

Hello Finland, EUROSPAR here!

– Finland's second EUROSPAR supermarket will be celebrated under the same roof with Tokmanni in Masku



Masku, a municipality with approximately 10,000 residents located north of Turku, will be the second Finnish municipality to have a versatile EUROSPAR supermarket as part of the Tokmanni store offering. The Tokmanni-EUROSPAR store celebrations in Masku will take place on Thursday 23 October 2025.

Southwest Finland has a reason to celebrate, as the opening of Finland second EUROSPAR supermarket in connection with a **Tokmanni store** will be celebrated in Masku on Thursday 23 October 2025 from 8 am onwards. **Tokmanni**, which started as the licence holder for SPAR in Finland this year, will renew all of its food departments selling fresh food to embrace the **internationally renowned brand**. Additionally, Tokmanni already sells a wide range of SPAR branded food products and other groceries in its **online store** and in each of its **more than 200 Tokmanni stores**.

The EUROSPAR store concept, which returned to Finland under Tokmanni's leadership in June this year after a break of almost twenty years, offers a diverse selection of groceries with an excellent price-quality ratio that covers customers' weekly shopping need in one go.

The EUROSPAR supermarket brings hundreds of new grocery products and a versatile salad bar. In addition, thanks to the *SPAR Bakery station*, the bread and pastry selections in Masku will be even wider than before. The

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SPAR Bakery, a popular concept in SPAR stores globally, sells plenty of delicious breads as well as savoury and sweet pastries.

The general store appearance of the EUROSPAR supermarket that opens in Masku in October, and was opened in Ylöjärvi last summer, largely follows each other and adapts the store concepts and elements developed in accordance with best practices of the international SPAR brand.

In Finland, customers are delighted that the Tokmanni store and the EUROSPAR supermarket operate under the same roof and form a single store entity under the Tokmanni-EUROSPAR store name. This means that shopping can be done using the same entrance and all products can be easily paid at the same time using shared checkout counters.

“As the comprehensive product range of a Tokmanni store is under the same roof as the grocery selections of a EUROSPAR supermarket, can one large Tokmanni-EUROSPAR offer the widest product selections in its regions in several locations,” **Harri Koponen** says. He works as the Vice President responsible for the store network and concept of the Tokmanni variety discount retail chain and SPAR brand, which are part of Tokmanni Group’s operations in Finland.

Based on the experience gained from the first EUROSPAR supermarket opened in Ylöjärvi in June, Tokmanni has adapted its SPAR concept to form a Tokmanni-EUROSPAR store entity that is even more suitable for the customers and the Finnish market than before, says Koponen.

“Although our first two EUROSPAR supermarkets look quite similar to customers, we have made numerous improvements to both the customer experience and the store operations. In addition to continuously developing our assortment, we have further improved, for example, our customer signage and our store replenishment systems.”

Of the improvements visible to the general public, the most important ones relate to product ranges and their displays.

“In line with our customers' wishes, we are now selling significantly more SPAR-branded products than before. We have also further developed the store furniture in our fruit and vegetable section, for example, to better showcase our product range,” Koponen explains.

“We will continue to actively develop world-class SPAR concepts. This means that products and innovations that bring more competition to the Finnish retail market will be coming in the future,” he promises.

The address of the Tokmanni-EUROSPAR store entity is Maskuntie 232, 21250 Masku. Customers are served on weekdays from 8 am to 9 pm, on Saturdays from 8 am to 8 pm and on Sundays from 9 am to 8 pm.



The Tokmanni and EUROSPAR supermarket form a single Tokmanni-EUROSPAR store entity, which is very comprehensive in terms of both product selection and store space. The photo above is from the first Tokmanni-EUROSPAR in Ylöjärvi.

Delicacies from all over the world – Finnish grocery products have not been forgotten

In Tokmanni's leadership, the SPAR product offering is intended to offer customers throughout Finland 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).

However, a significant part of the product selections at the EUROSPAR-supermarkets in Finland are domestic products. Customers have been listened to, and, in addition to much-desired SPAR products, countless products familiar to Finns are available from, for example, [Primula](#), [Valio](#), [Fazer](#), [HK](#), [Hartwall](#), [Atria](#), [Snellman](#), [Juustoportti](#), and [Riitan Herkku](#). Furthermore, a majority of the food products available in the *SPAR Bakery* in Masku are Finnish products.

In addition, local food or food products from small producers or other companies located nearby are available in Masku, such as those from [Puurin Puutarha](#) and [Veljekset Kitola](#) from Nousiainen, [Naapurin Maalaiskana](#) from Lieto, [Perniön 1930](#) from Salo, [Leipomo Salonen](#) and [Leipomo Rosten](#) from Turku, [Veraisen Leipomo](#) from Mynämäki, [Porin Leipä](#) from Pori, and [Jokioisten Leipä](#) from Jokioinen.



Like the EUROSPAR supermarket in Ylöjärvi (in the photo above), the Masku EUROSPAR supermarket has, for example, the SPAR Bakery station, a popular concept in SPAR stores globally, with its numerous breads and pastries.

Customers are served by local retail professionals – Personnel learn from the world-class SPAR community

Tokmanni-EUROSPAR continues the Tokmanni variety discount retail chain's long tradition of selling fresh food in Masku. Tarjoustalo, which preceded the current Tokmanni and was merged into the Tokmanni Group in the early 2000s, also served its customers in the municipality with a product selection that included, for example, grocery store offerings.

In Masku, the long history as a grocery store has helped Tokmanni to create a delightfully established customer base. Recently, the customers have been served by more than 30 retail professionals.

As a result of the SPAR cooperation, a few more grocery store experts have been hired, says **Sini Laine**. She is the Store Manager of the Tokmanni-EUROSPAR store entity in Masku.

"Locality is a familiar thing also in our customer service, as most of our store employees are from Masku or nearby, such as the neighboring municipality of Mynämäki," she says happily.

According to Laine, building the EUROSPAR supermarket as part of Tokmanni has been a fast-paced project and required a lot of hard work. At the same time, the working days have been rewarding.

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“We have already had expertise and experience in store renovations. However, it has been especially great to be involved in learning more about the SPAR world and creating a completely new Tokmanni-EUROSPAR in Masku,” she says.

“During the recent weeks, we have gained more knowledge of, for example, the world-class SPAR store concepts and product assortments, and successful everyday retail practices. Practical tips and useful help have been available from Tokmanni-EUROSPAR in Ylöjärvi and other Tokmanni employees, as well as from experienced grocery store experts from SPAR International,” she adds.

According to Laine, curiosity has been seen throughout the autumn not only among store employees and business partners, but also among customers, as the store has been serving its customers even during the renovation work.

“Now everything is starting to be ready for the opening celebrations, so the overall atmosphere in our store is very excited and expectant – just ask our store staff or customers,” she says.



EUROSPAR supermarkets in Finland are operated by Tokmanni and offer a wide range of both customer's favorites and specialties from around the world. In the picture in the foreground, SPAR's Dutch syrup waffles (stroopwafels) are shown at the Tokmanni-EUROSPAR in Ylöjärvi, which was opened in June this year.

Opening offers and surprise buckets with product gifts

The EUROSPAR supermarket in Masku will be celebrated with [generous opening offers](#) valid from Thursday 23 October to Sunday 26 October 2025.

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On-site in Masku, 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 23 October. Two of the surprise buckets will also contain a EUR 100 gift card.

On Thursday morning, the opening festivities in Masku will be attended by, for example, **Mika Rautiainen**, Group CEO; **Maija Heimala**, Vice President, Sales; **Veli-Pekka Ääri**, Vice President, Commercial; and **Tuomo Pekkala**, Regional Manager, alongside store employees.

SPAR cooperation brings increasingly diverse food offerings and SPAR products to Finland – Product selections are expanded both in line with customer wishes and with surprising products

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 cooperation with [SPAR International](#) and SPAR licence holders operating grocery stores in various countries offers Tokmanni plenty of opportunities to sell SPAR food and other daily goods with excellent price-quality ratio.

Tokmanni has already introduced [dozens of SPAR grocery products](#) for sale in its [online store](#) and in each of its current [204 Tokmanni stores](#). The widest SPAR offering is naturally found in Tokmanni-EUROSPAR store entities, i.e. in Ylöjärvi and Masku.

The SPAR product range is not limited to food products, but also includes hand soap and tape diapers, for example. The best-selling SPAR products in terms of sold units have been so-called staple foods, such as sugar, spaghetti, penne rigate pasta, and canned tuna. More SPAR products are coming during this year.

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 and Masku. The next EUROSPAR supermarket will be celebrated later this year. More detailed information will be provided at a later date. 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.

Tokmanni Group's network of stores continues to grow and renew – This year, new Tokmanni stores will be celebrated in Naantali, in Jokela in Tuusula, and in Nilsjä in Kuopio

[Tokmanni Group](#) continues to develop its store network this year as well. In November, the Finnish [Tokmanni variety discount retail chain](#) will open new stores in Naantali and Jokela in Tuusula, and relocate to new store premises in Nilsjä in Kuopio. In addition, during October-November, the Swedish [Dollarstore variety discount retail chain](#), which is owned by Tokmanni Group, will open four new stores across Sweden. More information about Tokmanni Group's store openings can be found on the [Group's website](#).

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, in addition to Tokmanni-EUROSPAR store entities in Ylöjärvi and Masku, [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](#).



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** Tokmanni stores that also sell fresh food in October 2025 are the following stores (in addition to Tokmanni-EUROSPAR store entities in Ylöjärvi and Masku): Keminmaa (Centtilä), Hämeenlinna Tiiriö, Iisalmi, Joensuu Raatekangas, Järvenpää, Kajaani Lehtikangas, Kemi Tervaharju, Kiuruvesi, Kylmäkoski, 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.*

Familiarise yourself with the most significant changes of the Tokmanni Group's store network development from recent years, as well as changes that will be implemented in the near future and that have already been announced at tokmannigroup.com/en/investors/tokmanni-group-as-an-investment/store-network-development.

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For further information, please contact:

Harri Koponen
Vice President, Store Network and Concept
Tokmanni

Tel. +358 20 728 6030
[harri.koponen\(at\)tokmanni.fi](mailto:harri.koponen(at)tokmanni.fi)

Veli-Pekka Ääri
Vice President, Commercial
Tokmanni

Tel. +358 40 655 5257
[veli-pekka.aari\(at\)tokmanni.fi](mailto:veli-pekka.aari(at)tokmanni.fi)

Maarit Mikkonen
Head of IR and Communications
Tokmanni

Tel. +358 40 562 2282
[maarit.mikkonen\(at\)tokmanni.fi](mailto:maarit.mikkonen(at)tokmanni.fi)

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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.