# FINNISH GROCERY TRADE

2019

PTY

# CONTENTS



TEXTS Finnish Grocery Trade Association
Translation: Delingua Oy

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# REGULATION
## *should support competition*

% In 2018, the economy and employment in Finland showed a positive trend and consumer confidence remained strong. The year was favourable also for the daily consumer goods trade as the value of sales grew by 3.4% in comparison to 2017. Meanwhile, the volume trend of the daily consumer goods market stayed at +0.3%. Like elsewhere in Europe, the increase in sales was largely based on the rising prices. In Finland, the increased alcohol and tobacco taxes contributed to the trend as well.

The economic performance is expected to weaken in the future. Furthermore, political uncertainties in the global economy will inevitably have an impact on the EU and Finland. As Rinne's government is beginning its term, the global economy is unlikely to give them a tailwind. Therefore, it is important for the government's decisions on taxation and regulation to strengthen the domestic market and the purchasing power of the consumers.

### GOOD REGULATION DOES NOT WEAKEN COMPETITIVE STRENGTH

Growth of domestic demand increases tax revenues, promotes creation of new jobs and improves the opportunities of enterprises to invest in Finland. The daily consumer goods trade and Foodservice wholesale trade are important taxpayers and investors that employ dozens of thousands of people and promote keeping all of Finland inhabited.

Good regulation does not weaken our competitive strength or cause unnecessary damage to the economy and businesses. However, it should be noted that the regulation of the Finnish retail sector has been one of the strictest in the OECD countries. Overly strict regulation hinders both competition and the development of the domestic market. The deregulation that was started a few years ago was a long-waited beginning. The rationalisation of regulation should be continued, and we should move towards self- and co-regulation.

### THE RENEWALS AND REFORMS CAN BE REALISED IN A RESPONSIBLE MANNER

The daily consumer goods trade has proven to act responsibly also in the changing regulatory environment. Commerce has taken action to promote the objectives of circular economy, including collection of packaging, reducing food waste and use of plastic bags, and saving energy. The deregulation of opening hours has improved the service of consumers and increased jobs.

Commerce has been a responsible operator during the reform of the alcohol legislation. The consumption of alcohol has not shown any significant increase and strong beers have not substituted medium strength beers as the consumer favourite. Instead, the shops have been able to add interesting specialty beers in their selection. The sales of non-alcoholic beers is also up. The daily consumer goods trade is making significant investments in the enforcement of legal age limits. In addition to the consumer campaigns, shops organise constant training for the employees and the Finnish Grocery Trade Association's age limit certificate was renewed in 2018.

The positive experiences indicate that the reform of the alcohol policy can continue. Already during this government's term of office, we need an impartial report on up-to-date means of making alcohol policy and justification of Alko's monopoly. Action also needs to be taken to reform the distribution of pharmaceuticals as the Ministry of Social Affairs and Health stated in their new report. Also in the pharmaceutical operations, the legislation should be based on the patients' and society's interests, and enable genuine competition.

**ARTTU LAINE**
President of the Finnish Grocery Trade Association

**"The grocery trade is a responsible operator."**

# THE COMPETITIVE STRENGTH *of the food supply chain can be improved through cooperation*

**KARI LUOTO**

Managing Director of the Finnish Grocery Trade Association

How to improve the competitive strength of the domestic food supply chain and profitability of primary production? Along with international competition, weather conditions and sanctions on Russia, the climate change raises more and more challenges to the food industry, so lively debate is sure to continue also in the future.

Finland has tried to address the challenges by producing various reports, increasing regulation and establishing a new role of Food Market Ombudsman. The operators of the chain have also increased self-regulation by establishing the Board of Trading Practices. The Board is comprised of independent experts and it monitors the implementation of good trading practices in Finland. The Board has already begun its work briskly and proven that the system works.

> **"The regulation of the food supply chain should not be increased further".**

The new Finnish Food Market Act entered into force at the beginning of 2019. Finland wanted to pass the law even though the EU was preparing a similar directive at the same time. Transposing that directive into national legislation will be something that the new government has to do already early on.

The government should be careful not to be blinded by the speed when creating new regulation. The national regulation on the food supply chain should not be increased further and the requirements of the European directive should not be exceeded. In addition, it is important that the Board of Trading Practices and new Food Market Ombudsman find a well-functioning cooperation model.

### THE SITUATIONAL PICTURE SHOULD BE BASED ON FACTS

There are many real challenges in our food supply chain that need to be addressed. Instead of confrontations, we need a situational picture that is based on facts and shared by the whole chain. Only in this way, the improvement measures can be targeted correctly and efficiently.

The profitability of primary production cannot be improved by increasing regulation of the food supply chain. Instead, the solution lies in the improved competitive strength of the whole food supply chain, product development, production methods enabled by new technologies, and significant increase in food exports.

The government can do its part by reassessing taxation: In Finland, 45% of food prices consist of taxes and food VAT (14%) is almost triple when compared to the average of EU15 countries.

### REAL SOLUTIONS ARE BUSINESS-ORIENTED

Shared determination to make changes was also called for in the report by Reijo Karhinen in February 2019. The report includes important remarks on the root causes of low profitability in primary production and big changes needed in the sector, in particular. Karhinen gave suggestions, such as making results-oriented financial management the basis of agricultural entrepreneurship and putting an end to "farming for subsidies".

He also demands for a significant increase in food exports. Karhinen asked the grocery trade to show genuine companionship and increase data openness and visibility of domestic produce in shops.

Although the report remained on a fairly general level, its starting position was correct: Real solutions are business-oriented. Commerce is happy to take part in building cooperation and competitive food supply chain. In addition to domestic markets, companies in the commerce sector are actively searching new international markets for Finnish products – in Europe, Russia as well as in Asia.

## THE DUTIES OF GROCERY TRADE

- Creating the **extensive selections** to meet consumer demand.
- Maintaining the **trade service network** across the entire country.
- Developing **food supply chain** efficiency and productivity.
- Looking after **food safety**.
- Monitoring the sale of **age-restricted products**.
- Ensuring **food supply and distribution** in Finland.
- Ensuring **free competition** and availability of several purchasing channels.
- Securing **employment**.
- Taking **environmental aspects** into consideration in all operations.

# GROCERY TRADE *is an important part of society*

The grocery trade operations are vital in order for society to work and the everyday life of consumers to continue smoothly. Trade plays a significant role as a foundation block of society, ensuring services and the habitability of the entire country and providing employment opportunities.

Companies in the retail sector are actively working, for instance, towards reducing food waste as well as improving food safety, age limit monitoring and consumer packaging recycling.

Out of all the industries in Finland, the trade sector employs the most people. In 2018, it employed 280,000 people, approximately 62,000 of whom worked in the grocery trade and Foodsercive wholesales.

### GROCERY TRADE MARKET IN FINLAND

The Finnish grocery trade is characterised by the formation of chains and the centralisation of procurement and logistics. The situation is similar in the other Nordic countries; without large volumes it is impossible to be as efficient as necessary in vast, sparsely populated countries. Without sufficient cost-efficiency, prices would escalate, selections would shrink, and customers would have a poorer service and reduced accessibility.

The structure of the Finnish grocery trade has also been changed by the migration to growth centres, the increased use of cars as well as a more extensive selection of goods and underlying IT development that has made the management of such selection possible. In 25 years, the number of market-size stores has gone down from nearly 10,000 stores to approximately 3 000 stores. Selections have tripled in 20 years.

Large stores are clearly more cost efficient than smaller ones. For a long time, large stores have played a significant role in Finland. The largest stores, that is to say 30 per cent of stores, account for 81 per cent of all grocery sales. However, smaller stores are a lot more important than their volume might suggest in their role in maintaining the food supply and the habitability of the entire country and as local service providers. In 2018, the value of grocery retail sales was approximately 18.2 billion euros.

## PRIVATE LABELS
## ARE PART OF SHOP SELECTIONS

**WITH PRIVATE LABELS,** shops want to offer consumers high-quality products needed in everyday life at affordable prices. Other objective of private labels include increasing customer loyalty, strengthening the market position and the chain brand, increasing retail trade's profit, improving the quality of products and ensuring the control of the supply chain.

For a food industry company, an opportunity to manufacture private labels can present a great chance for expanding the customer base and turnover. The private label share of consumer purchases is approximately 24% (2018). On a European level, this figure is low as in France and Britain, the share of private labels is around 30–40%.

# FOODSERVICE WHOLESALE TRADE *in Finland*

The Foodservice wholesale trade is in charge of external supply of items for the retail trade. The industry is also called HoReCa wholesales (Hotels, Restaurants and Catering), referring to one of the key customer groups of the industry. The Foodservice wholesale trade also has other important customer groups, such as public administration kitchens. The sector is a socially significant industry.

Every day, one in two Finns uses the services of Foodservice companies when having a meal or a coffee in restaurants, cafés, and workplace or school canteens. Hotels, cafés, restaurants and public administration institutions are the largest customer groups of Foodservice companies. About Finnish 17,064 professional kitchens, i.e. Foodservice points, serve their customers about 702 million meals per year. Most of their ingredients are purchased from Foodservice wholesalers.

### RELIABLE SERVICE AND NEW TRENDS

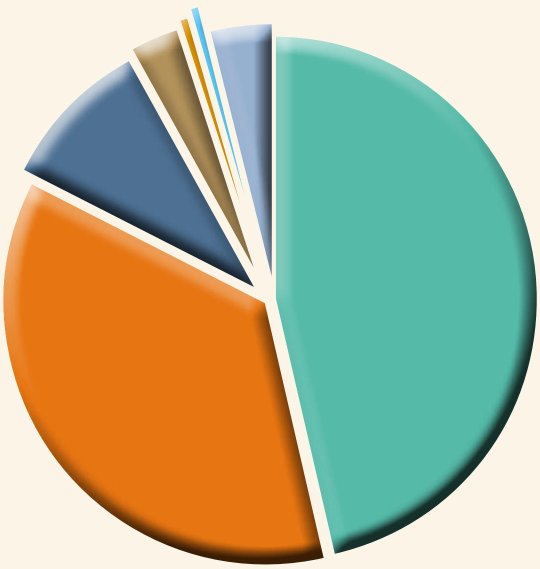
Ensuring the safety of the products and deliveries and the security of delivery is especially important in the industry as the Foodservice wholesale trade operates in socially vulnerable functions such as child and old-age welfare and hospitals. The industry plays an important part in ensuring the security of supply in our country. The continuously united streams of goods and the extensive selections of wholesales create logistical efficiency while benefiting the environment.

The largest product groups in wholesale trade usually include fresh produce, frozen foods and ready-made foods. The companies in the Foodservice wholesale trade constantly develop their selections and listen to their customers carefully. The companies in the industry also introduce new international trends and products in Finland. The Foodservice wholesales of the member companies of the Finnish Grocery Trade Association operate nationally with an extensive selection and their revenue in 2018 was EUR 2.1 million.

# STATISTICS

## MARKET SHARE OF THE FINNISH GROCERY TRADE GROUPS IN 2018

EUR 18.193 billion



| | | |
|---|---|---|
| S GROUP | 46.4% | EUR 8,450 million |
| K GROUP | 36.1% | EUR 6,568 million |
| LIDL | 9.6% | EUR 1,754 million |
| TOKMANNI GROUP* | 3.0% | EUR 553 million*** |
| MINIMANI* | 0.5% | EUR 97 million |
| M-KETJU* | 0.5% | EUR 85 million ** |
| OTHER PRIVATE* | 03.8% | EUR 686 million |

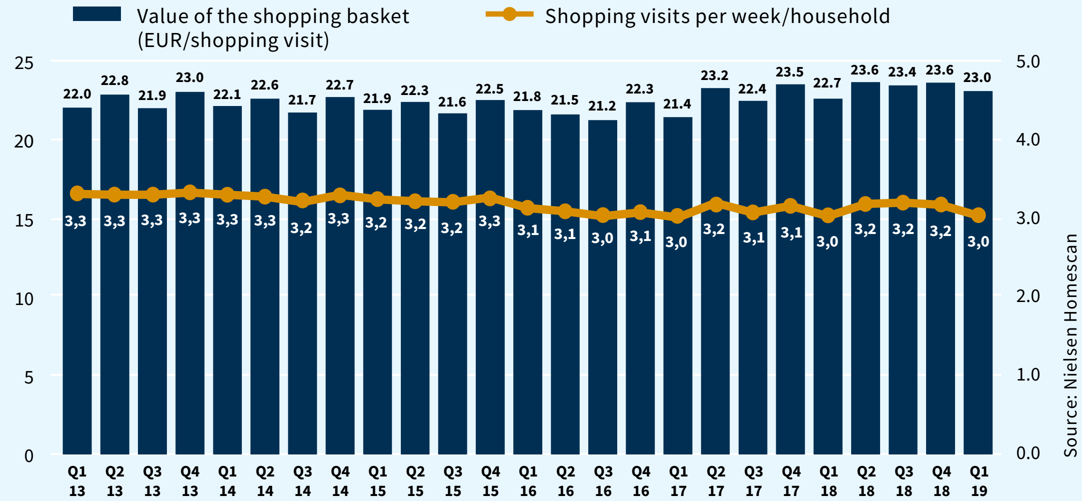
Grocery sales incl. VAT
Source: Nielsen Grocery Shop Directory.
* marked, source: Finnish Grocery Trade Association
** M-ketju figure total sales, incl. household goods, source: Finnish Grocery Trade Association
***Statistical model used for Tokmanni was modified in 2018. Therefore, the Group's figures are not comparable with previous years.

Note: Since 2016, new markets have been added to the Grocery Shop Directory. The Directory now includes low-cost shops offering a more limited range of daily consumer goods as well as service station shops. Therefore, the figures are not comparable with previous years.

# KEY FIGURES 2018

## Consumer goods purchase expenses

Value of the shopping basket (EUR) and shopping visits per week/household, quarter periods




## Retail trade of consumer goods 2018 • MEUR 18,193*

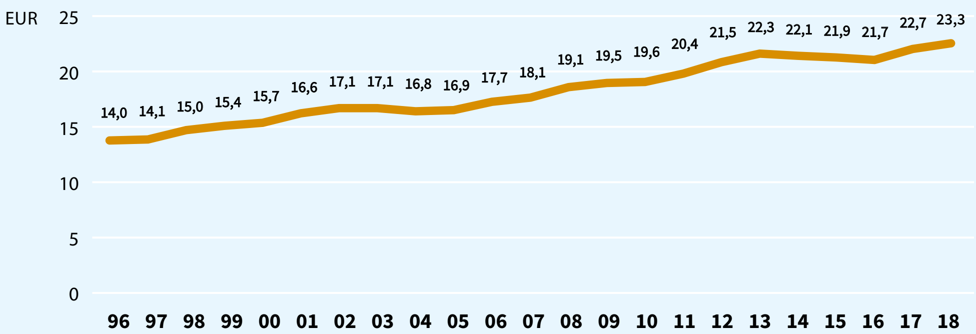
| | |
|---|---|
| Sales value development | 3.4% * |
| Sales volume development | 0.3% * |
| Sales per resident | EUR 3,300 * |
| Retail trade of consumer goods EUR/household (number of households in 2017**) | EUR 6,706 |
| Number of shops (markets) | 2,804 |
| Plus specialised grocery shops / market halls / direct sale halls | 781 |
| and low-cost shops and service station shops (part of grocery trade) | 965 |
| Grocery sales area in grocery shops (excl. specialised markets) | 2.2 million m² |
| Average sales per square metre | EUR 7,200/m² * |
| Residents/grocery shop | 1,212* |

Sources: Nielsen Grocery Shop Directory, Statistics Finland

* Since 2016, new markets have been added to the Grocery Shop Directory. The Directory now includes low-cost shops offering a more limited range of daily consumer goods as well as service station shops. Therefore, the figures are not comparable with previous years.

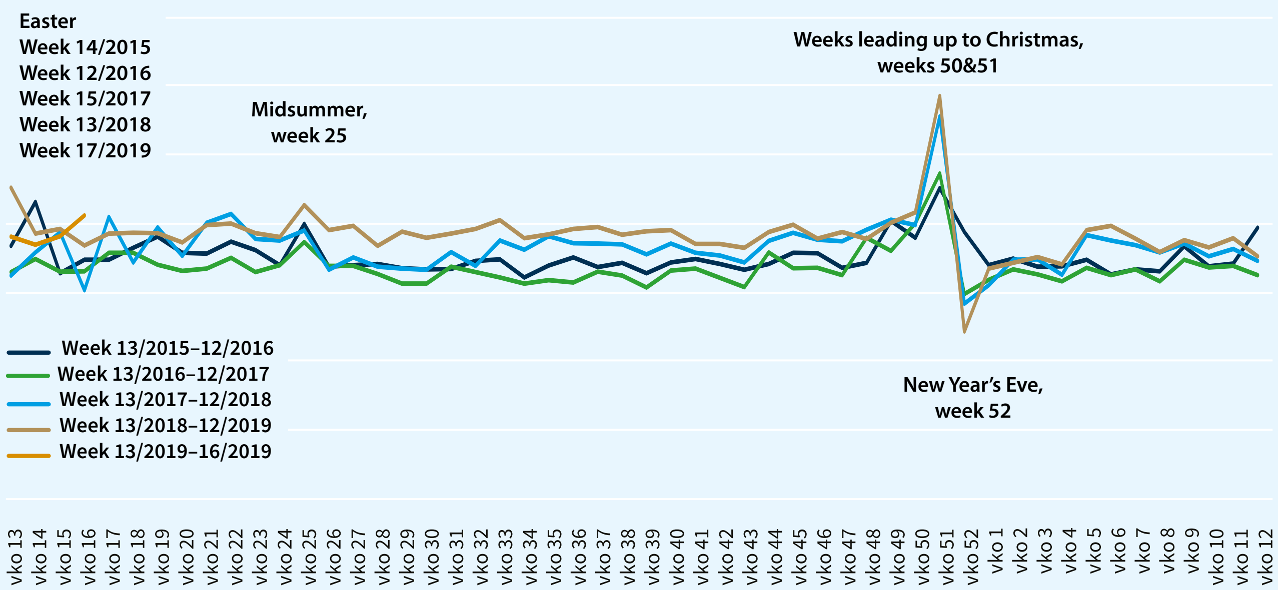
** Statistics Finland

## Shopping basket value (EUR) development 1996–2018




Source: Nielsen Homescan

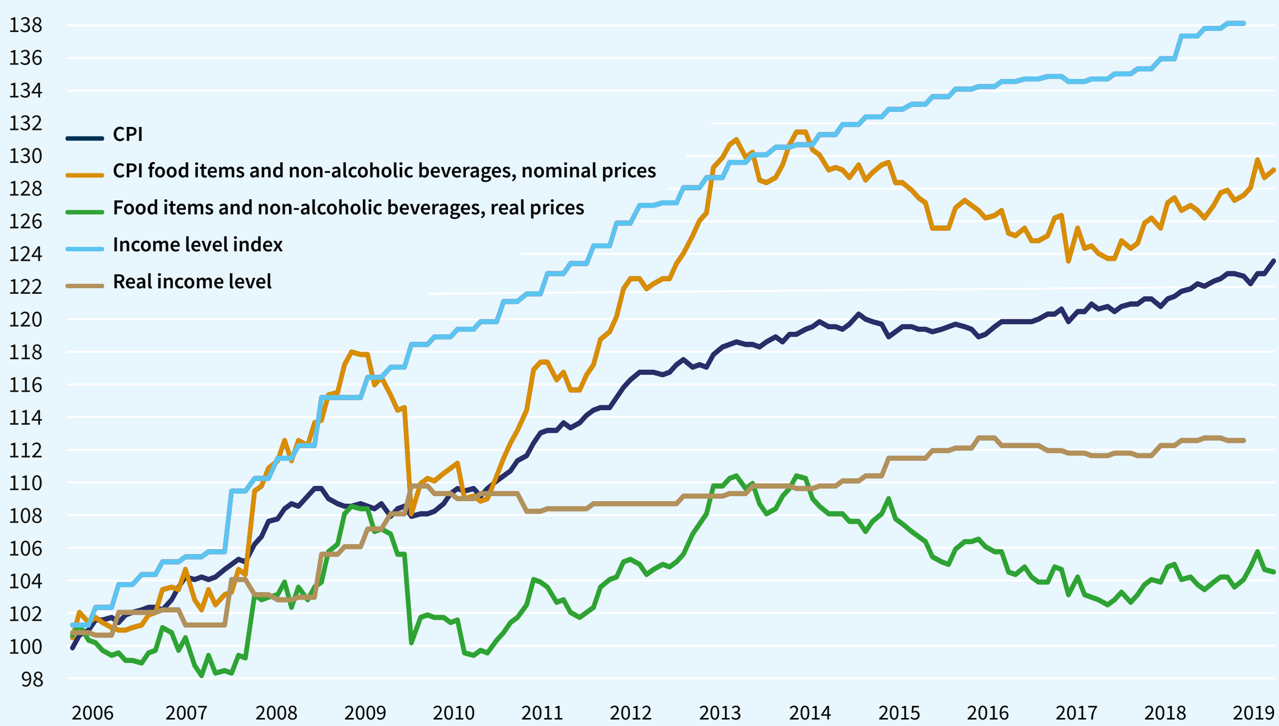
## Weekly trend of grocery shop purchase expenses | week 13/2015–16/2019




Source: Nielsen Homescan

## Price development of food items compared to the inflation and the change in income level

(2005 = 100)




Source: Statistics Finland

## Sales of grocery trade shops, value shift and volume shift 2017–2018

| | 2016 | 2017 | 2018 |
|---|---|---|---|
| Total number markets (excl. specialised markets) | 3,002 | 2,824 | 2,804 |
| Total number (incl. specialised markets) | 4,882 | 4,624 | 4,550 |
| Total sales, MEUR (excl. those discontinued) | 16,976 | 17,340 | 18,078 |
| Value shift % | | 1.0% | 3.4% |
| Volume shift % | | 1.0% | 0.3% |

Source: Nielsen Grocery Shop Directory 2018

Note: Since 2016, the Directory includes low-cost shops offering a more limited range of daily consumer goods as well as service station shops. Due to the inclusion of new markets, the figures are not comparable with previous years.

Number of market-type shops in 2000–2018, see page 7.

## Number of shops by shop type in 2018

| SHOP TYPE | SALES AREA/DEFINITION | TOTAL 1 JANUARY 2019 |
|---|---|---|
| Hypermarkets | Citymarket, Prisma and Minimani | 152 |
| Department stores | ≥ 1,000 m² (share of consumer goods in all sales less than 2/3) | 86 |
| Supermarkets, large | ≥ 1,000 m² (share of consumer goods in all sales more than 2/3) | 689 |
| Supermarkets, small | 400–999 m² | 456 |
| Markets, large | 200–399 m² | 864 |
| Markets, small | 100–199 m² | 299 |
| Small shops | < 100 m² | 258 |
| Specialist shops | | 749 |
| Market halls/direct sale halls | | 32 |
| Low-cost shops, part of grocery trade* | | 352 |
| Service station shops, part of grocery trade* | | 613 |
| **Total 1 January 2019** | | **4,550** |
| Mobile shop cars and boats | | 11 |
| Discontinued | | 227 |

Source: Nielsen Grocery Shop Directory 2018

* Note: Since 2016, new markets have been added to the Grocery Shop Directory. The Directory now includes low-cost shops offering a more limited range of daily consumer goods as well as service station shops. Therefore, the figures are not comparable with previous years.

## Sales of consumer goods by shop type 2018 (MEUR)

| SHOP TYPE | SALES AREA/DEFINITION | TOTAL 1 JANUARY 2019 |
|---|---|---|
| Hypermarkets | Citymarket, Prisma and Minimani | 5,112 |
| Department stores | ≥ 1,000 m² (share of consumer goods in all sales less than 2/3) | 330 |
| Supermarkets, large | ≥ 1,000 m² (share of consumer goods in all sales more than 2/3) | 7,002 |
| Supermarkets, small | 400–999 m² | 2,074 |
| Markets, large | 200–399 m² | 2,172 |
| Markets, small | 100–199 m² | 360 |
| Small shops | < 100 m² | 185 |
| Specialist shops | | 225 |
| Market halls/direct sale halls | | 33 |
| Low-cost shops, part of grocery trade* | | 397 |
| Service station shops, part of grocery trade* | | 190 |
| **Total** | | **18,078** |
| Mobile shop cars and boats | | 4 |
| Discontinued | | 111 |
| **Total 1 January 2019** | | **18,193** |

Source: Nielsen Grocery Shop Directory 2018

* Note: Since 2016, new markets have been added to the Grocery Shop Directory. The Directory now includes low-cost shops offering a more limited range of daily consumer goods as well as service station shops. Therefore, the figures are not comparable with previous years.

## Sales of consumer goods by chain in 2018

MEUR 18,193 (incl. those discontinued) stores total 4,550 (excl. those discontinued)

| Syndicate | Chain | Number of shops | Grocery sales percentage | Grocery sales MEUR | Average sales/ shop, MEUR |
|---|---|---|---|---|---|
| **S Group** | Prisma | 66 | 15.7% | 2,864 | 43.4 |
| | S-market | 435 | 22.0% | 4,005 | 9.2 |
| | Alepa + Sale | 458 | 7.5% | 1,365 | 3.0 |
| | Delicatessen | 6 | 0.6% | 110 | 18.3 |
| | Other | 83 | 0.6% | 105 | 1.3 |
| **S Group total** | | **1,048** | *** 46.4%** | *** 8,450** | **8.1** |
| **K Group** | K-citymarket | 81 | 11.8% | 2,151 | 26.6 |
| | K-supermarket | 244 | 12.3% | 2,233 | 9.2 |
| | K-market | 784 | 11.4% | 2,065 | 2.6 |
| | Other | 147 | 0.6% | 118 | 0.8 |
| **K Group total** | | **1,256** | *** 36.1%** | *** 6,568** | **5.2** |
| **Lidl** | | **179** | *** 9.6%** | *** 1,754** | **9.8** |
| **Tokmanni** | | **186** | **3.0%** | *****553** | **3.0** |
| **Minimani** | | **5** | **0.5%** | **97.3** | **19.5** |
| **M-ketju** | | **65** | **0.5%** | **** 84.9** | **1.3** |
| **Other** | | **1,811** | **3.8%** | **686** | **0.4** |
| **TOTAL** | | *** 4,550** | **100.0%** | *** 18,193** | *** 4.0** |

| Syndicate | Chain | Number of shops | Grocery sales MEUR | Average sales/ shop, MEUR |
|---|---|---|---|---|
| **R-kioski Oy** | **R-kioski** | **545** | **311.9** | **0.6** |

Number of shops at the end of 2018.

Source: * marked Nielsen Grocery Shop Directory

Note: Since 2016, new markets have been added to the Grocery Shop Directory. The Directory now includes low-cost shops offering a more limited range of daily consumer goods as well as service station shops. Therefore, the figures are not comparable with previous years.
Others, source: Finnish Grocery Trade Association

** M-ketju incl. sales of household goods, source: Finnish Grocery Trade Association

***Statistical model used for Tokmanni was modified in 2018. Therefore, the Group’s figures are not comparable with previous years.

In K Group and S Group’s figures, the difference between the sales figures of the chain and those of the whole group is due to decimal rounding.

## Total sales (MEUR), number and sales development of FGTA's member company department stores in 2017 and 2018 (VAT 0%)

| | Number 2017 | Number 2018 | Sales 2017 | Sales 2018 | Sales shift % |
|---|---|---|---|---|---|
| **KESKO** | | | | | |
| Citymarket | 81 | 81 | 2,126 | 2,191 | 3.0% |
| **S GROUP** | | | | | |
| Sokos | 19 | 19 | 376 | 362 | -3.6% |
| Prisma | 66 | 66 | 3,109 | 3,156 | 1.5% |
| **STOCKMANN** department stores in Finland | 6 | 6 | 408 | 386 | -5.5% |
| **TOKMANNI** | 175 | 186 | 797 | 870 | 9.3% |
| **MINIMANI** | 5 | 5 | 113 | 113 | 0.2% |
| **TOTAL** | **352** | **363** | **6,929** | **7,078** | **2.2%** |

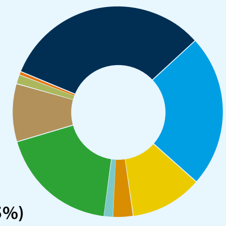
Source: Finnish Grocery Trade Association
Stockmann was a member of the Finnish Grocery Trade Association until the end of 2018.
E-commerce included in the statistics if the company has an online shop.
Differences between the sales figures and sales shift percentages in the table are due to decimal rounding.

# SALES OF CLOTHING AND FOOTWEAR IN 2018

**The value of the entire clothing trade declined by -0.4% in 2018 in comparison to the previous year. The sales of footwear trade fell by -4.6% year-on-year.**

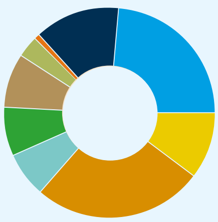
**Source: Finnish Fashion and Sports Commerce Association TMA.**

## Clothing trade 2018 MEUR 2,706 (-0.4%)



- 0.5% **E-COMMERCE from outside the EU** MEUR 13 (+30.0%)
- 1.3% **E-COMMERCE FROM THE EU** (sports) MEUR 35.8 (+19.7%)
- 8.8% **E-COMMERCE FROM THE EU** (fashion) MEUR 238 (+15.9%)
- 18.0% **OTHER CLOTHING TRADE** MEUR 486 (-4.5%)
- 1.4% **OTHER SPORTSWEAR TRADE** MEUR 39 (-11.4%)
- 32.2% **CHAINS** MEUR 872 (-2.0%)
- 23.4 % **DEPARTMENT STORES** MEUR 634 (-2.0%)
- 11.1% **SPORTING GOODS CHAINS** MEUR 301 (+2.4%)
- 3.2% **SPORTSWEAR IN DEPARTMENT STORES AND MARKETS** MEUR 87 (-0.3%)

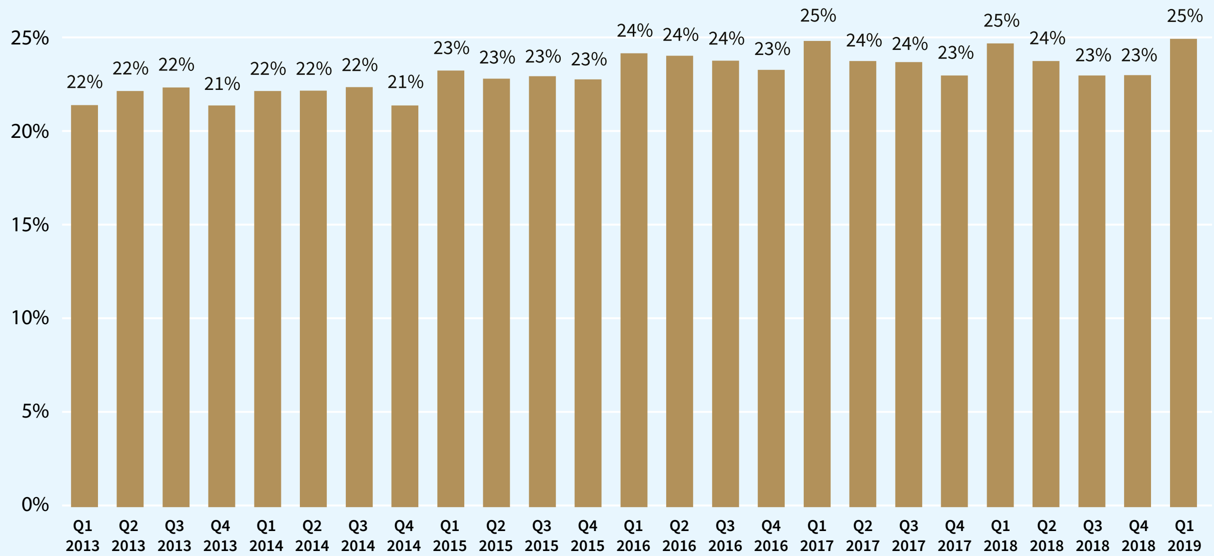
## Footwear trade in 2018 MEUR 568 (-4.6%)



- 0.7% **E-COMMERCE FROM OUTSIDE THE EU** MEUR 4 (+31.3%)
- 3.3% **E-COMMERCE FROM THE EU** (sports) MEUR 18.8 (+20.5%)
- 8.3% **E-COMMERCE FROM THE EU** (fashion) MEUR 47.1 (+16.0%)
- 7.6% **OTHER SPORTS FOOTWEAR TRADE** MEUR 43 (-8.5%)
- 6.9% **SPORTS FOOTWEAR IN DEPARTMENT STORES AND MARKETS** MEUR 39.5 (-5.8%)
- 13.2% **CHAINS** MEUR 75 (-7.4%)
- 23.6 % **DEPARTMENT STORES AND MARKETS** MEUR 134 (-7.6%)
- 10.2% **SHOE SHOPS** MEUR 58 (-12.1%)
- 26.2% **SPORTING GOODS CHAINS** MEUR 148.7 (-4.1%)

## Share of commercial brands in consumer goods purchases (percentage)

Quarter periods 2013–2019




The size differences between bars with the same percentage are due to decimal rounding.

Source: Nielsen Homescan

## Village shops 2018, excl. those discontinued

| PROVINCE | | NUMBER | GROCERY SALES, MEUR | PERCENTAGE |
|---|---|---|---|---|
| 1 | Uusimaa | 16 | 6.7 | 6.6% |
| 2 | Southwest Finland | 26 | 9.3 | 9.2% |
| 4 | Satakunta | 10 | 1.6 | 1.5% |
| 5 | Kanta-Häme | 6 | 2.0 | 1.9% |
| 6 | Pirkanmaa | 15 | 7.2 | 7.0% |
| 7 | Päijät-Häme | 5 | 3.5 | 3.4% |
| 8 | Kymenlaakso | 8 | 3.4 | 3.4% |
| 9 | South Karelia | 7 | 3.2 | 3.2% |
| 10 | South Savo | 10 | 6.2 | 6.1% |
| 11 | North Savo | 13 | 5.0 | 4.9% |
| 12 | North Karelia | 8 | 5.1 | 5.0% |
| 13 | Central Finland | 6 | 1.5 | 1.5% |
| 14 | South Ostrobothnia | 11 | 4.5 | 4.4% |
| 15 | Ostrobothnia | 18 | 8.9 | 8.8% |
| 16 | Central Ostrobothnia | 6 | 5.5 | 5.4% |
| 17 | North Ostrobothnia | 15 | 8.3 | 8.1% |
| 18 | Kainuu | 8 | 1.7 | 1.7% |
| 19 | Lapland | 21 | 12.1 | 11.8% |
| 20 | Åland | 12 | 6.1 | 6.0% |
| | **Total** | **221** | **101.7** | **100%** |

Source: Nielsen Grocery Shop Directory

# FINNISH GROCERY TRADE ASSOCIATION

PTY The Finnish Grocery Trade Association (PTY) is a lobbyist for the grocery trade and Foodservice wholesale trade in industrial and social policy-making processes. The operational prerequisites of the sectors and the member companies of the association are developed with the help of proactive and informed lobbying. The objective is that the grocery trade acts in an environment of free competition and is known as a responsible operator that takes the consumers' interest into account.

Trade is a significant employer and investor in Finland and it is important to pay attention to its perspectives in social decision-making processes. The Finnish Grocery Trade Association (PTY) also actively cooperates with the Finnish Commerce Federation in its lobbying operations. In addition to industrial lobbying, the Finnish Grocery Trade Association also develops sector-wide, non-competitive operational models promoting efficiency and the realisation of social responsibility as well as cooperation throughout the value chain. For instance, product safety and self-monitoring work secures a high level of safety for food items and products to ensure the trust of the consumers.

## ORGANIZATION

**Board of Directors**

**Working Groups 2019**
Foodservice Wholesale Group
Retail Group
Local Grocery Store Group
Material Efficiency GroupProduct Safety Group
Self-monitoring Group
Communications Group
Steering group regarding issues related to GS1

## PERSONNEL

**FOOD SAFETY, SELF MONITORING**
**ANNA SALMINEN**
FOOD SPECIALIST

**BUSINESS POLICY**
**KARI LUOTO**
MANAGING DIRECTOR

**PRODUCT SAFETY, FOODSERVICE WHOLESALES LEGISLATION**
**MERJA SÖDERSTRÖM**
ADVISOR, LL.M.

**COMMUNICATIONS, STATISTICS**
**ELINA HOLAMO**
COMMUNICATIONS MANAGER

**LEGISLATION**
**TEA TAIVALKOSKI**
LEGAL COUNSEL, LL.M.

**SUPPLY CHAIN DEVELOPMENT**
**ILKKA NIEMINEN**
DIRECTOR

**NATIONAL EMERGENCY SUPPLY AGENCY / DEVELOPMENT PROJECT**
**LAURI KULONEN**
PROJECT MANAGER

**FINANCES**
**MARJUT VARTIAINEN**
EXECUTIVE ASSISTANT
Until 30.9.2019

**HEIDI NYLUND**
ASSISTANT

## MEMBER COMPANIES OF THE FINNISH GROCERY TRADE ASSOCIATION

| | |
|---|---|
| SOK | **SOK Corporation** \| **www.s-kanava.fi**<br>P.O. BOX 1, FIN-00088 S-RYHMÄ • Fleminginkatu 34, FIN-00510 HELSINKI • Tel. +358 (0)10 76 8011 |
| K | **Kesko Food** \| **www.kesko.fi**<br>P.O. BOX 1, FIN-00016 KESKO • Työpajankatu 12, FIN-00580 HELSINKI • Tel. +358 (0)10 53030 |
| LIDL | **Lidl Finland Ky** \| **www.lidl.fi**<br>Niittymäentie 7, FIN-02200 Espoo • Tel. +358 (0)9 234 561 |
| TOKMANNI | **Tokmanni Group** \| **www.tokmanni-konserni.fi**<br>Isolammintie 1, FIN-04600 Mäntsälä • Tel. +358 (0)20 778 2000 |
| R kioski | **R-kioski Oy** \| **www.r-kioski.fi**<br>P.O. BOX 1, FIN-01641 VANTAA • Koivuvaarankuja 2, FIN-01640 VANTAA<br>Tel. +358 (0)20 554 4000 |
| WIHURI | **Wihuri Oy** \| **www.wihuri.fi**<br>Atomitie 5 A, FIN-00370 HELSINKI • Puh. 020 510 10 |
| Heino | **Heinon Tukku Oy** \| **www.heinontukku.fi**<br>Orionintie 18–22, FIN-02200 ESPOO • Puh. 020 717 000 |
| Patu Palvelutukkurit | **Suomen Palvelutukkurit Oy** \| **www.palvelutukkurit.fi**<br>Äyritie 8 E, FIN-01510 Vantaa • Tel. +358 (0)40 186 2948 |
| minimani | **Minimani** \| **www.minimani.fi**<br>Yrittäjäntie 12, FIN-60100 Seinäjoki • Tel. +358 (0)29 080 1580 |
| M | **M Itsenäiset Kauppiaat Oy** \| **www.m-ketju.fi**<br>Uudenmaankatu 106, FIN-05840 Hyvinkää • Tel. +358 (0)400 837 025 |

## MEMBER ORGANISATIONS

| | |
|---|---|
| K KAUPPIASLIITTO | **K Retailer Federation** \| **www.k-kauppiasliitto.fi**<br>Sörnäistenkatu 2, FIN-00580 HELSINKI • Tel. +358 (0)10 53 010 |

## PROCUREMENT COMPANIES

| | |
|---|---|
| SOK | **SOK Corporation** \| **www.s-kanava.fi**<br>P.O. BOX 1, FIN-00088 S-RYHMÄ • Fleminginkatu 34, FIN-00510 HELSINKI • Tel. +358 (0)10 76 8011 |
| K | **Kesko Food** \| **www.kesko.fi**<br>P.O. BOX 1, FIN-00016 KESKO • Työpajankatu 12, FIN-00580 HELSINKI • Tel. +358 (0)10 53030 |
| MEIRA NOVA | **MeiraNova Oy** \| **www.meiranova.fi**<br>Palkkitie 10, FIN-4300 Tuusula • Tel. +358 (0)10 76 86 500 |

*Grocery trade and*
*Foodservice wholesale trade*
*employ about*

**80 000**

*people.*

*The industries invest*
**hundreds of millions**
*in Finland every year.*

Finnish Grocery Trade Association PTY

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