EUROSPAR supermarket is Elotie 9, 33470 Ylöjärvi. The opening hours are also the same: on weekdays and Saturdays from 7 am to 9 pm and on Sundays from 9 am to 8 pm.



The installation work of the EUROSPAR illuminated sign was underway at the beginning of this week. Soon everything will be ready for the opening celebrations on Thursday 12 June.

Opening offers and surprise buckets with product gifts

The EUROSPAR supermarket in Ylöjärvi will be celebrated with [generous opening offers](#) valid from Thursday 12 June to Sunday 15 June 2025.

On-site in Ylöjärvi, one thousand famous Tokmanni's surprise buckets filled with product gifts will be handed out for free to the first customers on the day of the opening on Thursday 12 June. Two of the surprise buckets will also contain a EUR 100 gift card.

On Thursday morning, the opening festivities in Ylöjärvi will be attended by **Mika Rautiainen**, Group CEO, alongside store employees.

The SPAR cooperation brings more diverse food selections and SPAR products to Finland – All SPAR food products that were introduced in Tokmanni stores in the spring have sparked interest

SPAR, which has expanded from the Netherlands to the world, already serves its customers with over 13,800 stores across 48 countries worldwide. Tokmanni's partnership with SPAR International and the very extensive procurement channels formed together with SPAR licence holders in different countries worldwide offer Tokmanni an excellent opportunity to sell SPAR food products and other daily consumer goods that are genuinely of very good price-quality ratio and of great interest to customers all over Finland.

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“As SPAR brand licence holder in Finland, we have an excellent opportunity to introduce to our selection, for example, products that have proven to be popular and very competitively priced in other SPAR operating countries, whether they are food, beverages or daily consumer goods related to personal hygiene, for example,” Koponen says.

As part of the SPAR cooperation, Tokmanni launched the first couple dozen SPAR products to each of its 204 Tokmanni stores in April. The product range, which includes, for example, Italian spaghetti and pasta, Mexican-style salsa sauces and delicious corn, lentil and gluten-free hummus crisps, has sparked a lot of interest among Tokmanni's customers. As expected, the best-selling products in terms of quantity have been basic foods such as sugar, spaghetti and pasta.

“The expansion of the SPAR product range is currently underway, and more SPAR daily necessities will be available in all Tokmanni stores during the summer and early autumn,” Koponen says.

Tokmanni also intends to transform the food departments of its Tokmanni stores that already sell fresh food to embrace the international SPAR brand, not just in Ylöjärvi. Currently, Tokmanni has around twenty stores that also sell fresh food*.

Tokmanni is also exploring opportunities to operate a grocery business with SPAR formats in some Tokmanni stores other than those that already sell fresh food. However, right now, Tokmanni's main focus is on the SPAR product ranges in all Tokmanni stores, and on stores that already sell fresh food, gradually transforming them to align with the SPAR concept.

In addition to the aforementioned, Tokmanni Group will consider possible stand-alone SPAR stores at a later stage.



Spaghetti and Penne Rigate pasta are made in Italy and sugar in the Netherlands. These products were among the first SPAR products in the selections of all Tokmanni stores.

Tokmanni Group's network of stores continues to grow and renew – New Tokmanni stores will be celebrated in Kemiönsaari, Jokela in Tuusula and Nilsjä in Kuopio

[Tokmanni Group](#) continues to develop its store network in Sweden, Denmark and Finland this year as well. [Big Dollar](#), a variety discount retail chain operated by Dollarstore and owned by Tokmanni Group, will open several news stores around Denmark this year. In addition, Dollarstore will both open several new stores and relocate some of its current stores to new store premises in Sweden. In Finland, [Tokmanni variety discount retail chain](#) will open new stores in Kemiönsaari and Jokela in Tuusula, and relocate to new store premises in Nilsjä in Kuopio.

[Tokmanni Group Corporation](#) is one of the leading variety discount retailers in the Nordics. The Group already has a total of more than 380 stores in Finland, Sweden and Denmark. In Finland, Tokmanni Group serves its customers with [Tokmanni stores](#), [Click Shoes and Shoes House stores](#) as well as through the [Tokmanni](#) and [Click Shoes online stores](#). In Sweden, the Group has [Dollarstore stores](#), and in Denmark, [Big Dollar stores](#).

** Tokmanni stores that also sell fresh food in June 2025 are the following stores (in addition to EUROSPAR supermarket in Ylöjärvi): Keminmaa (Centtilä), Hämeenlinna Tiiriö, Iisalmi, Joensuu Raatekangas, Järvenpää, Kajaani Lehtikangas, Kemi Tervaharju, Kiuruvesi, Kylmäkoski, Masku, Mäntsälä, Mänttä, Oulu Jukola and Kaijoharju, Sotkamo, Tornio, Vanhakylä, Varkaus, and Äänekoski. Detailed contact information can be found on Tokmanni's website at tokmanni.fi/myymalat.*



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Familiarise yourself with the most significant changes of the Tokmanni Group's store network between 2016 and 2025, as well as changes that will be implemented in the near future and that have already been announced at ir.tokmanni.fi/en/investors/tokmanni-as-an-investment/new_stores.

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Tokmanni Group Corporation is one of the leading variety discount retailers in the Nordics. More than 6,000 employees in Finland, Sweden and Denmark make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of nordic and international brand-name products and other high-quality products at prices that are always affordable. With more than 380 Tokmanni, Dollarstore, Big Dollar, Click Shoes and Shoe House stores and online stores, the Group is always close to its customers. In addition, the Tokmanni Group has had exclusive rights to sell SPAR products and operate the SPAR brand in Finland since 2025. In 2024, the Group's revenue was EUR 1,675 million and comparable EBIT amounted to EUR 100 million. The Tokmanni Group Corporation's shares are listed on Nasdaq Helsinki.