

## Hello Finland, EUROSPAR here! – Tokmanni’s EUROSPAR supermarket arrives in North Karelia



*The opening of North Karelia’s first EUROSPAR supermarket under the same roof as a Tokmanni store will be celebrated in Raatekangas in Joensuu. 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 in April.*

North Karelia is celebrating this week, as the region’s first EUROSPAR supermarket in connection with a Tokmanni store will have its opening celebrations in **Raatekangas in Joensuu** on Thursday 7 May 2026 from 7 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.

“One of Finland’s largest Tokmanni stores, the Tokmanni store in Raatekangas in Joensuu, has been renovated into a Tokmanni-EUROSPAR store entity. In addition to the versatile and affordable Tokmanni, customers will find an affordable, high-quality grocery store under the same roof – the EUROSPAR supermarket,” says **Harri**

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**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.

"Together, Tokmanni and EUROSPAR offer customers an even more interesting product range at affordable prices, without forgetting local food products," Koponen adds.

Tokmanni's EUROSPAR supermarkets sell, at customers' requests, thousands of Finnish food products and flavours from around the world. Popular grocery store concepts include the Picadeli salad bar and the SPAR Bakery station. The SPAR Bakery selection includes a plenty of delicious breads as well as savoury and sweet pastries that are appreciated by customers.

The EUROSPAR supermarket in Joensuu, for example, 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.

"In addition, at the request of our customers in Raatekangas, we will continue to operate a popular service counter focused on fish and meat. The service counter, which has long served its customers under our Tokmanni brand, has been renovated into the EUROSPAR world," Koponen says.

Nearly two hundred different SPAR-branded grocery products from around the world are available for sale in all Tokmanni stores and EUROSPAR supermarkets in Finland. 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 deodorants.

SPAR products offer plenty of options for customers interested in value for money. 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, and Hartwall. 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 Raatekangas in Joensuu, such as those from [Kotileipomo Riikonen](#) from Kontiolahti and [Porokylän Leipomo](#) from Nurmes. Among companies from Joensuu, products are sold from [Joen Leipurit](#), [Heinosen Leipomo](#), and Pesosen kanala (Pesonen's chicken farm), for example.



*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 in April.*

## **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. Through the SPAR cooperation that began last year, Tokmanni is continuously developing its SPAR concept and product assortments to make them even more effective and suitable for the Finnish market. In this work, Tokmanni's first EUROSPAR supermarkets and the wishes and experiences of its customers are particularly useful.

Preparatory work regarding the EUROSPAR concept began at the Tokmanni store in Raatekangas in Joensuu in early March. After the Joensuu celebrations, Tokmanni has five EUROSPAR supermarkets in Finland: in [Ylöjärvi](#), [Masku](#), [Tornio](#), [Järvenpää](#), and [Raatekangas in Joensuu](#). Tokmanni's next EUROSPAR opening celebrations are expected soon, as renovation work is currently underway at the [Tokmanni store in Iisalmi](#).

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. To ensure a pleasant shopping experience, all groceries and other products at Tokmanni-EUROSPAR can be paid at the same time using shared checkout counters.

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“With our EUROSPAR supermarkets, we have improved the customer experience by, for example, renewing our product assortments, store signage and store furniture as well as the shelf layout and display of products and product categories. In addition, we have done a lot of development work related to training, logistics and other areas that help streamline everyday work in the grocery store,” Koponen says.

In Raatekangas in Joensuu, 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 are now located closer to the food and beverage selections than before.



*The EUROSPAR supermarket offers a wide range of groceries to meet customers' varied needs, with an excellent price-quality ratio. The photo above is from the EUROSPAR supermarket in Ylöjärvi taken in March.*

### **Customers are served by local retail professionals**

Tokmanni-EUROSPAR continues Tokmanni's long tradition of grocery retail in Joensuu. In Raatekangas, price-conscious customers have been served in the same store premises with a diverse product selection already since the 1990s.

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 during the renovation work carried out this spring.

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“We have many wonderful customers who have followed our renovations with curiosity and told us that the store looks great,” says **Laura Koukku**. She is the Store Manager of the Tokmanni-EUROSPAR store entity in Raatekangas in Joensuu.

The focus will remain on customer service and the smooth running of everyday store operations in the versatile Tokmanni-EUROSPAR store entity even after the renovations, Koukku promises.

“For example, with the arrival of the EUROSPAR supermarket, we hired a few additional store employees at the beginning of the year. We now have around 60 retail professionals responding to our customers’ needs. Locality is clearly visible, as—like many of our customers—the majority of our personnel are from Joensuu,” she adds.

The address of the Tokmanni-EUROSPAR store entity in Joensuu is Raatekankaantie 4, 80100 Joensuu.

Customers are served on weekdays from 7 am to 9 pm, on Saturdays from 7 am to 8 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.

## Opening offers and surprise buckets with product gifts

– Two of the surprise buckets also contain a gift card

The EUROSPAR supermarket in Joensuu will be celebrated with [generous opening offers](#) valid from Thursday 7 May to Sunday 10 May 2026.

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On-site in Raatekangas in Joensuu, 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 7 May. Two of the surprise buckets will also contain a EUR 100 gift card.

On Thursday morning, the opening festivities in Joensuu will be attended by, for example, Harri Koponen, Vice President, Store Network and Concept; **Maija Heimala**, Vice President, Sales; and **Juha Timonen**, Regional Manager, alongside store employees.

## **Tokmanni Group is renewing its store network this year as well**

### **– Tokmanni's next EUROSPAR supermarket is currently being built in 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. Five 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. In Suolahti, Tokmanni will close its store next autumn.

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\*. 15 of these stores still serve their customers under the Tokmanni brand. In the spring, the EUROSPAR renovation work began not only in Joensuu but also at the Tokmanni store in Iisalmi. In Iisalmi, the date of the opening celebrations will be confirmed soon. Tokmanni will be happy to share more information about the renewal of its other stores that already sell fresh food at a later date, once the 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 May 2026 are the following stores (in addition to Tokmanni-EUROSPAR store entities in Joensuu, Järvenpää, Tornio, Masku and Ylöjärvi): Keminmaa (Centtilä), Hämeenlinna Tiiriö, Iisalmi, Kajaani Lehtikangas, Kemi Tervaharju, Kiuruvesi, Kylmäkoski, 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](http://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](http://tokmannigroup.com/en/investors/tokmanni-group-as-an-investment/store-network-development).

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*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 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.*