



Europe's Most Active Food & Beverages Professionals on Social - February 2024

Industry at a glance:

Average Score:
3.09%

Total Companies:
144

Global Industry Average:
2.07%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for 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, and conversions.

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 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification (dsmn8.com/employee-advocacy-course), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

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](https://dsmn8.com)

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank
1	Lantmännen Unibake	https://www.linkedin.com/company/lantmannen-unibake	Denmark	1,480	117	7.91%	New Entry
2	Rémy Cointreau	https://www.linkedin.com/company/remy-cointreau	France	1,575	120	7.62%	New Entry
3	Paulig Group	https://www.linkedin.com/company/paulig-group	Finland	1,137	73	6.42%	▼ -2
4	Oatly	https://www.linkedin.com/company/oatly	Sweden	1,368	87	6.36%	New Entry
5	La Lorraine Bakery Group	https://www.linkedin.com/company/la-lorraine-bakery-group	Belgium	1,181	74	6.27%	New Entry
6	Restalliance	https://www.linkedin.com/company/restalliance	France	1,128	70	6.21%	▼ -4
7	COFCO International	https://www.linkedin.com/company/cofco-international	Switzerland	6,496	392	6.03%	New Entry
8	Royal Unibrew	https://www.linkedin.com/company/royal-unibrew	Denmark	1,080	64	5.93%	New Entry
9	Rijk Zwaan	https://www.linkedin.com/company/rijk-zwaan	Netherlands	1,639	96	5.86%	New Entry
10	Royal Swinkels	https://www.linkedin.com/company/royal-swinkels	Netherlands	1,776	104	5.86%	▼ -5
11	DöhlerGroup	https://www.linkedin.com/company/dohlergroup	Germany	3,516	205	5.83%	New Entry
12	Campani Group	https://www.linkedin.com/company/campani-group	Italy	4,569	261	5.71%	New Entry
13	Enza Zaden	https://www.linkedin.com/company/enza-zaden	Netherlands	1,533	85	5.54%	New Entry
14	Red Bull	https://www.linkedin.com/company/red-bull	Austria	23,569	1,270	5.39%	▼ -4
15	Vandemoortele	https://www.linkedin.com/company/vandemoortele	Belgium	2,030	109	5.37%	New Entry
16	Puratos	https://www.linkedin.com/company/puratos	Belgium	5,391	266	4.93%	New Entry
17	Symrise AG	https://www.linkedin.com/company/symrise-ag	Germany	6,146	302	4.91%	New Entry
18	Danish Crown	https://www.linkedin.com/company/danish-crown	Denmark	3,007	146	4.86%	New Entry
19	Tereos	https://www.linkedin.com/company/tereos	France	6,842	330	4.82%	New Entry
20	Louis Dreyfus Company	https://www.linkedin.com/company/louis-dreyfus-company	Netherlands	10,763	515	4.78%	New Entry
21	illycaffè	https://www.linkedin.com/company/illycaffè	Italy	1,433	68	4.75%	New Entry

22	Mahou San Miguel	https://www.link	Spain	1,954	92	4.71%	▼ -18
23	Trouw Nutrition	https://www.link	Netherlands	1,893	87	4.60%	New Entry
24	Arla Foods Ingredients	https://www.link	Denmark	1,123	50	4.45%	New Entry
25	HKScan	https://www.link	Finland	1,427	63	4.41%	New Entry
26	Les Grands Chais de France	https://www.link	France	1,133	49	4.32%	New Entry
27	Ornua	https://www.link	Ireland	1,041	45	4.32%	New Entry
28	Plukon Food Group	https://www.link	Netherlands	1,136	49	4.31%	New Entry
29	foodora	https://www.link	Germany	2,531	109	4.31%	▼ -11
30	EURIAL, la branche Lait d'	https://www.link	France	1,449	62	4.28%	New Entry
31	Barry Callebaut Group	https://www.link	Switzerland	8,367	357	4.27%	New Entry
32	GBfoods	https://www.link	Spain	2,274	96	4.22%	▼ -24
33	Roquette	https://www.link	France	4,614	194	4.20%	New Entry
34	Arla Foods	https://www.link	Denmark	11,816	496	4.20%	New Entry
35	Perfetti Van Melle	https://www.link	Netherlands	9,552	397	4.16%	▼ -20
36	Nutrition & Santé	https://www.link	France	1,017	42	4.13%	New Entry
37	Sodebo	https://www.link	France	1,287	52	4.04%	New Entry
38	Eureden	https://www.link	France	1,840	73	3.97%	New Entry
39	Newrest	https://www.link	France	8,033	312	3.88%	▼ -18
40	Lesaffre	https://www.link	France	4,174	160	3.83%	New Entry
41	Délicrance	https://www.link	France	1,546	59	3.82%	New Entry
42	Albron	https://www.link	Netherlands	1,154	44	3.81%	▼ -17
43	Pernod Ricard	https://www.link	France	18,941	720	3.80%	New Entry
44	Kerry	https://www.link	Ireland	14,544	547	3.76%	▼ -25
45	COMPASS GROUP FRANCE	https://www.link	France	1,330	50	3.76%	▼ -38
46	ANDROS	https://www.link	France	1,552	58	3.74%	New Entry
47	The HEINEKEN Company	https://www.link	Netherlands	32,641	1,219	3.73%	▼ -33
48	LAITA PGC	https://www.link	France	1,116	41	3.67%	New Entry
49	BRIDOR	https://www.link	France	1,118	41	3.67%	New Entry
50	Bonduelle	https://www.link	France	3,919	142	3.62%	New Entry
51	SUMOL+COMPAL	https://www.link	Portugal	1,052	38	3.61%	▼ -35
52	HEINEKEN France	https://www.link	France	1,351	48	3.55%	New Entry
53	KFC France	https://www.link	France	1,497	53	3.54%	New Entry
54	AGRANA Fruit	https://www.link	Austria	1,003	35	3.49%	New Entry
55	Fazer	https://www.link	Finland	2,179	76	3.49%	New Entry
56	Dr. Oetker	https://www.link	Germany	3,541	123	3.47%	New Entry
57	DeLaval	https://www.link	Sweden	2,981	103	3.46%	New Entry
58	Valio	https://www.link	Finland	1,391	48	3.45%	New Entry
59	Lantmännen	https://www.link	Sweden	2,438	82	3.36%	New Entry
60	GELITA	https://www.link	Germany	1,012	34	3.36%	New Entry
61	Lactalis Group	https://www.link	France	17,234	575	3.34%	New Entry
62	Refresco	https://www.link	Netherlands	5,192	173	3.33%	▼ -42
63	Ardo	https://www.link	Belgium	1,051	35	3.33%	New Entry
64	Farm Frites	https://www.link	Netherlands	1,034	34	3.29%	New Entry
65	Grupo Nueva Pescanova	https://www.link	Spain	1,009	33	3.27%	New Entry
66	Viscofan	https://www.link	Spain	1,084	35	3.23%	New Entry
67	Pascual	https://www.link	Spain	1,367	44	3.22%	▼ -50
68	SOGERES	https://www.link	France	1,481	47	3.17%	▼ -44
69	AAK	https://www.link	Sweden	2,978	94	3.16%	New Entry
70	Emmi Group	https://www.link	Switzerland	1,433	45	3.14%	New Entry
71	Damm	https://www.link	Spain	1,452	45	3.10%	▼ -59
72	Selecta	https://www.link	Switzerland	2,882	88	3.05%	▼ -59
73	Nutreco	https://www.link	Netherlands	3,591	109	3.04%	New Entry
74	FrieslandCampina	https://www.link	Netherlands	16,493	500	3.03%	New Entry
75	Barilla Group	https://www.link	Italy	5,131	155	3.02%	New Entry
76	JDE	https://www.link	Netherlands	8,570	255	2.98%	▼ -54
77	Azura Group	https://www.link	France	1,347	40	2.97%	New Entry
78	Bel	https://www.link	France	6,504	193	2.97%	New Entry
79	Systembolaget AB	https://www.link	Sweden	2,656	78	2.94%	New Entry
80	Areas France	https://www.link	France	1,228	36	2.93%	New Entry
81	Boissons du Cameroun	https://www.link	France	1,051	30	2.85%	New Entry
82	Moët Hennessy	https://www.link	France	8,197	231	2.82%	New Entry
83	Kepak Group	https://www.link	Ireland	1,135	31	2.73%	New Entry
84	LDC Groupe	https://www.link	France	2,072	56	2.70%	New Entry
85	Lavazza Group	https://www.link	Italy	5,659	145	2.56%	▼ -62
86	Danone	https://www.link	France	75,216	1,920	2.55%	New Entry
87	Carlsberg Group	https://www.link	Denmark	13,441	341	2.54%	▼ -56
88	Granarolo	https://www.link	Italy	1,225	31	2.53%	New Entry
89	Mowi	https://www.link	Norway	1,921	48	2.50%	New Entry
90	New York Pizza	https://www.link	Netherlands	1,285	32	2.49%	New Entry
91	MARR	https://www.link	Italy	1,005	25	2.49%	New Entry
92	Elior France	https://www.link	France	6,826	166	2.43%	▼ -62
93	Greencore	https://www.link	Ireland	4,748	115	2.42%	New Entry

94	TINE SA	https://www.link	Norway	2,140	51	2.38%	New Entry
95	JOE & THE JUICE	https://www.link	Denmark	1,587	36	2.27%	▼ -68
96	MAX Burgers	https://www.link	Sweden	1,708	38	2.22%	New Entry
97	Thiriet	https://www.link	France	1,158	25	2.16%	New Entry
98	Grupa Maspex	https://www.link	Poland	1,023	21	2.05%	New Entry
99	Europastry	https://www.link	Spain	1,682	34	2.02%	New Entry
100	Cristal Union	https://www.link	France	1,047	21	2.01%	New Entry
101	3 BRASSEURS FRANCE	https://www.link	France	1,055	21	1.99%	New Entry
102	Bon Preu S.A.U.	https://www.link	Spain	1,410	28	1.99%	New Entry
103	CÉMOI Group	https://www.link	France	1,209	24	1.99%	New Entry
104	ELPOZO ALIMENTACIÓN	https://www.link	Spain	1,267	25	1.97%	▼ -70
105	Espresso House Group	https://www.link	Sweden	2,138	42	1.96%	▼ -76
106	Fleury Michon	https://www.link	France	1,234	24	1.94%	New Entry
107	Boulangeries PAUL	https://www.link	France	1,819	35	1.92%	New Entry
108	LSG Sky Chefs	https://www.link	Germany	4,310	82	1.90%	New Entry
109	Camst Group	https://www.link	Italy	2,033	38	1.87%	New Entry
110	EURALIS	https://www.link	France	2,230	41	1.84%	New Entry
111	AIA	https://www.link	Italy	1,203	22	1.83%	New Entry
112	Brioche PASQUIER	https://www.link	France	1,599	29	1.81%	New Entry
113	Amadori	https://www.link	Italy	1,439	26	1.81%	New Entry
114	Picard Surgelés	https://www.link	France	2,991	52	1.74%	New Entry
115	Vion Food Group	https://www.link	Netherlands	1,827	31	1.70%	New Entry
116	ABP Food Group	https://www.link	Ireland	1,006	17	1.69%	New Entry
117	Kompania Piwowarska	https://www.link	Poland	1,137	19	1.67%	▼ -89
118	Parmalat Italia	https://www.link	Italy	1,115	18	1.61%	New Entry
119	ARYZTA	https://www.link	Switzerland	2,184	34	1.56%	New Entry
120	CIRFOOD	https://www.link	Italy	1,888	29	1.54%	New Entry
121	Serunion-Grupo Elior	https://www.link	Spain	3,415	52	1.52%	▼ -85
122	SAVENCIA	https://www.link	France	7,493	110	1.47%	New Entry
123	Chiquita	https://www.link	Switzerland	2,007	27	1.35%	New Entry
124	Le Pain Quotidien	https://www.link	Belgium	1,880	25	1.33%	New Entry
125	La Mie Câline	https://www.link	France	1,076	14	1.30%	New Entry
126	Roadhouse	https://www.link	Italy	1,395	18	1.29%	New Entry
127	BURGER KING IBERIA	https://www.link	Spain	1,255	16	1.27%	New Entry
128	Chef Express	https://www.link	Italy	1,112	14	1.26%	New Entry
129	Brioche Dorée	https://www.link	France	1,070	13	1.21%	New Entry
130	Agrial	https://www.link	France	2,862	33	1.15%	New Entry
131	Sushi Shop	https://www.link	France	1,579	18	1.14%	New Entry
132	AmRest	https://www.link	Spain	6,326	68	1.07%	New Entry
133	bofrost*	https://www.link	Germany	1,449	15	1.04%	▼ -96
134	Buffalo Grill	https://www.link	France	3,339	34	1.02%	New Entry
135	Quick	https://www.link	France	3,550	35	0.99%	New Entry
136	Flunch	https://www.link	France	2,577	23	0.89%	New Entry
137	Vapiano	https://www.link	Poland	1,524	13	0.85%	New Entry
138	Autogrill	https://www.link	Italy	4,850	40	0.82%	New Entry
139	Coren	https://www.link	Spain	1,253	10	0.80%	New Entry
140	Glanbia	https://www.link	Ireland	3,906	29	0.74%	▼ -102
141	HiperDino Supermercados	https://www.link	Spain	1,468	8	0.54%	▼ -101
142	CSM Bakery Solutions	https://www.link	Luxembourg	1,617	5	0.31%	New Entry
143	LSG Group	https://www.link	Germany	7,266	22	0.30%	New Entry
144	Elior Group	https://www.link	France	17,880	26	0.15%	▼ -102

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

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