

Hello Finland, EUROSPAR here!

– The opening of the first EUROSPAR supermarket in the Uusimaa region will be celebrated in Järvenpää



Järvenpää, a city of almost 50,000 inhabitants, has got Uusimaa's first EUROSPAR supermarket under the same roof as a Tokmanni store. Together, the Tokmanni store and the EUROSPAR supermarket form a very comprehensive Tokmanni-EUROSPAR store entity in terms of product range. The photo above is from the EUROSPAR supermarket in Järvenpää, taken on Tuesday 17 March 2026.

Uusimaa is celebrating this week, as the region's first EUROSPAR supermarket in connection with a Tokmanni store will have its opening celebrations in **Järvenpää** on Thursday 19 March 2026 from 8 am onwards. **Tokmanni**, which started as the license holder for SPAR in Finland last year, will renew all of its food departments selling fresh food to embrace the **internationally renowned brand**. Additionally, Tokmanni sells a wide range of SPAR-branded groceries in all its **Tokmanni stores** and its **online store**.

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

"In our EUROSPAR supermarkets, we aim to offer customers fresh and high-quality groceries at an affordable price. Together, the EUROSPAR and Tokmanni product selections create a highly attractive offering for customers," says **Harri Koponen**. He works as the Vice President responsible for the store network and concept

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of the Tokmanni variety discount retail chain and SPAR brand, which are part of Tokmanni Group's operations in Finland.

Tokmanni's EUROSPAR supermarkets offer thousands of products, ranging from Finnish groceries to flavours from around the world. Customers can also enjoy popular food concepts such as the Picadeli salad bar and the *SPAR Bakery* station. The *SPAR Bakery* sells plenty of delicious breads as well as savoury and sweet pastries. The EUROSPAR supermarket in Järvenpää also offers a variety of hot meals, including grilled chicken, SPAR pinsas, which combine elements of pizzas and focaccias, as well as SPAR pizzas and SPAR burgers.

Nearly two hundred different SPAR-branded grocery products from around the world are also available for sale in all Tokmanni stores and EUROSPAR supermarkets. In terms of food products, the SPAR product range includes, for example, sweets, biscuits, snacks, quick oat flakes, rice, pasta, and pasta and salsa sauces, instant coffee, mustard, dried fruits, canned corn and tuna, blossom honey, cold-pressed sunflower oil, vinegar, sugar, salt, and extra virgin olive oil. In addition, the SPAR product range includes, for example, liquid soap, diapers, mouthwash, toothpaste, shaving foam, shaving cream and deodorant.

However, a significant part of the selections in Tokmanni's EUROSPAR supermarkets are Finnish products. Groceries are available from, among others, Atria, Fazer, HK, Snellman, Primula, Juustoportti, Kuusamon Juusto, Kruunu Herkku, Hartwall, Satamaito, and Rebl Eats. 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 the EUROSPAR supermarket in Järvenpää, such as those from Leipomo Lähimmäinen from Mäntsälä, Pulla-Pojat from Hollola, Ullan Pakari from Riihimäki, Lintskun Leipomo from Helsinki, Kokkikartano and Savuhovi from Kerava, and Wursti from Järvenpää.



Tokmanni's EUROSPAR supermarkets have, for example, the SPAR Bakery station, a popular concept in SPAR stores globally, with its numerous breads and pastries. The photo above is from the EUROSPAR supermarket in Järvenpää, taken on Tuesday 17 March 2026.

A world-class grocery concept and a diverse Tokmanni offering under one roof

– All products at Tokmanni-EUROSPAR can be paid at the same time using shared checkout counters

The international SPAR brand, which serves customers in 48 countries worldwide, allows Tokmanni to implement efficient grocery retail concepts and everyday practices that have proven highly successful worldwide.

“We are continuously developing our SPAR concept and product assortments to make them even more effective and suitable for the Finnish market. Our first EUROSPAR supermarkets and the wishes and experiences of our customers are particularly useful in this work,” says Koponen.

Preparatory work regarding the concept of this year's first EUROSPAR supermarket began at the Tokmanni store in Järvenpää in January. After this week's opening celebrations, Tokmanni has four EUROSPAR supermarkets in Finland: in [Järvenpää](#), [Tornio](#), [Masku](#), and [Ylöjärvi](#). More EUROSPAR supermarkets will be opened this year.

Tokmanni's first EUROSPAR supermarkets operate under the same roof as Tokmanni stores, forming Tokmanni-EUROSPAR store entities that offer customers a highly diverse product range.

The first EUROSPAR supermarkets in Finland closely resemble each other and follow the best practices of the international SPAR brand.

“With our EUROSPAR supermarkets, we have improved the customer experience by renewing, in addition to our product assortments, our store signage and store furniture as well as the shelf layout and display of products and

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product categories. Behind the scenes, we have done a lot of development work related to training, logistics and other areas that help streamline everyday work in the grocery store.”

“Our goal is to always offers our customers a convenient and pleasant shopping experience as well as diverse product range. This means, for example, that all groceries and other products at Tokmanni-EUROSPAR can be paid at the same time using shared checkout counters.”

In Järvenpää, while building its EUROSPAR supermarket, Tokmanni has also renewed the shelf layout and display of products and product categories in its Tokmanni store. For example, kitchen accessories and home electronics are now located closer to the food and beverage selections than before.



The EUROSPAR supermarket offers a diverse selection of groceries with an excellent price-quality ratio that covers customers' weekly shopping need in a single trip. The photo above is from the EUROSPAR supermarket in Järvenpää, taken on Tuesday 17 March 2026.

Customers are served by local retail professionals – World-class grocery retail training for personnel

Tokmanni-EUROSPAR continues the Tokmanni variety discount retail chain's long tradition of selling fresh food in Järvenpää. The Tarjoustalo chain store, which preceded the current Tokmanni store and [was merged into the Tokmanni Group in the early 2000s](#), served its customers in Järvenpää with a product selection that included, for example, grocery store offerings already from its grand opening in 2006.

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“We serve our customers with a team of around 50 retail professionals. Locality is reflected in our customer service, as most of our employees are from Järvenpää,” says **Jenny Arho**. She is the Store Manager of the Tokmanni-EUROSPAR store entity in Järvenpää.

Customers have been able to closely follow the construction of the EUROSPAR supermarket and the department refurbishments in the Tokmanni store, as the store has remained open throughout the renovation work that began in January.

“Our customers have admired our store and been truly delighted with our refurbishments. Our diverse SPAR Bakery station can, for good reason, be considered our new crown jewel,” says Arho.

The renovation work of the Tokmanni-EUROSPAR store entity has involved not only Tokmanni employees and business partners from different parts of Finland but also [SPAR International's](#) experienced grocery experts from around the world. At the same time, grocery retail expertise has been strengthened through training, for example.

“In addition to our customers, store employees have had positive experiences. Among other things, the overall atmosphere has improved as our product offering is now better displayed and organised than before,” says Arho.

The address of the Tokmanni-EUROSPAR store entity in Järvenpää is Helsingintie 43, 04430 Järvenpää. Customers are served on weekdays and Saturdays from 8 am to 9 pm and on Sundays from 10 am to 8 pm.



A wide range of SPAR-branded food products and other groceries are available in all Tokmanni stores. The product assortment is also diverse in Tokmanni's online store. The photo above is from the EUROSPAR supermarket in Ylöjärvi, taken in February.

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Opening offers and surprise buckets with product gifts

– Two of the surprise buckets also contain a gift card

The EUROSPAR supermarket in Järvenpää will be celebrated with [generous opening offers](#) valid from Thursday 19 March to Sunday 22 March 2026.

On-site in Järvenpää, 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 19 March. Two of the surprise buckets will also contain a EUR 100 gift card.

On Thursday morning, the opening festivities in Järvenpää will be attended by, for example, **Mika Rautiainen**, CEO; Harri Koponen, Vice President, Store Network and Concept; **Veli-Pekka Ääri**, Vice President, Commercial; **Maija Heimala**, Vice President, Sales; and **Krista Hellsten**, Regional Manager, alongside store employees.

Tokmanni Group is renewing its store network this year as well

– Next EUROSPAR supermarkets will be built in Joensuu and Iisalmi

[Tokmanni Group](#) owns the [Tokmanni variety discount retail chain](#) as well as the [Click Shoes shoe store chain](#) and the Shoe House shoe store in Finland, the [Dollarstore variety discount retail chain](#) in Sweden, and the [Big Dollar variety discount retail chain](#) in Denmark. Four 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](#).

Tokmanni Group has announced that it will open several new stores in Finland, Sweden and Denmark this year as well. Of the new stores announced, three will be Tokmanni stores. In Ähtäri and Ivalo in Inari, the store opening celebrations are expected to take place during early summer. In Kivistö in Vantaa, the new Tokmanni store is scheduled to be opened towards the end of this year.

As previously announced, Tokmanni will continue to renew the food departments of its Tokmanni stores that already sell fresh food to embrace the international SPAR brand. Currently, Tokmanni has twenty stores that also sell fresh food*. 16 of these stores still serve their customers under the Tokmanni brand. During this spring, EUROSPAR renovation work will progress at the Tokmanni stores in Raatekangas in Joensuu and in Iisalmi. The dates of the opening celebrations in these locations will be confirmed later as the renovations progress. Tokmanni will be happy to share more information about the renewal of its other stores that already sell fresh food once renovation plans and project schedules become more specific.

More information about the store network development of the Tokmanni Group can be found on the [Group's website](#).

** Tokmanni stores that also sell fresh food in January 2026 are the following stores (in addition to Tokmanni-EUROSPAR store entities in Järvenpää, Tornio, Masku and Ylöjärvi): Keminmaa (Centtilä), Hämeenlinna Tiiriö, Iisalmi, Joensuu Raatekangas, Kajaani Lehtikangas, Kemi Tervaharju, Kiuruvesi, Kylväkoski, Mäntsälä, Mänttä, Oulu Jukola and Kaijonharju, Sotkamo, 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

Maarit Mikkonen
Head of IR and Communications
Tokmanni

Tel. +358 40 562 2282
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 390 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 2025, the Group's revenue was EUR 1,728 million and comparable EBIT amounted to EUR 85 million. The Tokmanni Group Corporation's shares are listed on Nasdaq Helsinki.