



## The UK's Most Active Food & Beverages Professionals on Social - February 2024

### Industry at a glance:

Average Score:  
**2.45%**

Total Companies:  
**35**

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](https://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	Chivas Brothers	<a href="https://www.linkedin.com/company/chivas-brothers">https://www.linkedin.com/company/chivas-brothers</a>	United Kingdom	1,066	60	5.63%	New Entry
2	Edrington	<a href="https://www.linkedin.com/company/edrington">https://www.linkedin.com/company/edrington</a>	United Kingdom	1,608	85	5.29%	New Entry
3	BrewDog	<a href="https://www.linkedin.com/company/brewdog">https://www.linkedin.com/company/brewdog</a>	United Kingdom	1,132	57	5.04%	▼ -2
4	Bidfood UK	<a href="https://www.linkedin.com/company/bidfood-uk">https://www.linkedin.com/company/bidfood-uk</a>	United Kingdom	2,307	104	4.51%	▼ -2
5	Diageo	<a href="https://www.linkedin.com/company/diageo">https://www.linkedin.com/company/diageo</a>	United Kingdom	29,869	1,109	3.71%	New Entry
6	Domino's Pizza UK & Ireland	<a href="https://www.linkedin.com/company/dominos-pizza-uk-ireland">https://www.linkedin.com/company/dominos-pizza-uk-ireland</a>	United Kingdom	1,469	52	3.54%	New Entry
7	Cranswick Country Foods	<a href="https://www.linkedin.com/company/cranswick-country-foods">https://www.linkedin.com/company/cranswick-country-foods</a>	United Kingdom	1,724	54	3.13%	New Entry
8	Samworth Brothers	<a href="https://www.linkedin.com/company/samworth-brothers">https://www.linkedin.com/company/samworth-brothers</a>	United Kingdom	2,206	69	3.13%	▲ 2
9	BaxterStorey	<a href="https://www.linkedin.com/company/baxterstorey">https://www.linkedin.com/company/baxterstorey</a>	United Kingdom	2,675	82	3.07%	▼ -5
10	SSP Group	<a href="https://www.linkedin.com/company/ssp-group">https://www.linkedin.com/company/ssp-group</a>	United Kingdom	3,377	89	2.64%	▼ -5
11	Finlays	<a href="https://www.linkedin.com/company/finlays">https://www.linkedin.com/company/finlays</a>	United Kingdom	1,293	34	2.63%	▲ 0
12	Brakes UK	<a href="https://www.linkedin.com/company/brakes-uk">https://www.linkedin.com/company/brakes-uk</a>	United Kingdom	3,367	86	2.55%	▼ -6
13	Müller UK & Ireland	<a href="https://www.linkedin.com/company/muller-uk-ireland">https://www.linkedin.com/company/muller-uk-ireland</a>	United Kingdom	2,474	61	2.47%	New Entry
14	Tate & Lyle	<a href="https://www.linkedin.com/company/tate-and-lyle">https://www.linkedin.com/company/tate-and-lyle</a>	United Kingdom	3,315	78	2.35%	New Entry
15	PizzaExpress	<a href="https://www.linkedin.com/company/pizzaexpress">https://www.linkedin.com/company/pizzaexpress</a>	United Kingdom	2,861	66	2.31%	▼ -8
16	Warburtons	<a href="https://www.linkedin.com/company/warburtons">https://www.linkedin.com/company/warburtons</a>	United Kingdom	1,874	42	2.24%	New Entry
17	Greene King	<a href="https://www.linkedin.com/company/greene-king">https://www.linkedin.com/company/greene-king</a>	United Kingdom	10,033	224	2.23%	▼ -9
18	Hovis	<a href="https://www.linkedin.com/company/hovis">https://www.linkedin.com/company/hovis</a>	United Kingdom	1,181	26	2.20%	New Entry
19	Compass Group UK & Ireland	<a href="https://www.linkedin.com/company/compass-group-uk-ireland">https://www.linkedin.com/company/compass-group-uk-ireland</a>	United Kingdom	4,160	88	2.12%	▼ -10
20	2 Sisters Food Group	<a href="https://www.linkedin.com/company/2-sisters-food-group">https://www.linkedin.com/company/2-sisters-food-group</a>	United Kingdom	3,148	65	2.06%	New Entry
21	Princes Limited	<a href="https://www.linkedin.com/company/princes-limited">https://www.linkedin.com/company/princes-limited</a>	United Kingdom	1,573	31	1.97%	▼ -18

22	Bakkavor	<a href="https://www.link">https://www.link</a>	United Kingdom	4,575	87	1.90%	New Entry
23	Moy Park	<a href="https://www.link">https://www.link</a>	United Kingdom	2,433	44	1.81%	New Entry
24	Nando's UK & IRE	<a href="https://www.link">https://www.link</a>	United Kingdom	7,368	131	1.78%	New Entry
25	Avara Foods	<a href="https://www.link">https://www.link</a>	United Kingdom	1,126	19	1.69%	New Entry
26	wagamama	<a href="https://www.link">https://www.link</a>	United Kingdom	3,551	57	1.61%	▼ -14
27	Premier Foods	<a href="https://www.link">https://www.link</a>	United Kingdom	3,641	58	1.59%	New Entry
28	Nomad Foods	<a href="https://www.link">https://www.link</a>	United Kingdom	3,984	63	1.58%	New Entry
29	Compass Group	<a href="https://www.link">https://www.link</a>	United Kingdom	52,543	749	1.43%	▼ -16
30	Prezzo	<a href="https://www.link">https://www.link</a>	United Kingdom	1,345	19	1.41%	New Entry
31	Greggs	<a href="https://www.link">https://www.link</a>	United Kingdom	8,788	123	1.40%	New Entry
32	G's Group	<a href="https://www.link">https://www.link</a>	United Kingdom	1,452	20	1.38%	New Entry
33	Allied Bakeries	<a href="https://www.link">https://www.link</a>	United Kingdom	1,150	15	1.30%	New Entry
34	KFC UK & Ireland	<a href="https://www.link">https://www.link</a>	United Kingdom	7,227	92	1.27%	New Entry
35	YO! Sushi	<a href="https://www.link">https://www.link</a>	United Kingdom	1,263	12	0.95%	New Entry

## 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.

[Visit our website](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

