



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

Industry at a glance:

Average Score: 2.29%

Total Companies: 89

Global Industry Average: 2.86%

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 Coca-Cola, Glanbia, and PepsiCo.

24	Reyes Coca-Cola Bottling	<a href="https://www.link">https://www.link</a>	United States	2,776	86	3.10%	▼ -5
25	sweetgreen	<a href="https://www.link">https://www.link</a>	United States	1,909	57	2.99%	▼ -10
26	First Watch Restaurants	<a href="https://www.link">https://www.link</a>	United States	3,456	103	2.98%	▼ -1
27	Coca-Cola Beverages Flori	<a href="https://www.link">https://www.link</a>	United States	2,089	62	2.97%	▼ -18
28	The Chefs' Warehouse	<a href="https://www.link">https://www.link</a>	United States	1,251	37	2.96%	▼ -24
29	The Boston Beer Company	<a href="https://www.link">https://www.link</a>	United States	2,006	59	2.94%	▼ -16
30	Performance Foodservice	<a href="https://www.link">https://www.link</a>	United States	4,408	126	2.86%	▼ -2
31	ISS Guckenheimer	<a href="https://www.link">https://www.link</a>	United States	1,164	33	2.84%	▲ 0
32	Chartwells	<a href="https://www.link">https://www.link</a>	United States	1,663	47	2.83%	▲ 7
33	Anheuser-Busch	<a href="https://www.link">https://www.link</a>	United States	6,804	190	2.79%	▼ -11
34	Swire Coca-Cola, USA	<a href="https://www.link">https://www.link</a>	United States	2,185	59	2.70%	▲ 0
35	Rita's Italian Ice	<a href="https://www.link">https://www.link</a>	United States	1,528	41	2.68%	▲ 1
36	FreshDirect	<a href="https://www.link">https://www.link</a>	United States	1,463	39	2.67%	▲ 7
37	Keurig Dr Pepper	<a href="https://www.link">https://www.link</a>	United States	11,614	295	2.54%	▼ -8
38	SSP America	<a href="https://www.link">https://www.link</a>	United States	1,990	50	2.51%	▼ -6
39	Campbell's	<a href="https://www.link">https://www.link</a>	United States	10,190	251	2.46%	▲ 1
40	Cheney Brothers	<a href="https://www.link">https://www.link</a>	United States	1,301	29	2.23%	▲ 8
41	Bothouse Farms	<a href="https://www.link">https://www.link</a>	United States	1,085	24	2.21%	▲ 8
42	AVI Foodsystems	<a href="https://www.link">https://www.link</a>	United States	2,493	53	2.13%	▲ 10
43	Crumbl Cookies	<a href="https://www.link">https://www.link</a>	United States	4,792	101	2.11%	▼ -16
44	BIGGBY COFFEE	<a href="https://www.link">https://www.link</a>	United States	1,596	33	2.07%	▼ -6
45	Sysco	<a href="https://www.link">https://www.link</a>	United States	27,101	560	2.07%	▲ 2
46	US Foods	<a href="https://www.link">https://www.link</a>	United States	20,757	416	2.00%	▼ -4
47	Godiva Chocolatier	<a href="https://www.link">https://www.link</a>	United States	1,884	37	1.96%	▼ -3
48	B&G Foods	<a href="https://www.link">https://www.link</a>	United States	1,287	25	1.94%	▼ -31
49	Dutch Bros Coffee	<a href="https://www.link">https://www.link</a>	United States	5,476	105	1.92%	▼ -3
50	Cinnabon	<a href="https://www.link">https://www.link</a>	United States	1,727	33	1.91%	▲ 18
51	New Seasons Market	<a href="https://www.link">https://www.link</a>	United States	1,274	24	1.88%	▲ 9
52	Gordon Food Service	<a href="https://www.link">https://www.link</a>	United States	9,970	176	1.77%	▼ -7
53	Nothing Bundt Cakes	<a href="https://www.link">https://www.link</a>	United States	3,387	58	1.71%	▲ 3
54	Home Chef	<a href="https://www.link">https://www.link</a>	United States	2,003	34	1.70%	▲ 1
55	Del Monte Foods	<a href="https://www.link">https://www.link</a>	United States	1,855	31	1.67%	▼ -31
56	Dot Foods	<a href="https://www.link">https://www.link</a>	United States	1,982	31	1.56%	▼ -6
57	Shamrock Foods Company	<a href="https://www.link">https://www.link</a>	United States	2,937	45	1.53%	▲ 0
58	Casey's	<a href="https://www.link">https://www.link</a>	United States	13,164	201	1.53%	▼ -7
59	Aramark Refreshments	<a href="https://www.link">https://www.link</a>	United States	5,843	83	1.42%	▲ 6
60	Elior North America	<a href="https://www.link">https://www.link</a>	United States	2,561	36	1.41%	New Entry
61	QuickChek	<a href="https://www.link">https://www.link</a>	United States	1,030	14	1.36%	New Entry
62	Caribou Coffee	<a href="https://www.link">https://www.link</a>	United States	3,556	47	1.32%	▼ -8
63	Krispy Kreme	<a href="https://www.link">https://www.link</a>	United States	7,421	98	1.32%	▼ -1
64	Frito-Lay	<a href="https://www.link">https://www.link</a>	United States	12,248	156	1.27%	▼ -5
65	HMSHost	<a href="https://www.link">https://www.link</a>	United States	9,114	113	1.24%	▼ -7
66	SAGE Dining Services	<a href="https://www.link">https://www.link</a>	United States	1,025	12	1.17%	New Entry
67	UNFI	<a href="https://www.link">https://www.link</a>	United States	15,749	181	1.15%	▼ -1
68	Blue Apron	<a href="https://www.link">https://www.link</a>	United States	1,569	16	1.02%	▼ -15
69	Mariano's	<a href="https://www.link">https://www.link</a>	United States	2,882	28	0.97%	▲ 1
70	Farmer Brothers	<a href="https://www.link">https://www.link</a>	United States	3,194	28	0.88%	▼ -7
71	Coca-Cola Consolidated	<a href="https://www.link">https://www.link</a>	United States	13,637	113	0.83%	▼ -4
72	Columbia Distributing	<a href="https://www.link">https://www.link</a>	United States	1,292	10	0.77%	▼ -8
73	Dunkin'	<a href="https://www.link">https://www.link</a>	United States	25,499	195	0.76%	New Entry
74	Pepsi Bottling Ventures	<a href="https://www.link">https://www.link</a>	United States	3,760	28	0.74%	▼ -1
75	Auntie Anne's	<a href="https://www.link">https://www.link</a>	United States	2,591	19	0.73%	▲ 8
76	Newk's Eatery	<a href="https://www.link">https://www.link</a>	United States	1,308	9	0.69%	▼ -2
77	Nation's Restaurant News	<a href="https://www.link">https://www.link</a>	United States	1,484	10	0.67%	▲ 5
78	Ben E. Keith Company	<a href="https://www.link">https://www.link</a>	United States	2,839	19	0.67%	New Entry
79	Dairy Queen	<a href="https://www.link">https://www.link</a>	United States	24,831	154	0.62%	▼ -3
80	Ben E. Keith Foods	<a href="https://www.link">https://www.link</a>	United States	1,503	9	0.60%	▼ -5
81	Jamba	<a href="https://www.link">https://www.link</a>	United States	4,058	21	0.52%	▼ -3
82	Focus Brands	<a href="https://www.link">https://www.link</a>	United States	14,625	71	0.49%	New Entry
83	Compass Group USA	<a href="https://www.link">https://www.link</a>	United States	54,111	250	0.46%	▼ -46
84	Jets Pizza	<a href="https://www.link">https://www.link</a>	United States	2,025	9	0.44%	▼ -7
85	Hungry Howie's Pizza	<a href="https://www.link">https://www.link</a>	United States	2,298	10	0.44%	▼ -6
86	Taco Cabana	<a href="https://www.link">https://www.link</a>	United States	1,635	7	0.43%	▼ -2
87	Reyes Holdings	<a href="https://www.link">https://www.link</a>	United States	8,757	23	0.26%	▼ -6
88	Supermarket News	<a href="https://www.link">https://www.link</a>	United States	1,275	3	0.24%	▼ -3
89	Braum's	<a href="https://www.link">https://www.link</a>	United States	2,643	6	0.23%	▼ -9

## Ready to win at social?

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