

Hello Finland, EUROSPAR here!

– EUROSPAR now arrives in Kainuu and expands in Uusimaa



Kajaani will welcome Kainuu's first EUROSPAR supermarket, while Vanhakylä will become home to Uusimaa's second, both operating 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.

It will be a week of celebration in the Finnish regions of Kainuu and Uusimaa as EUROSPAR supermarkets operating alongside Tokmanni stores hold their grand openings in [Lehtikangas in Kajaani](#) and in [Vanhakylä in Loviisa](#) on Thursday 29 October 2026. Customers are invited to join the grand opening celebrations from 7 am in Kajaani and from 8 am in Vanhakylä. [Tokmanni](#), which started as the license holder for SPAR in Finland last year, will renew 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 delighted to offer our customers in both Kajaani and Vanhakylä an even wider and more affordable grocery assortment alongside a diverse selection of non-food products, all under one roof,” says **Harri Koponen**. He works as the Vice President, Store Network and Concept for Tokmanni Group’s operations in Finland.

Following this week’s opening celebrations, Tokmanni now operates eight EUROSPAR supermarkets with extensive product ranges. At customers’ request, these EUROSPAR supermarkets offer thousands of Finnish food products alongside a wide selection of flavours from around the world. In addition, the *SPAR Bakery* station has plenty of delicious breads as well as savoury and sweet pastries that are appreciated by customers.

Of the two EUROSPAR supermarkets opening this week, the store in Lehtikangas in Kajaani offers an even wider grocery selection than the store in Vanhakylä. Available in Lehtikangas is a wide variety of hot meals, including grilled chicken, SPAR pinsas, which combine elements of pizzas and focaccias, as well as SPAR pizzas and SPAR burgers. The EUROSPAR supermarket in Lehtikangas also features a Picadeli salad bar, among other highlights.

Some 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, particularly for customers looking for value for money. However, in line with customers’ wishes, 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 response to customer demand, the EUROSPAR supermarkets also offer local food as well as food products from small producers and other companies in the surrounding area. In the EUROSPAR supermarket in Lehtikangas in Kajaani, this assortment includes products from new supplier partners such as [Pekka Heikkisen Leipomo](#) in Kajaani and [Meriläisen Leipomo](#) in Oulu. In addition, the EUROSPAR supermarket will continue to offer products from suppliers including [Porokylän Leipomo](#) in Nurmes and many companies from the Kainuu region, such as Lammenrannan Puutarha and Kajaanin Laatuuperuna in Kajaani, [Ämmän Leipä](#) in Suomussalmi, and [Akonlahden Puutarha](#) in Kuhmo. In Vanhakylä, customers can find, for example, locally produced bakery products and, going forward, ice cream from [Porvoon Jäätelö](#) in Porvoo.



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.

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

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 our cooperation, we can further develop our grocery concept and product offering. We also gain valuable insights from our first EUROSPAR supermarkets and from the feedback, wishes, and experiences of our customers," says Koponen.

Preparatory work regarding the EUROSPAR concept began in Kajaani in August and in Vanhakylä in September. With the opening celebrations taking place this week, Tokmanni now has EUROSPAR supermarkets in [Lehtikangas in Kajaani](#), [Vanhakylä in Loviisa](#), [Iisalmi](#), [Raatekangas in Joensuu](#), [Järvenpää](#), [Tornio](#), [Masku](#) and [Ylöjärvi](#).

The 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.

Customers have been able to closely follow the construction of the EUROSPAR supermarkets and the refurbishments of the Tokmanni stores, as the store entities have remained open throughout the renovation period.



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 retailing in Kajaani and Vanhakylä.

Even before the current Tokmanni, the Maxi-Makasiini variety discount retail chain, which was [merged into the Tokmanni Group in the 2000s](#), served customers in Lehtikangas with a grocery offering that included fresh food products from the 1990s onwards. The store originally opened in 1988 and was rebranded under the Tokmanni brand in 2014.

Fresh food products have also been sold in Vanhakylä for many years, first by the Robinhood variety discount retail chain and, since 2015, under the Tokmanni brand. Like Maxi-Makasiini, Robinhood was merged into the Tokmanni Group in the 2000s.

The arrival of the new EUROSPAR supermarkets has been eagerly anticipated by customers in both locations.

“The past few days have been encouragingly busy. Many customers have told us they were curious to see the store and explore the new EUROSPAR features and improvements we have introduced,” says **Markku Törrönen**, Store Manager at the Tokmanni-EUROSPAR in Lehtikangas.

“Our store employees have also been eagerly awaiting the grand opening. There has been plenty to do, and while both we and our customers have welcomed the refurbishment of our store, we are very pleased to return to normal day-to-day operations after a long renovation project,” Törrönen says, reflecting the sentiments of his store’s team of around 30 local retail professionals.

“Our customers have shown great interest in the improvements we have made. In particular, our new SPAR Bakery station has attracted a lot of attention and has been a very welcome addition to our offering. We have also welcomed a few new colleagues, and we now have a team of around 25 store employees serving our customers here in Vanhakylä,” says **Tiina Mustonen**, Store Manager at the Tokmanni-EUROSPAR in Vanhakylä.

The address of the Tokmanni-EUROSPAR in Kajaani is [Kasarminkatu 18, 87100 Kajaani](#). In Vanhakylä, the Tokmanni-EUROSPAR is located at [Heskerintie 17, 07740 Gammelby](#). The stores serve customers with extensive opening hours: in Lehtikangas from 7 am to 9 pm on weekdays, from 7 am to 8 pm on Saturdays and from 10 am to 8 pm on Sundays, and in Vanhakylä from 8 am to 9 pm on weekdays and Saturdays and from 10 am to 8 pm on Sundays.

Opening offers and surprise buckets with product gifts

– Two of the surprise buckets also contain a gift card

The new EUROSPAR supermarkets will be celebrated with generous opening offers ([Lehtikangas in Kajaani](#), [Vanhakylä in Loviisa](#)) valid from Thursday 29 October to Sunday 1 November 2026. In addition, on the grand opening day, Thursday 29 October, the first customers will receive the famous Tokmanni surprise buckets filled with product gifts. A total of 1,000 surprise buckets will be handed out for free in Lehtikangas and 500 in Vanhakylä. At both locations, two of the buckets will also contain a EUR 100 gift card.

On Thursday morning, the opening festivities in Kajaani will be attended by, for example, Harri Koponen, Vice President, Store Network and Concept, and **Toni Kauttio**, Regional Manager, alongside Store Manager Markku Törrönen and the rest of the store team. At the grand opening event in Vanhakylä, customers will be welcomed by Store Manager Tiina Mustonen and the rest of the store employees, as well as Tokmanni Group CEO **Sampo Päällysaho** and Regional Manager **Mikko Horto**.



EUROSPAR supermarkets operated by Tokmanni across Finland offer thousands of grocery products. In Finland, the SPAR own brand range alone includes around 200 different products, from pasta to canned tomatoes. The photo above is from the EUROSPAR supermarket in Joensuu.

Tokmanni Group's store network continues to grow and renew – More EUROSPAR openings still to come before Christmas

[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. Following this week's grand openings, eight of the Tokmanni stores now 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 continues to develop its store network in Finland, Sweden and Denmark. Earlier this month, for example, Tokmanni Group opened a new Big Dollar store in Holstebro, Denmark, and a new Dollarstore store in Upplands Väsby, Sweden, while closing its Tokmanni store in Suolahti, Finland. Later this year, the Group will celebrate the opening of a new Tokmanni store in Varisto in Vantaa and new EUROSPAR supermarkets in Mäntsälä and Tervaharju in Kemi. In addition, Tokmanni will close its store in the Lohja city centre. Beyond these changes, the Group has already confirmed that it will relocate its long-serving Tokmanni store on Volttikatu in Kuopio to a new business centre to be built in the Haapaniemi district. The new store is expected to open in November next year.

In addition, Tokmanni is continuing the gradual conversion of its food departments into the SPAR world in those Tokmanni stores that already offer fresh food products. Tokmanni has twenty stores that also offer fresh food

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assortments*. Following the EUROSPAR openings still to take place later this year, ten of these stores will continue to serve customers under the Tokmanni brand for the time being.

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