S Group Groceries

Groceries, Category Management & Procurement

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Title	PRODUCT CATEGORY - FRUITS, VEGETABLES, FLOWERS	Name	Phone +358 10 76 XXXXX	E-mail
Director		**NN**		
Vice President		**Veli-Matti Puhakka**	**87120**	**veli-matti.puhakka@sok.fi**
	Category responsibility			
Category Manager	Salads, sweet potato, capsicums, kiwi	Mikko Piik	80294	mikko.piik@sok.fi
Category Manager	Tomatoes, apples, corn, organic products	Mika Tielinen	87117	mika.tielinen@sok.fi
Category Manager	Cabbages, cucumbers, potatoes, pears, pickles and beetroot (ending on 31.12.26)	Veera Koponen	81920	veera.e.koponen@sok.fi
Category Manager	Grapes, herbs, carrots and cut flowers	Heidi Mononen	87142	heidi.mononen@sok.fi
Category Manager	Citrus, stone fruits, bananas, onions	Juha-Pekka Närhi	87113	juha-pekka.narhi@sok.fi
Category Manager	Root vegetables, melons, asparagus, legumes, exotic fruits and vegetables	Toni Huikko	87092	toni.huikko@sok.fi
Category Manager	Berries, mushrooms, avocado, pineapple, pumpkins	Sini Sariola	81505	sini.sariola@sok.fi
Category Manager	Pot flowers, flower bulbs, F&V direct delivery products	Johanna Lemettinen	80754	johanna.lemettinen@sok.fi
Title	**PRODUCT CATEGORY - FRESH**	**Name**	**Phone +358 10 76 XXXXX**	**E-mail**
Vice President		**Hans Backström**	81520	hans.backstrom@sok.fi
	Category responsibility			
Category Coordinator		Iina Huhtinen	81387	iina.huhtinen@sok.fi
Category Manager	Processed Meat	Hannu Nyman	80393	hannu.nyman@sok.fi
Category Manager	Fresh meat	Jaana Ekholm	87066	jaana.ekholm@sok.fi
Category Manager	Minced meat, Poultry	Laura Platan	80457	laura.platan@sok.fi
Category Manager	Fresh ready meals	Anne Hänninen	80759	anne.2.hanninen@sok.fi
Category Manager	Fresh fish, fresh processed fish	Jukka-Pekka Lehtinen	87122	jukka-pekka.lehtinen@sok.fi
Category Manager	Dairy	Päivi Lamberg	80614	paivi.lamberg@sok.fi
Category Manager	Dairy Snacks	Anna Nurmi	87081	anna.nurmi@sok.fi
Category Manager	Cheese	Tuula Hirvonen	87123	tuula.hirvonen@sok.fi
Category Manager	Yellow fats, eggs, meet-free product	Anu Hakala	80885	anu.hakala@sok.fi
Category Development Manager	Ready meals (service), warm ready meals, grocerants, sushi	Jussi Mannila	80620	Jussi.Mannila@sok.fi
Title	**PRODUCT CATEGORY - BEVERAGES, FROZEN, BAKERY**	**Name**	**Phone +358 10 76 XXXXX**	**E-mail**
Vice President		**Riikka Vanha-aho**	**87124**	**riikka.vanha-aho@sok.fi**
	Category responsibility			
Category Coordinator		Pia Ruokamo	86260	pia.ruokamo@sok.fi
Category Manager	Beer, beer and wine making	Mikko Laukkanen	80165	mikko.laukkanen@sok.fi

Category Manager	Long drinks, ciders, alcoholic mixed drinks, energy drinks, sport drinks	Matti Mönkkönen	81151	matti.monkkonen@sok.fi
Category Manager	Wines, mulled wines, mead	Taru Jaakkola	80405	taru.jaakkola@sok.fi
Category Manager	Waters, soft drinks, beverage concentrates (syrups)	Suvi Juutilainen	86252	Suvi.Juutilainen@sok.fi
Category Manager	On the go drinks	Jonna Elomaa	81566	jonna.elomaa@sok.fi
Category Manager	Frozen meat, fish, meals and pizza	Anne Heikkilä	87073	anne.heikkila@sok.fi
Category Manager	Ice cream and frosen: fruits and berries	Hanna Zimmerman	81809	hanna.zimmerman@sok.fi
Category Manager	Fresh bakery products	Satu Leiviskä	86245	satu.leiviska@sok.fi
Category Manager	Fresh Bakery (Bake-off) and frozen bakery	Topias Santavuori	80421	topias.1.santavuori@sok.fi
Category Development Manager	Fresh Bakery (Bake-off) and frozen bakery	Mikko Kovalainen	86261	mikko.kovalainen@sok.fi
Title	**PRODUCT CATEGORY - GROCERIES**	**Name**	**Phone +358 10 76 XXXXX**	**E-mail**
Vice President		**Katja Tapio**	80638	katja.tapio@sok.fi
	Category responsibility			
Category Coordinator		Mari El Guerouahi	81798	mari.elguerouahi@sok.fi
Category Manager	Pasta, rice, noodels, mashed potatoes, condiment sauces	Satu Niemenpää	80134	satu.niemenpaa@sok.fi
Category Manager	Oils, vinegars, fruit, berry & coconut milk/cream preserves, jams, marmalades	Heli Nemlander	87062	heli.nemlander@sok.fi
Category Manager	Biscuits, rusks, bagels, dry bread, baby foods	Tiina Pensanen	87074	tiina.pensanen@sok.fi
Category Manager	Cereals, muesli, Pet food	Virpi Niemelä	81070	virpi.niemela@sok.fi
Category Manager	Confectionery, seasonal confectionery	Johanna Nyman	80802	johanna.nyman@sok.fi
Category Manager	Snacks, Coffee, tea, cocoa, coffee filters	Tuire Ruotsalainen	81513	tuire.ruotsalainen@sok.fi
Category Manager	Canned (meat, fish, vegetables), sweeteners	Sanna Risikko	87095	sanna.risikko@sok.fi
Category Manager	Pick & Mix confectionery, tex mex, dried fruits and berries, nuts, Pick & Mix snacks	Essi Korkala	80781	essi.korkala@sok.fi
Category Manager	Flour, flakes, spices, baking ingredients, preservatives	Jaana Salonen	80656	jaana.salonen@sok.fi
Category Manager	Pet accessories, ambient meal solutions	Paula Korpi	81863	paula.korpi@sok.fi
Title	**PRODUCT CATEGORY - NON-FOOD**	**Name**	**Phone +358 10 76 XXXXX**	**E-mail**
Vice President		**Janne Paananen**	**80902**	**janne.paananen@sok.fi**
	Category responsibility			
Category Coordinator		Leena Wernfeldt	82466	leena.wernfeldt@sok.fi
Category Manager	Women´s facial care, lip balms and OTC drugs	Outi Sipilä	82618	outi.sipila@sok.fi
Category Manager	Make-up	Heidi Raassina	81475	heidi.raassina@sok.fi
Category Manager	Soap, deodorants and fragrances, feminine hygiene	Monica Järnefelt	80406	monica.jarnefelt@sok.fi
Category Manager	Tissue paper, diapers and baby care products	Jarkko Laukkanen	80708	jarkko.laukkanen@sok.fi
Category Manager	Hair care and gift boxes	Rauna Junnila	81061	rauna.junnila@sok.fi
Category Manager	Oral care and food packings, sun care, insect repellents	Nina Hakala	81555	nina.hakala@sok.fi
Category Manager	Laundry and home cleaners	Aleksis Hyppönen	82647	aleksis.hypponen@sok.fi
Category Manager	Men's products, sports nutrition	Kirsi Salmela	80420	kirsi.salmela@sok.fi
Category Manager	Tobacco, cigars, nicotine pouches, smoking accessories and NRT	Kati Majoinen	87096	kati.majoinen@sok.fi

Category Manager	Cleaning equipment's, batteries, light bulbs & torches	Carita Suuronen	80700	carita.suuronen@sok.fi
Category Manager	Candles and disposable tableware, shopping bags	Nora Lehtinen	80328	nora.lehtinen@sok.fi
Category Manager	Food supplements, cotton, wound care other health care products, wet wipes, hand sanitizer, condoms, lubricants	Sami Makkonen	87143	sami.makkonen@sok.fi
Category Manager	Body care, women's hair removal products, sun- and reading glass, cosmetic accessories and jewellery	Ninni Maunuksela	82413	ninni.maunuksela@sok.fi