

## A new Tokmanni store opens in Nilsinä in Kuopio – The product range has grown in response to customer wishes and thanks to a significantly larger store



There is a reason to celebrate in the North Savo region, as Tokmanni opens a new store in Nilsinä in Kuopio on Thursday 27 November. Store openings are very familiar to the variety discount retailer, and new Tokmanni stores were recently opened in Kimitoön (Kemiönsaari), Naantali and Jokela in Tuusula. In addition, Tokmanni Group has celebrated several Dollarstore, Big Dollar and Click Shoes stores as well as three EUROSPAR supermarkets during this year. The photo above is from the Tokmanni store in the Kaari shopping centre in Kannelmäki in Helsinki.

**Tokmanni variety discount retail chain** opens its new store in a completely new commercial building in Nilsinä in Kuopio on Thursday 27 November at 8:00 am. The new store replaces the recently closed Tokmanni store that had been serving its customers nearby for a long time but had become too small. In line with the wishes of the customers in the Nilsinä area, the new Tokmanni store offers a more versatile product range, and is significantly more spacious, welcoming and modern than its predecessor. In true Tokmanni style, the store opening will feature **plenty of special offers** and free buckets filled with product gifts.

The newest Tokmanni store in the North Savo region is in a better business location than its predecessor, in the immediate vicinity of Nilsinä's other commercial services at Nilsinäntie 72, 73300 Nilsinä. For example, the popular Tahko holiday resort is only about ten kilometres away.

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The Nilsjä store has been designed in line with Tokmanni's newest store concept emphasising convenient and pleasant shopping experience. In addition, there is a garden department for various seasonal products in connection with the store. The new store has approximately 3,000 square metres of space, including the covered part of the garden department, making the store approximately twice the size of its predecessor.

Thanks to a significantly larger store than its predecessor and in accordance with the wishes of the customers in the Nilsjä area, Tokmanni offers a clearly more diverse product range than before, 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.

Like all other Tokmanni stores, the new store in Nilsjä 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.

There has been a lot of demand for the new Tokmanni store in Nilsjä.

"Tokmanni has a 30-year long tradition of serving customers in Nilsjä. The area's permanent and leisure residents had long hoped that we would expand our product selections. However, expanding the product range was no longer possible in our old Tokmanni store because it was too small. We are very pleased to now be able to open a Tokmanni store with a wide range of products right in the heart of Nilsjä," says **Harri Koponen**. He works as the Vice President, Store Network and Concept for Tokmanni Group's operations in Finland.

Customer service at the Nilsjä store is provided by a team of around 15 retail professionals led by Store Manager **Riitta Huovinen**.

The new store serves its customers on weekdays and Saturdays from 8 am to 8 pm and on Sundays from 10 am to 6 pm.

### **Convenient services and smart energy choices – including solar energy, for example**

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.

In addition, Tokmanni purchases fossil-free electricity for its Tokmanni branded stores and uses energy-efficient LED lighting.

The new Tokmanni store in Nilsjä also has a solar power plant with a peak power of approximately 122 kWp. The emission-free electricity produced with the help of solar panels installed on the roof of the store building can cover an average of around 15 to 20 percent of the annual electricity need of the store. In total, there are already more than 70 solar power plants in Tokmanni's own use around Finland.

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.



*Tokmanni offers a diverse range of products related to, for example, the Christmas season. The photo above is from the new Tokmanni store that was opened in Naantali earlier in November.*

## **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 Nilsinä, the [opening offers](#) will be valid from Thursday 27 November to Sunday 30 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 27 November. Two of the surprise buckets will also contain an EUR 100 gift card.

At the store opening festivities in Nilsinä on Thursday morning, Tokmanni will be represented by, for example, **Maija Heimala**, Vice President, Sales; and **Niko Ropponen**, Regional Manager, alongside store employees.

## **More store openings are planned for this year**

[Tokmanni Group](#) already has 206 [Tokmanni stores](#), including the Nilsinä store, 34 [Click Shoes stores](#) and two [Shoe House stores](#) across Finland. Currently, three 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 Group also owns the Swedish discount retailer [Dollarstore](#). Dollarstore, which is strongly expanding its store network, already has 137 [Dollarstore stores](#) in Sweden and ten [Big Dollar stores](#) in Denmark. Later this year, Dollarstore will celebrate its store openings twice in Gothenburg in Sweden and once in Guldborgsund in Denmark.

Tokmanni Group has announced that it will open many new stores in Finland, Sweden and Denmark next year as well. Of the new stores already announced, two will be opened in Finland: one in Ähtäri and the other in Ivalo in Inari. The new store in Ähtäri is scheduled to be celebrated during next spring. In Ivalo, Tokmanni's goal is to open the new store during next year. 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 137 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.
- 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](https://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.*