



The USA's Most Active Food & Beverages Professionals on Social - May 2023

Industry at a glance:

Average Score: 3.68%

Total Companies: 85

Global Industry Average: 4.65%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages? Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

So, how active are your employees currently on social? And how does this compare to the rest of your industry? Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see a minimum of 30-40% of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at DSMN8.com

So, where does your company rank?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 companies including GPN, Coca-Cola, and Anheuser-Busch.

24	Del Monte Foods	https://www.link	United States	1,770	88	4.97%	▼ -3
25	First Watch Restaurants	https://www.link	United States	3,024	145	4.79%	▲ 6
26	Eataly	https://www.link	United States	3,179	144	4.53%	▲ 0
27	Crumbl Cookies	https://www.link	United States	3,833	173	4.51%	▲ 2
28	Performance Foodservice	https://www.link	United States	4,119	179	4.35%	▲ 6
29	Keurig Dr Pepper	https://www.link	United States	11,207	482	4.30%	▲ 3
30	Conagra Brands	https://www.link	United States	7,018	300	4.27%	▲ 0
31	ISS Guckenheimer	https://www.link	United States	1,104	46	4.17%	▼ -8
32	SSP America	https://www.link	United States	1,835	76	4.14%	▲ 6
33	The Coca-Cola Company	https://www.link	United States	60,656	2,500	4.12%	▲ 0
34	Swire Coca-Cola, USA	https://www.link	United States	2,043	82	4.01%	▼ -9
35	Chartwells Higher Education	https://www.link	United States	4,615	185	4.01%	▲ 1
36	Rita's Italian Ice	https://www.link	United States	1,419	54	3.81%	▲ 11
37	Compass Group USA	https://www.link	United States	50,568	1,888	3.73%	▲ 2
38	BIGGBY COFFEE	https://www.link	United States	1,428	53	3.71%	▲ 11
39	Chartwells School Dining Services	https://www.link	United States	1,524	56	3.67%	▼ -4
40	Campbell Soup Company	https://www.link	United States	9,698	348	3.59%	▲ 2
41	CORE Foodservice	https://www.link	United States	1,193	42	3.52%	▼ -19
42	US Foods	https://www.link	United States	19,880	666	3.35%	▲ 3
43	FreshDirect	https://www.link	United States	1,395	46	3.30%	▼ -3
44	Godiva Chocolatier	https://www.link	United States	1,889	62	3.28%	▲ 8
45	Gordon Food Service	https://www.link	United States	9,669	316	3.27%	▼ -4
46	Dutch Bros Coffee	https://www.link	United States	4,779	155	3.24%	▼ -2
47	Sysco	https://www.link	United States	26,065	793	3.04%	▼ -10
48	Cheney Brothers	https://www.link	United States	1,205	36	2.99%	▲ 3
49	Bolthouse Farms	https://www.link	United States	1,022	30	2.94%	New Entry
50	Dot Foods	https://www.link	United States	1,879	52	2.77%	New Entry
51	Casey's	https://www.link	United States	11,827	316	2.67%	▲ 7
52	AVI Foodsystems	https://www.link	United States	2,359	61	2.59%	▼ -4
53	Blue Apron	https://www.link	United States	1,627	41	2.52%	▼ -3
54	Caribou Coffee	https://www.link	United States	3,413	84	2.46%	▼ -1
55	Home Chef	https://www.link	United States	1,673	41	2.45%	▼ -9
56	Nothing Bundt Cakes	https://www.link	United States	3,026	74	2.45%	▲ 0
57	Shamrock Foods Company	https://www.link	United States	2,727	64	2.35%	▼ -3
58	HMSHost	https://www.link	United States	8,377	196	2.34%	▲ 3
59	Frito-Lay	https://www.link	United States	9,568	221	2.31%	▲ 1
60	New Seasons Market	https://www.link	United States	1,257	28	2.23%	▲ 3
61	Harry & David	https://www.link	United States	1,669	35	2.10%	▲ 8
62	Krispy Kreme	https://www.link	United States	6,734	128	1.90%	▲ 0
63	Farmer Brothers	https://www.link	United States	3,069	58	1.89%	▲ 7
64	Columbia Distributing	https://www.link	United States	1,233	23	1.87%	▼ -5
65	Aramark Refreshments	https://www.link	United States	5,912	106	1.79%	▲ 1
66	UNFI	https://www.link	United States	15,284	272	1.78%	▼ -9
67	Coca-Cola Consolidated	https://www.link	United States	13,391	207	1.55%	▲ 0
68	Cinnabon	https://www.link	United States	1,525	23	1.51%	▼ -3
69	Tom Thumb Supermarket	https://www.link	United States	1,162	17	1.46%	▼ -1
70	Mariano's	https://www.link	United States	2,851	37	1.30%	▲ 1
71	Hu	https://www.link	United States	1,045	13	1.24%	▼ -16
72	DS Services	https://www.link	United States	1,322	16	1.21%	▲ 7
73	Pepsi Bottling Ventures	https://www.link	United States	3,586	43	1.20%	▲ 0
74	Newk's Eatery	https://www.link	United States	1,236	14	1.13%	▼ -10
75	Ben E. Keith Foods	https://www.link	United States	1,445	15	1.04%	▼ -3
76	Dairy Queen	https://www.link	United States	22,758	207	0.91%	▲ 1
77	Jets Pizza	https://www.link	United States	1,897	15	0.79%	▲ 1
78	Jamba	https://www.link	United States	3,677	28	0.76%	▲ 4
79	Hungry Howie's Pizza	https://www.link	United States	2,029	15	0.74%	▲ 1
80	Braum's	https://www.link	United States	2,556	17	0.67%	▲ 1
81	Reyes Holdings	https://www.link	United States	8,082	52	0.64%	▼ -65
82	Nation's Restaurant News	https://www.link	United States	1,405	9	0.64%	▼ -7
83	Auntie Anne's	https://www.link	United States	2,383	14	0.59%	▼ -7
84	Taco Cabana	https://www.link	United States	1,533	8	0.52%	▼ -10
85	Supermarket News	https://www.link	United States	1,080	5	0.46%	New Entry

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