

## Low prices will be celebrated in South Ostrobothnia – New Tokmanni store opens its doors in Ähtäri for the first time



*There's reason to celebrate in South Ostrobothnia as Tokmanni expands its store network to Ähtäri. The store will celebrate its grand opening on Thursday 11 June. The photo above is from the Tokmanni store in Mäntsälä.*

**The number of low-priced products in Ähtäri will increase as the [Tokmanni variety discount retail chain](#) opens [its store in the city](#) for the first time on Thursday 11 June 2026 at 10 am. The new Tokmanni store offers a versatile range of products and a pleasant shopping experience. In true Tokmanni style, the Ähtäri store opening will feature [plenty of opening offers](#) and free buckets filled with product gifts.**

The 208th Tokmanni store in Finland and the ninth in the South Ostrobothnia region will be opened in a brand-new business centre, in an excellent location in terms of traffic, in the immediate vicinity of main road 68 (Virtaintie). The store's address is [Niittyläntie 2, 63700 Ähtäri](#).

The Ähtäri store offers a comprehensive selection of products related to, for example, beauty, health and wellbeing, interior decoration, cleaning, clothing, leisure, home electronics, home improvement, and various seasons. The new store also features, for example, dry foods and beverages, and a shop-in-shop department with footwear from [Click Shoes](#), a shoe chain owned by [Tokmanni Group](#).

In addition, nearly two hundred different [SPAR branded grocery products](#) from around the world are available for sale in all Tokmanni stores, including the new Ähtäri store. These SPAR products can be stored at room temperature. In terms of food products, the SPAR product range includes, for example, sweets, biscuits, snacks,

TOKMANNI  
PRESS RELEASE  
9 June 2026 at 3:30 p.m.

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.

The newest Tokmanni store has approximately 2,750 square metres of space. In connection with the store is a partially covered seasonal department of more than 500 square metres.

“We are very pleased to open our diverse and highly anticipated Tokmanni store in Ähtäri on Thursday. I believe that Tokmanni’s offering, together with the business centre’s other comprehensive services, will encourage residents of Ähtäri to make greater use of services in their own city,” **Harri Koponen** says. He works as Vice President, Store Network and Concept for Tokmanni’s operations in Finland.

“Permanent and leisure residents of Ähtäri and its surrounding areas, and other visitors to Ähtäri will save time and effort, as a wide range of everyday purchases can be made conveniently at our nearby Tokmanni store,” he adds.

The modern and welcoming store in Ähtäri has been designed in line with Tokmanni’s newest store concept emphasising convenient and pleasant shopping experience. The concept features wide aisles and informative signage, for example. In addition, the store has well-defined departments for different products and product categories.

The Tokmanni store in Ähtäri complements the variety discount retailer’s store network near main road 68 (Virtaintie), which runs from Virrat to Pietarsaari, and highway 18, which runs from Jyväskylä to Vaasa. The Tokmanni store closest to Ähtäri is located about 40 kilometres to the south, in [Virrat](#) in the Pirkanmaa region.

Customer service at the Ähtäri store is provided by a little over a dozen retail professionals led by Store Manager **Anniina Salminen**. The store 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.



*The new Tokmanni store in Ähtäri offers a wide range of products, including various seasonal summer products. The photo above is from the Tokmanni store in Mäntsälä.*

## **Convenient services and smart energy choices, starting with solar power**

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 lighting. In addition, the Tokmanni store in Ähtäri has a solar power plant. The solar panels installed on the store building's roof generate an estimated 50 MWh of emission-free solar energy. This corresponds to the annual electricity consumption of around 25 small apartments (around 2,000 kWh per year).

In total, there are already more than 70 solar power plants in Tokmanni's own use around Finland. The emission-free electricity produced with the help of solar panels installed on the roofs of Tokmanni's store buildings can cover an average of around 15 to 20 percent of the annual electricity need of the stores.

## **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 Ähtäri, the [opening offers](#) will be valid from Thursday 11 June to Sunday 14 June 2026. In addition, one thousand famous Tokmanni's

TOKMANNI  
PRESS RELEASE  
9 June 2026 at 3:30 p.m.

surprise buckets filled with product gifts will be handed out for free to the first customers on the day of the opening on Thursday 11 June. Two of the surprise buckets will also contain an EUR 100 gift card.

On Thursday morning, the opening festivities in Ähtäri will be attended by, for example, Harri Koponen, Vice President, Store Network and Concept; and **Nina Laukkanen**, Regional Manager. At the event, Mayor **Perttu Sonninen** will bring greetings from the city of Ähtäri.

## **Tokmanni Group's network of stores continues to grow and renew**

[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 already announced, there will be one new Tokmanni store: the store opening in Kivistö in Vantaa will be celebrated towards the end of this year. In Sweden, the next new Dollarstore store is scheduled to be celebrated in Väla in Helsingborg later this summer. In Denmark, the next Big Dollar store opening is planned to be held in Haderslev next autumn.

As previously announced, Tokmanni will renew the food departments of its Tokmanni stores that already sell fresh food to embrace the [international SPAR brand](#). The renovation of the food department of the Tokmanni store into EUROSPAR supermarket is currently in the final stages in [Iisalmi](#), Finland.

## **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, the shoe store chain Click Shoes and the Shoe House store. Outside Finland, the Group owns the Swedish discount retailer Dollarstore, which currently has 141 Dollarstore stores in Sweden and 11 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

TOKMANNI  
PRESS RELEASE  
9 June 2026 at 3:30 p.m.

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 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.*