



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

### Industry at a glance:

Average Score:  
**3.84%**

Total Companies:  
**150**

Global Industry Average:  
**2.94%**

### 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)
1	Vitamin Well Group	<a href="https://www.linkedin.com/company/vitaminwell">https://www.linkedin.com/company/vitaminwell</a>	Sweden	516	72	13.95%
2	Yoplait	<a href="https://www.linkedin.com/company/yoplait">https://www.linkedin.com/company/yoplait</a>	France	986	103	10.45%
3	Oterra	<a href="https://www.linkedin.com/company/otterra">https://www.linkedin.com/company/otterra</a>	Denmark	629	64	10.17%
4	Birra Peroni	<a href="https://www.linkedin.com/company/birraperoni">https://www.linkedin.com/company/birraperoni</a>	Italy	762	76	9.97%
5	Farina	<a href="https://www.linkedin.com/company/farina">https://www.linkedin.com/company/farina</a>	Italy	841	77	9.16%
6	AGRISTO NV	<a href="https://www.linkedin.com/company/agristo">https://www.linkedin.com/company/agristo</a>	Belgium	554	50	9.03%
7	Groupe Panzani	<a href="https://www.linkedin.com/company/groupepanzani">https://www.linkedin.com/company/groupepanzani</a>	France	712	58	8.15%
8	Anora Group	<a href="https://www.linkedin.com/company/anoragroup">https://www.linkedin.com/company/anoragroup</a>	Finland	506	41	8.10%
9	BENEO	<a href="https://www.linkedin.com/company/beneo">https://www.linkedin.com/company/beneo</a>	Germany	530	42	7.92%
10	Irish Distillers	<a href="https://www.linkedin.com/company/irishdistillers">https://www.linkedin.com/company/irishdistillers</a>	Ireland	702	55	7.83%
11	Lamb Weston EMEA	<a href="https://www.linkedin.com/company/lambweston">https://www.linkedin.com/company/lambweston</a>	Netherlands	885	67	7.57%
12	Lotus Bakeries	<a href="https://www.linkedin.com/company/lotusbakeries">https://www.linkedin.com/company/lotusbakeries</a>	Belgium	988	70	7.09%
13	Koninklijke Grolsch	<a href="https://www.linkedin.com/company/grolsch">https://www.linkedin.com/company/grolsch</a>	Netherlands	613	43	7.01%
14	Dr. Schär	<a href="https://www.linkedin.com/company/drschar">https://www.linkedin.com/company/drschar</a>	Italy	798	55	6.89%
15	SanLucar Company	<a href="https://www.linkedin.com/company/sanlucar">https://www.linkedin.com/company/sanlucar</a>	Spain	669	46	6.88%
16	Gruppo Lactalis Italia	<a href="https://www.linkedin.com/company/lactalis">https://www.linkedin.com/company/lactalis</a>	Italy	501	34	6.79%
17	Piženský Prazdroj	<a href="https://www.linkedin.com/company/pizensky-prazdroj">https://www.linkedin.com/company/pizensky-prazdroj</a>	Czechia	832	56	6.73%
18	IRCA Group	<a href="https://www.linkedin.com/company/ircagroup">https://www.linkedin.com/company/ircagroup</a>	Italy	791	51	6.45%
19	HELL ENERGY	<a href="https://www.linkedin.com/company/hell-energy">https://www.linkedin.com/company/hell-energy</a>	Hungary	695	44	6.33%
20	DMK Deutsches Milchkontrollamt	<a href="https://www.linkedin.com/company/dmk">https://www.linkedin.com/company/dmk</a>	Germany	806	51	6.33%
21	Jacquet Brossard	<a href="https://www.linkedin.com/company/jacquetbrossard">https://www.linkedin.com/company/jacquetbrossard</a>	France	684	43	6.29%

22	Eckes-Granini	<a href="https://www.link">https://www.link</a>	Germany	533	32	6.00%
23	Aviko	<a href="https://www.link">https://www.link</a>	Netherlands	913	51	5.59%
24	Hijos de Rivera, S.A.U.	<a href="https://www.link">https://www.link</a>	Spain	904	50	5.53%
25	Martell Mumm Perrier-Joué	<a href="https://www.link">https://www.link</a>	France	619	34	5.49%
26	V and B	<a href="https://www.link">https://www.link</a>	France	947	52	5.49%
27	Royal A-ware	<a href="https://www.link">https://www.link</a>	Netherlands	771	42	5.45%
28	GROUPE INVIVO	<a href="https://www.link">https://www.link</a>	France	745	40	5.37%
29	Maison Ladurée	<a href="https://www.link">https://www.link</a>	France	742	39	5.26%
30	Molson Coors GBS	<a href="https://www.link">https://www.link</a>	Romania	550	28	5.09%
31	ST MICHEL BISCUITS	<a href="https://www.link">https://www.link</a>	France	694	35	5.04%
32	Candia	<a href="https://www.link">https://www.link</a>	France	834	42	5.04%
33	Frit Ravich	<a href="https://www.link">https://www.link</a>	Spain	566	28	4.95%
34	Tirlán	<a href="https://www.link">https://www.link</a>	Ireland	930	46	4.95%
35	BioMar	<a href="https://www.link">https://www.link</a>	Denmark	751	37	4.93%
36	Skretting	<a href="https://www.link">https://www.link</a>	Norway	843	41	4.86%
37	Affinity Petcare	<a href="https://www.link">https://www.link</a>	Spain	787	38	4.83%
38	Boortmalt	<a href="https://www.link">https://www.link</a>	Belgium	666	32	4.80%
39	Sysco Ireland	<a href="https://www.link">https://www.link</a>	Ireland	545	26	4.77%
40	LIMAGRAIN EUROPE	<a href="https://www.link">https://www.link</a>	France	546	26	4.76%
41	LOTTE Wedel	<a href="https://www.link">https://www.link</a>	Poland	546	26	4.76%
42	Marley Spoon	<a href="https://www.link">https://www.link</a>	Germany	801	38	4.74%
43	Maître CoQ	<a href="https://www.link">https://www.link</a>	France	591	28	4.74%
44	Partner in Pet Food	<a href="https://www.link">https://www.link</a>	Hungary	531	25	4.71%
45	Sugal Group	<a href="https://www.link">https://www.link</a>	Portugal	514	24	4.67%
46	Big Mamma Group	<a href="https://www.link">https://www.link</a>	France	958	44	4.59%
47	Rousselot	<a href="https://www.link">https://www.link</a>	Netherlands	832	38	4.57%
48	Domino's Pizza Nederland	<a href="https://www.link">https://www.link</a>	Netherlands	530	24	4.53%
49	Fyffes	<a href="https://www.link">https://www.link</a>	Ireland	579	26	4.49%
50	Brasserie Kronenbourg	<a href="https://www.link">https://www.link</a>	France	899	40	4.45%
51	Bahlsen Group	<a href="https://www.link">https://www.link</a>	Germany	632	28	4.43%
52	Lesieur	<a href="https://www.link">https://www.link</a>	France	681	30	4.41%
53	Campofrio Food Group	<a href="https://www.link">https://www.link</a>	Spain	711	31	4.36%
54	the Fini Company ES	<a href="https://www.link">https://www.link</a>	Spain	561	24	4.28%
55	Deoleo	<a href="https://www.link">https://www.link</a>	Spain	730	31	4.25%
56	Lactalis Nestlé Ultra-Frais	<a href="https://www.link">https://www.link</a>	France	593	25	4.22%
57	France Boissons	<a href="https://www.link">https://www.link</a>	France	836	35	4.19%
58	LABEYRIE FINE FOODS	<a href="https://www.link">https://www.link</a>	France	719	30	4.17%
59	CERELIA	<a href="https://www.link">https://www.link</a>	France	557	23	4.13%
60	VALRHONA	<a href="https://www.link">https://www.link</a>	France	852	35	4.11%
61	Groupe Aoste	<a href="https://www.link">https://www.link</a>	France	513	21	4.09%
62	Importaco	<a href="https://www.link">https://www.link</a>	Spain	564	23	4.08%
63	RAUCH Fruchtsäfte	<a href="https://www.link">https://www.link</a>	Austria	541	22	4.07%
64	The Greenery	<a href="https://www.link">https://www.link</a>	Netherlands	595	24	4.03%
65	Herta France	<a href="https://www.link">https://www.link</a>	France	778	31	3.98%
66	Südzucker	<a href="https://www.link">https://www.link</a>	Germany	567	22	3.88%
67	Castel Frères	<a href="https://www.link">https://www.link</a>	France	521	20	3.84%
68	Delica	<a href="https://www.link">https://www.link</a>	Switzerland	994	38	3.82%
69	Grands Moulins de Paris	<a href="https://www.link">https://www.link</a>	France	791	30	3.79%
70	Dupont Restauration SAS	<a href="https://www.link">https://www.link</a>	France	689	26	3.77%
71	Grup Ametller Origen	<a href="https://www.link">https://www.link</a>	Spain	689	26	3.77%
72	Lerøy Seafood Group ASA	<a href="https://www.link">https://www.link</a>	Norway	828	31	3.74%
73	Dairygold Co-Operative So	<a href="https://www.link">https://www.link</a>	Ireland	643	24	3.73%
74	CHANDON	<a href="https://www.link">https://www.link</a>	France	565	21	3.72%
75	Mutti	<a href="https://www.link">https://www.link</a>	Italy	710	26	3.66%
76	Olga	<a href="https://www.link">https://www.link</a>	France	658	24	3.65%
77	MONIN	<a href="https://www.link">https://www.link</a>	France	770	28	3.64%
78	Spendrups Bryggeri AB	<a href="https://www.link">https://www.link</a>	Sweden	608	22	3.62%
79	Group Micarna	<a href="https://www.link">https://www.link</a>	Switzerland	782	28	3.58%
80	Venchi	<a href="https://www.link">https://www.link</a>	Italy	658	23	3.50%
81	SaiMar	<a href="https://www.link">https://www.link</a>	Norway	637	22	3.45%
82	Super Bock Group	<a href="https://www.link">https://www.link</a>	Portugal	828	28	3.38%
83	Royal Avebe	<a href="https://www.link">https://www.link</a>	Netherlands	942	31	3.29%
84	Hennessy	<a href="https://www.link">https://www.link</a>	France	889	29	3.26%
85	ELIVIA SAS	<a href="https://www.link">https://www.link</a>	France	648	21	3.24%
86	Bolton Food	<a href="https://www.link">https://www.link</a>	Italy	557	18	3.23%
87	Greenyard	<a href="https://www.link">https://www.link</a>	Belgium	899	29	3.23%
88	Central de Cervejas e Bebi	<a href="https://www.link">https://www.link</a>	Portugal	632	20	3.16%
89	Pågen	<a href="https://www.link">https://www.link</a>	Sweden	708	22	3.11%
90	Cerealto	<a href="https://www.link">https://www.link</a>	Spain	656	20	3.05%
91	Elior Italia	<a href="https://www.link">https://www.link</a>	Italy	919	28	3.05%
92	Moët & Chandon	<a href="https://www.link">https://www.link</a>	France	601	18	3.00%
93	La Boulangère	<a href="https://www.link">https://www.link</a>	France	702	21	2.99%

94	Keelings	<a href="https://www.link">https://www.link</a>	Ireland	824	24	2.91%
95	Lagkagehuset	<a href="https://www.link">https://www.link</a>	Denmark	896	26	2.90%
96	Haribo France	<a href="https://www.link">https://www.link</a>	France	600	17	2.83%
97	Aquaservice	<a href="https://www.link">https://www.link</a>	Spain	948	26	2.74%
98	Ringnes	<a href="https://www.link">https://www.link</a>	Norway	625	17	2.72%
99	Kofola ČeskoSlovensko	<a href="https://www.link">https://www.link</a>	Czechia	520	14	2.69%
100	Ausnutria	<a href="https://www.link">https://www.link</a>	Netherlands	560	15	2.68%
101	Eldora	<a href="https://www.link">https://www.link</a>	Switzerland	571	15	2.63%
102	Dole	<a href="https://www.link">https://www.link</a>	Ireland	724	19	2.62%
103	Feldschlösschen Getränke	<a href="https://www.link">https://www.link</a>	Switzerland	534	14	2.62%
104	La Place Restaurants	<a href="https://www.link">https://www.link</a>	Netherlands	733	19	2.59%
105	Podravka	<a href="https://www.link">https://www.link</a>	Croatia	949	24	2.53%
106	O'Learys	<a href="https://www.link">https://www.link</a>	Sweden	602	15	2.49%
107	KERMENE	<a href="https://www.link">https://www.link</a>	France	898	22	2.45%
108	PITAYA, Thai Street Food	<a href="https://www.link">https://www.link</a>	France	531	13	2.45%
109	Segafredo Zanetti	<a href="https://www.link">https://www.link</a>	Italy	745	18	2.42%
110	Restaurants La Boucherie	<a href="https://www.link">https://www.link</a>	France	677	16	2.36%
111	Mathem	<a href="https://www.link">https://www.link</a>	Sweden	865	20	2.31%
112	LÉON Restaurants	<a href="https://www.link">https://www.link</a>	France	580	13	2.24%
113	Columbus Café & Co	<a href="https://www.link">https://www.link</a>	France	547	12	2.19%
114	DAUNAT	<a href="https://www.link">https://www.link</a>	France	553	12	2.17%
115	Natra	<a href="https://www.link">https://www.link</a>	Spain	563	12	2.13%
116	La Fournée Dorée	<a href="https://www.link">https://www.link</a>	France	581	12	2.07%
117	Ursus Breweries	<a href="https://www.link">https://www.link</a>	Romania	776	16	2.06%
118	Supermac's	<a href="https://www.link">https://www.link</a>	Ireland	756	15	1.98%
119	Bakker Goedhart	<a href="https://www.link">https://www.link</a>	Netherlands	506	10	1.98%
120	McDonald's Polska	<a href="https://www.link">https://www.link</a>	Poland	573	11	1.92%
121	Eden Springs	<a href="https://www.link">https://www.link</a>	Spain	730	14	1.92%
122	Incarlopsa	<a href="https://www.link">https://www.link</a>	Spain	807	15	1.86%
123	IVS Italia	<a href="https://www.link">https://www.link</a>	Italy	608	11	1.81%
124	Gruppo Serenissima Ristor	<a href="https://www.link">https://www.link</a>	Italy	995	17	1.71%
125	La Doria	<a href="https://www.link">https://www.link</a>	Italy	645	11	1.71%
126	Aramark España	<a href="https://www.link">https://www.link</a>	Spain	595	10	1.68%
127	PCS	<a href="https://www.link">https://www.link</a>	Spain	665	11	1.65%
128	What's Cooking Group	<a href="https://www.link">https://www.link</a>	Belgium	864	14	1.62%
129	Dawn Meats	<a href="https://www.link">https://www.link</a>	Ireland	742	12	1.62%
130	Grupo Uvesa	<a href="https://www.link">https://www.link</a>	Spain	644	10	1.55%
131	Zentis Group	<a href="https://www.link">https://www.link</a>	Germany	529	8	1.51%
132	Sante	<a href="https://www.link">https://www.link</a>	Poland	776	11	1.42%
133	Delicia	<a href="https://www.link">https://www.link</a>	Netherlands	710	10	1.41%
134	<a href="https://www.link">Rohlik.cz</a>	<a href="https://www.link">https://www.link</a>	Czechia	515	7	1.36%
135	Ladisa S.r.l. Ristorazione	<a href="https://www.link">https://www.link</a>	Italy	523	7	1.34%
136	Pinchos	<a href="https://www.link">https://www.link</a>	Sweden	562	7	1.25%
137	Campofrio	<a href="https://www.link">https://www.link</a>	Spain	734	8	1.09%
138	CHARAL	<a href="https://www.link">https://www.link</a>	France	760	8	1.05%
139	Mediterránea	<a href="https://www.link">https://www.link</a>	Spain	965	10	1.04%
140	NOEL	<a href="https://www.link">https://www.link</a>	Spain	717	7	0.98%
141	BAMA Gruppen	<a href="https://www.link">https://www.link</a>	Norway	944	9	0.95%
142	Eurest España	<a href="https://www.link">https://www.link</a>	Spain	546	5	0.92%
143	Marie	<a href="https://www.link">https://www.link</a>	France	662	6	0.91%
144	Ibersol Group	<a href="https://www.link">https://www.link</a>	Portugal	565	5	0.88%
145	Gertal	<a href="https://www.link">https://www.link</a>	Portugal	588	5	0.85%
146	H3	<a href="https://www.link">https://www.link</a>	Portugal	532	4	0.75%
147	Bakery	<a href="https://www.link">https://www.link</a>	Italy	536	3	0.56%
148	Casa Tarradellas	<a href="https://www.link">https://www.link</a>	Spain	988	5	0.51%
149	Hesburger	<a href="https://www.link">https://www.link</a>	Finland	603	3	0.50%
150	SLA	<a href="https://www.link">https://www.link</a>	Netherlands	690	3	0.43%

## Ready to win at social?

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