

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



*The opening of North Savo’s first EUROSPAR supermarket under the same roof as a Tokmanni store will be celebrated in Iisalmi. 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.*

North Savo is celebrating this week, as the region’s first and Finland’s sixth EUROSPAR supermarket in connection with a Tokmanni store will have its **opening celebrations** in **Iisalmi** on Tuesday 16 June 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.

“We are very pleased to celebrate the first Tokmanni-EUROSPAR store entity to open in the North Savo region, in Iisalmi. Under one roof, alongside Tokmanni’s wide product selections and low prices, customers are now served by a great grocery store – the EUROSPAR supermarket,” 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.

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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 plenty of delicious breads as well as savoury and sweet pastries that are appreciated by customers.

The EUROSPAR supermarket in Iisalmi, 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.

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](#), 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 the EUROSPAR supermarket in Iisalmi, such as those from [Iltalypsy](#) from Iisalmi, [Rautavaaran Leipomo](#) from Rautavaara, and [Konditoria Malmberg](#) from Maaninka. Naturally, the range also features products from [Olvi](#), the Iisalmi-based company known for its brewery products and other beverages.



*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 Ylöjärvi.*

## **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 approximately a year and a half ago, 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 Iisalmi in March. After the Iisalmi refurbishments, Tokmanni has six EUROSPAR supermarkets in Finland: in [Iisalmi](#), [Ylöjärvi](#), [Masku](#), [Tornio](#), [Järvenpää](#), and [Raatekangas in Joensuu](#). This year, openings have been celebrated not only in Iisalmi but also in Joensuu and Järvenpää.

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, Koponen says.

"To ensure a pleasant shopping experience, Tokmanni and the EUROSPAR supermarket operate with a single checkout line. This means that, regardless of the products in shopping baskets and carts, customers can pay for all their purchases at once at the same checkout counter."

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The first EUROSPAR supermarkets in Finland closely resemble each other and follow the best practices of the international SPAR brand. In part in line with these, Tokmanni has improved the customer experience by, for example, renewing its product assortments, store signage and store furniture as well as the shelf layout and display of products and product categories. In addition, Tokmanni has done a lot of development work related to training, logistics and other areas that help streamline everyday work in the grocery store.

In Iisalmi, 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.

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.



*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 Järvenpää.*

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

Tokmanni-EUROSPAR continues the variety discount retailer's long tradition of grocery retail in Iisalmi. Even before the current Tokmanni, the Maxi-Makasiini variety discount retail chain, which was [merged into the Tokmanni Group in the early 2000s](#), served customers in Iisalmi with a product selection that included grocery store offerings. The local Maxi-Makasiini store was opened in 2002. It adopted the Tokmanni chain name in connection with a store refurbishment in 2014.

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Supported by its strong history in both variety discount retail and grocery business, Tokmanni knows what appeals to customers in Iisalmi, says current Store Manager **Olli Puustinen**, who started there as a summer employee in 2004.

“This time too, our refurbishments have received positive feedback, and the SPAR brand has been welcomed with enthusiasm. Many of our customers have fond memories of SPAR and therefore have certain expectations of us as well.

It is truly great that we have been able to refurbish our store into the EUROSPAR concept and thus offer the very latest and better meet our customers’ wishes. For our customers, EUROSPAR above all brings more choice. For example, our *SPAR Bakery* is a big hit.”

As one might expect, Iisalmi’s newest grocery store has also generated a great deal of interest among Tokmanni-EUROSPAR store personnel.

“We have got a lot of new things, such as new tools and workwear, a new baking station, a renewed product offering, and, through the EUROSPAR concept, many new ways of working in grocery business. Our EUROSPAR supermarket is in many ways a big and important thing for us employees as well,” says Puustinen, who moved last summer to lead the Iisalmi Tokmanni-EUROSPAR store entity from his previous role as Store Manager at Tokmanni store in the Kolmisoppi shopping centre in Kuopio.

“Building the EUROSPAR has been an intensive, multi-week project. I am personally very much looking forward to what lies ahead and appreciate the opportunity to be in charge,” Puustinen says.

Customer service and the smooth running of daily store operations will continue to be a focus in Iisalmi, he promises.

“For example, we have hired a few additional employees. We now have around 45 retail professionals ensuring in particular that the products our customers enjoy are available both on the Tokmanni and EUROSPAR sides. We will continue to offer local service, as most of our employees are also from Iisalmi,” Puustinen says.

The address of the Tokmanni-EUROSPAR store entity in Iisalmi is [Meijerikatu 3, 74120 Iisalmi](#). 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.

## **Opening offers and surprise buckets with product gifts**

### **– Two of the surprise buckets also contain a gift card**

The EUROSPAR supermarket in Iisalmi will be celebrated with [generous opening offers](#) valid from Tuesday 16 June to Sunday 21 June 2026.

On-site in Iisalmi, 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 Tuesday 16 June. Two of the surprise buckets will also contain a EUR 100 gift card.

On Tuesday morning, the opening festivities in Iisalmi will be attended by, for example, Harri Koponen, Vice President, Store Network and Concept; and **Niko Ropponen**, Regional Manager, alongside Olli Puustinen, Store Manager, and other store employees.



Tokmanni's EUROSPAR supermarkets across Finland offer thousands of different grocery products. For example, in addition to brands such as Estrella, Oikia, Taffel, Lay's and Pringles, the selection of crisps also includes products from the SPAR brand and Prima, which is one of Tokmanni Group's own brands. The photo above is from the EUROSPAR supermarket in Joensuu.

## **Tokmanni Group's store network continues to grow and renew – More EUROSPAR celebrations are yet to come**

[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. Six 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 Suolahti, Tokmanni will close its store next autumn. 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 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\*. 14 of these stores still serve their customers under the Tokmanni brand. There's more EUROSPAR celebrations to look forward to, and Tokmanni will be happy to share more about them at a later



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date, once the project schedules become more specific.

\* Tokmanni stores that also sell fresh food in June 2026 are the following stores (in addition to the Tokmanni-EUROSPAR store entities in Iisalmi, Joensuu, Järvenpää, Tornio, Masku and Ylöjärvi): Keminmaa (Centtilä), Hämeenlinna Tiiriö, 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'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).

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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.*