

## Hello Finland, EUROSPAR here!

– The opening of the first EUROSPAR supermarket in Northern Finland will be celebrated at the Tokmanni-EUROSPAR megastore in Tornio, near the Swedish border



*Tornio, a city of around 21,000 inhabitants located on the shore of the Bothnian Bay in Finnish Lapland, will be the first city in Northern Finland and the third municipality in Finland to have a versatile EUROSPAR supermarket under the same roof as a Tokmanni store. The Tokmanni-EUROSPAR store celebrations in Tornio will take place on Thursday 6 November 2025. The photo above is from the Tokmanni-EUROSPAR store entity in Masku, where similar store celebrations took place in October.*

Lapland is celebrating this week, as Northern Finland's first EUROSPAR supermarket in connection with a **Tokmanni store** will have its opening celebrations on the shore of the Bothnian Bay in Tornio on Thursday 6 November 2025 from 8 am onwards. What makes the opening ceremonies special is that the EUROSPAR supermarket is celebrated in the **Tokmanni Group's** clearly largest store entity, right on the border between Finland and Sweden. **Tokmanni**, which started as the license 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**.

TOKMANNI

PRESS RELEASE

5 November 2025 at 3:00 p.m.

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, a versatile salad bar and a SPAR Bakery to Tornio, which holds the title of the world's largest Tokmanni. The *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 first three EUROSPAR supermarkets of the Tokmanni variety discount store chain in Tornio, Masku and Ylöjärvi largely follows each other and adapts the store concepts and elements developed in accordance with best practices of the international SPAR brand. Finland's first EUROSPAR supermarket in connection with a Tokmanni store was celebrated in Ylöjärvi, near Tampere, in June of this year. Similar store celebrations took place on Masku, near Turku, in October.

In Finland, the first EUROSPAR supermarkets operate under the same roof as Tokmanni stores and form single store entities under the Tokmanni-EUROSPAR store name.

"We want to make our customers' everyday lives easier by offering both the comprehensive offering of groceries and non-groceries of Tokmanni, which is very well-known in Finland, and the diverse grocery offering of SPAR's renowned EUROSPAR supermarket, all in one shopping trip," says **Harri Koponen**. 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 customer feedback collected from the EUROSPAR supermarkets in Ylöjärvi and Masku, Tokmanni has adapted, for example, its SPAR concept and many everyday practices to make them even more effective and suitable for the Finnish market.

"For the consumers, our development work is primarily visible in our product ranges and their displays, as well as customer signage. Our product offering is now not only more diverse but also more visually appealing," Koponen says.

"Behind the scenes, we have further improved, for example, our store replenishment systems to better suit the demands of a grocery store. This means that our shelves are increasingly filled with just the right products at the right time," he adds.

The address of the Tokmanni-EUROSPAR store entity is Teollisuuskatu 14, 95420 Tornio. 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 EUROSPAR supermarket offers a diverse selection of groceries with an excellent price-quality ratio that covers customers' weekly shopping need in one go. The photo above is from the EUROSPAR supermarket in Masku from October.*

## **Delicacies from Finland and all over the world – Lots of favorites from Northern Finland are also available**

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. In addition to much-desired SPAR products and in accordance with customers' wishes, groceries are available from, for example, [Primula](#), [Valio](#), [Fazer](#), [HK](#), [Hartwall](#), [Atria](#), [Snellman](#), [Juustoportti](#), and [Kuusamon Juusto](#). Furthermore, a majority of the food products available in the SPAR Bakery are Finnish products.

In addition, local food or food products from small producers or other companies located nearby are available in Tornio, such as those from [Veljekset Rönkä](#) from Kemi, [Lapin Leipomo](#) and [Lapin Liha](#) from Rovaniemi, and [Pulla-Pirtti](#), [Putaan Pulla](#) and [Meriläisen Leipomo](#) from Oulu. In Tornio, Tokmanni's selections have already included packaged fish from Ahuk from Ii and from Kalaliike Hast from Tornio, and sales will continue in the Tokmanni-EUROSPAR era.



Like the EUROSPAR supermarket in Ylöjärvi and Masku (in the photo above), the Tornio 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 professionals**

Tokmanni-EUROSPAR continues the long tradition of selling fresh food in Tornio. The TEX store in Tornio, which preceded the current Tokmanni, was merged into the Tokmanni Group in 2021 and was later renovated as part of the Tokmanni variety discount retail chain, also served its customers with a product selection that included, for example, grocery store offerings.

In Tornio, the long history as a grocery store has helped Tokmanni to create a delightfully established customer base.

“We will continue to serve all our customers with great pleasure. We have a total of about forty retail professionals from Tornio and other municipalities of the Sea Lapland, so we know our customers’ wishes well,” says **Virve Huhta**. She is the Store Manager of the Tokmanni-EUROSPAR store entity in Tornio.

Customers have been able to follow the noteworthy construction phase of the EUROSPAR supermarket and the smaller renovations of the Tokmanni store’s departments very closely, as the store has been serving them throughout the renovation work that has lasted about a month and a half. In addition to the store personnel, the renovation work in Tornio has involved not only Tokmanni employees and business partners from different parts of Finland but also [SPAR International's](#) experienced grocery store experts from around the world.

TOKMANNI  
PRESS RELEASE  
5 November 2025 at 3:00 p.m.

“Our customers have been very curious about the EUROSPAR supermarket. Our employees have also found our improvements very interesting. The EUROSPAR supermarket with its *SPAR Bakery* and salad bar not only offers a wider range of products to our customers but also a lot of new things for us store employees to do during the working days,” says Huhta.

“We are feeling great, and it’s wonderful that our renovation project is over and we can focus on the Christmas sales season,” she adds.



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 second Tokmanni-EUROSPAR in Masku.

## Opening offers and surprise buckets with product gifts

The opening of the EUROSPAR supermarket will be celebrated at the Tokmanni-EUROSPAR in Tornio with [generous opening offers](#) valid from Thursday 6 November to Sunday 9 November.

On-site in Tornio, 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 opening festivities in Tornio will be attended by, for example, **Mika Rautiainen**, CEO, and **Toni Kauttio**, Regional Manager, alongside store employees. They are also available for media interviews. If requested by the media, interviews can be arranged in advance.

TOKMANNI  
PRESS RELEASE  
5 November 2025 at 3:00 p.m.

## **SPAR cooperation brings increasingly diverse food offerings and SPAR products to Finland – Tokmanni will continue to expand its SPAR offering**

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 license 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 each of its current [204 Tokmanni stores](#). The widest SPAR offering is naturally found in Tokmanni-EUROSPAR store entities, i.e. in [Ylöjärvi](#), [Masku](#), and [Tornio](#).

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 in the near future.

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, Masku, and Tornio. Currently, Tokmanni has twenty stores that also sell fresh food\*, 17 of which still serve their customers under the Tokmanni brand. Tokmanni will celebrate its next EUROSPAR supermarkets next year. More detailed information will be provided closer to the store openings.

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 Nilsinä 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 Nilsinä in Kuopio. The store opening ceremonies in Naantali will be held at the same time as the Tokmanni-EUROSPAR store entity in Tornio on Thursday 6 November.

In addition, the Swedish [Dollarstore variety discount retail chain](#), which is owned by Tokmanni Group, will open three new stores across Sweden in November. 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, Masku, and Tornio, [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 October 2025 are the following stores (in addition to Tokmanni-EUROSPAR store entities in Ylöjärvi, Masku, and Tornio): Keminmaa (Centtilä), Hämeenlinna Tiiriö, Iisalmi, Joensuu Raatekangas, Järvenpää, Kajaani Lehtikangas, Kemi Tervaharju, Kiuruvesi, Kylmäkoski, Mäntsälä, Mänttä, Oulu Jukola and Kaijoharju, Sotkamo, Vanhakylä, Varkaus, and Äänekoski. Detailed contact information can be found on*

# TOKMANNI

TOKMANNI  
PRESS RELEASE  
5 November 2025 at 3:00 p.m.

Tokmanni's website at [tokmanni.fi/myymalat](https://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](https://tokmannigroup.com/en/investors/tokmanni-group-as-an-investment/store-network-development).

TOKMANNI

For further information, please contact:

Harri Koponen  
Vice President, Store Network and Concept  
Tokmanni

Tel. +358 20 728 6030  
harri.koponen(at)tokmanni.fi

Veli-Pekka Ääri  
Vice President, Commercial  
Tokmanni

Tel. +358 40 655 5257  
veli-pekka.aari(at)tokmanni.fi

Maarit Mikkonen  
Head of IR and Communications  
Tokmanni

Tel. +358 40 562 2282  
maarit.mikkonen(at)tokmanni.fi

*In Finland, calls to a number beginning with +358 20 will be charged according to the local network charge or mobile phone fee defined in the subscription contract. Calls from abroad costs will be charged according to the normal international call fee defined in the subscription contract.*

*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.*