

Tokmanni continues to develop its store network in Southwest Finland – The region's second new Tokmanni store this autumn opens in Naantali



Southwest Finland will have another reason to celebrate, as Tokmanni opens a store in Naantali on Thursday 6 November. The store opening is Tokmanni's third in Southwest Finland this autumn, as a new Tokmanni store was celebrated in Kimitoön (Kemiönsaari) in September and a new EUROSPAR supermarket under the same roof with Tokmanni in Masku in October.

Southwest Finland celebrates again, as the [Tokmanni variety discount retail chain](#) opens its store for the first time in Naantali on Thursday 6 November 2025 from 8 am onwards. In accordance with the wishes of the local customers, the new Tokmanni store offers a comfortable shopping experience and a versatile range of products. In true Tokmanni style, the store opening will feature [plenty of special offers](#) and free buckets filled with product gifts.

The new Tokmanni store opens its doors in a prime business location near the roundabout connecting Aurinkotie, Taimontie and Ruonan Yhdystie roads at Venekuja 5, 21100 Naantali.

“We have been looking for a good location for our Tokmanni store in Naantali for years. We are now pleased to announce that we are opening our new store in the most central shopping area of Naantali. With our new store, we will make our selection of thousands of affordable products available to customers in the Naantali area before the busiest Christmas season,” says **Harri Koponen**, Vice President, Store Network and Concept at Tokmanni.

The store offers a diverse range of products focusing on, for example, interior decoration, clothing, detergents and cleaning products, home improvement, various seasons, and beauty, health and wellbeing. A comprehensive range of beverages and dry foods, such as biscuits, cereals, pasta, rice, flour, spices, canned goods and sweets, is also on sale.

“Thanks to our [SPAR licensee status](#), all our Tokmanni stores also carry a wide range of SPAR food products that can be stored at room temperature, from MSC-certified tuna to Dutch sugar, and from gluten-free chips and rice cakes to Italian pasta and pasta sauces. In addition to SPAR food products, hand soap and tape diapers are on sale, and the range of SPAR groceries will grow even more in the near future,” says **Maija Heimala**, Vice President, Sales at Tokmanni.

“In addition, our clothing department offers a selection of women’s footwear suitable for the winter season from our [Click Shoes shoe store chain](#), such as casual suede ankle boots, black and floral-patterned combat boots, and winter ankle boots from the world-famous Skechers”, she adds.

The Naantali store, approximately 2,450 square metres in size, has been designed in line with Tokmanni’s newest store concept emphasising convenient and pleasant shopping experience. In addition, a fenced garden department will be opened next spring as part of the Tokmanni store.

The new store complements Tokmanni’s extensive store network in Southwest Finland, which will grow to 19 Tokmanni stores this autumn, including the Naantali store. Most recently, in October, Tokmanni [celebrated its new EUROSPAR supermarket under the same roof as the Tokmanni store in Masku](#). In addition, in September, the variety discount retailer [opened a new Tokmanni store in Kimitoön \(Kemiönsaari\)](#) and closed its Tokmanni store in the Wiklund block in central Turku due to the expiration of the lease agreement.

Customer service at the Naantali store is provided by a team of around 15 retail professionals led by an experienced Store Manager, **Monica Gustafsson**, who previously worked for a long time as a Store Manager at the Tokmanni store in the Skanssi shopping centre in Turku.

The Tokmanni store in Naantali serves its customers on weekdays from 8 am to 8 pm, on Saturdays from 8 am to 6 pm, and on Sundays from 10 am to 6 pm.



Tokmanni offers a diverse range of products related to, for example, the Christmas season, such as chocolates and decorative lights. The photo above is from the Tokmanni store in the Kaari shopping centre in Kannelmäki in Helsinki.

Convenient services and smart energy choices

In addition to offering a comprehensive and affordable product assortment and a pleasant shopping experience, Tokmanni focuses on services that make customers' daily lives easier and on smart energy choices.

At Tokmanni stores, customers can make purchases through the [Tokmanni Tukku B2B sales function](#) and the [Tokmanni Klubi customer loyalty program](#). Customers can also pick up orders made through the [Tokmanni online store](#) and conveniently withdraw cash when paying at the checkout.

Tokmanni purchases fossil-free electricity for its Tokmanni branded stores and uses energy-efficient LED lightning. Like numerous Tokmanni stores, the Naantali store also has a recycling point for customers' discarded batteries and small electrical appliances such as coffee machines, shavers, electric toothbrushes and light bulbs, for instance.

Opening offers and surprise buckets with product gifts in true Tokmanni style

Tokmanni always celebrates the openings of its new stores with generous opening offers. In Naantali, the [opening offers](#) will be valid from Thursday 6 November to Sunday 9 November 2025. In addition, 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 6 November. Two of the surprise buckets will also contain an EUR 100 gift card.

On Thursday morning, the store opening festivities in Naantali will be attended by, for example, Maija Heimala, Vice President, Sales; **Harri Koponen**, Vice President, Store Network and Concept, **Veli-Pekka Ääri**, Vice President, Commercial; and **Tuomo Pekkala**, Regional Manager, alongside store employees. At the event, Mayor **Laura Leppänen** will bring greetings from the city of Naantali.

The Tokmanni Group will celebrate several store openings this year

Tokmanni Group has 205 [Tokmanni stores](#), including the new Tokmanni store in Naantali, 34 [Click Shoes stores](#) and two [Shoe House stores](#) across Finland. Currently, two of the Tokmanni stores serve their customers as Tokmanni-EUROSPAR store entities. In Finland, the Group also serves its customers through its [Tokmanni](#) and [Click Shoes online stores](#).

The number of Tokmanni stores will soon increase to 206, as a new Tokmanni store will also be celebrated in Jokela in Tuusula later this month. In addition, Tokmanni will relocate its store from its long-standing retail premises to a completely new store building in Nilsia in Kuopio later this month.

[Tokmanni Group](#) also owns the Swedish discount retailer [Dollarstore](#). Dollarstore already has 136 [Dollarstore stores](#) in Sweden and ten [Big Dollar stores](#) in Denmark. Later this year, Dollarstore will celebrate store openings once in Västerås and twice in Gothenburg.

Tokmanni Group has announced that it will open several new stores next year as well. More information about the stores can be found on the [Group's website](#).

Did you know this about working at Tokmanni store chain?

- [Tokmanni Group Corporation](#) is one of the leading variety discount retailers in the Nordics. For example, at the administration and logistics hub in Mäntsälä in Finland, employees work in logistics, procurement, finance and IT, among other functions. In Finland, the Tokmanni Group includes the variety discount retail chain Tokmanni and the Click Shoes and Shoe House shoe store chains. Outside Finland, the Group owns the Swedish discount retailer Dollarstore, which currently has 136 Dollarstore stores in Sweden and ten Big Dollar stores in Denmark. Dollarstore is headquartered in Kista in Stockholm, Sweden, and has a warehouse in Örebro, Sweden.
- Work in the retail sector is fast-paced and interesting, and Tokmanni store chain's employees find that variety is one of the most attractive aspects of working in a store. Tokmanni Group encourages and helps its employees to develop their skills and advance in their careers to various tasks and increasingly challenging roles within the company. Many employees have advanced several levels in their careers.
- The workplace community at the Tokmanni store chain is delightfully diverse. For example, more than 20 different native languages are spoken at Tokmanni stores in Finland. The average age of Tokmanni store chain employees is around 38 years, and a permanent employee stays with the company for an average of around eight years.
- When they start their job, every new Tokmanni store chain employee gets, among other things, their own orientation mentor who provides them with support during the early stages of their career. The mentor welcomes the new colleague and ensures, for example, that the employee has received adequate orientation and feels part of the work community. The new employee can ask their mentor whatever they want to know, with a low threshold. In addition, the Tokmanni store chain provides all new store employees with joint training to ensure comprehensive and consistent induction.

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- The Tokmanni store chain also provides its employees with good personnel benefits, such as discounts on products and a wide range of benefits and offers from the partners in its personnel benefits programme.

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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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.