



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

Industry at a glance:



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)
1	Whyte & Mackay	https://www.linkedin.com/company/whyte-mackay	United Kingdom	517	40	7.74%
2	C&C Group	https://www.linkedin.com/company/c-c-group	United Kingdom	546	39	7.14%
3	Finsbury Food Group	https://www.linkedin.com/company/finsbury-food-group	United Kingdom	513	36	7.02%
4	Huel	https://www.linkedin.com/company/huel	United Kingdom	603	41	6.80%
5	innocent drinks	https://www.linkedin.com/company/innocent-drinks	United Kingdom	887	60	6.76%
6	Gousto	https://www.linkedin.com/company/gousto	United Kingdom	952	58	6.09%
7	Gather & Gather	https://www.linkedin.com/company/gather-gather	United Kingdom	760	46	6.05%
8	Bettys & Taylors of Harrogate	https://www.linkedin.com/company/bettys-taylors-of-harrogate	United Kingdom	652	34	5.21%
9	Twinnings	https://www.linkedin.com/company/twinnings	United Kingdom	756	39	5.16%
10	Weetabix	https://www.linkedin.com/company/weetabix	United Kingdom	877	45	5.13%
11	COYA Restaurant & Pisco	https://www.linkedin.com/company/coya-restaurant-pisco	United Kingdom	601	30	4.99%
12	Fuller, Smith & Turner	https://www.linkedin.com/company/fuller-smith-turner	United Kingdom	875	39	4.46%
13	KP Snacks	https://www.linkedin.com/company/kp-snacks	United Kingdom	943	42	4.45%
14	AB Agri	https://www.linkedin.com/company/ab-agri	United Kingdom	632	28	4.43%
15	AG Barr Group	https://www.linkedin.com/company/ag-barr-group	United Kingdom	746	30	4.02%
16	British Sugar	https://www.linkedin.com/company/british-sugar	United Kingdom	868	34	3.92%
17	St Austell Brewery	https://www.linkedin.com/company/st-austell-brewery	United Kingdom	529	20	3.78%
18	L'ETO	https://www.linkedin.com/company/l-eto	United Kingdom	583	21	3.60%
19	Blue Skies	https://www.linkedin.com/company/blue-skies	United Kingdom	971	32	3.30%
20	Majestic Wine	https://www.linkedin.com/company/majestic-wine	United Kingdom	882	29	3.29%
21	Hilton Foods	https://www.linkedin.com/company/hilton-foods	United Kingdom	604	19	3.15%

22	ABP UK	https://www.link	United Kingdom	596	18	3.02%
23	Dishoom	https://www.link	United Kingdom	642	18	2.80%
24	Côte Restaurants	https://www.link	United Kingdom	870	23	2.64%
25	Wasabi Sushi & Bento	https://www.link	United Kingdom	530	14	2.64%
26	Shepherd Neame	https://www.link	United Kingdom	548	14	2.55%
27	Pilgrim's UK	https://www.link	United Kingdom	986	25	2.54%
28	Dunbia Group	https://www.link	United Kingdom	958	23	2.40%
29	Las Iguanas	https://www.link	United Kingdom	672	16	2.38%
30	IPL International Procurem	https://www.link	United Kingdom	662	15	2.27%
31	Country Style Foods	https://www.link	United Kingdom	556	11	1.98%
32	AF Blakemore & Son	https://www.link	United Kingdom	904	17	1.88%
33	itsu	https://www.link	United Kingdom	734	11	1.50%
34	JJ Food Service	https://www.link	United Kingdom	737	8	1.09%
35	Burton's Biscuit Company	https://www.link	United Kingdom	571	5	0.88%
36	Bernard Matthews	https://www.link	United Kingdom	601	5	0.83%
37	Pizza Hut UK & Europe	https://www.link	United Kingdom	855	7	0.82%
38	Young's Seafood	https://www.link	United Kingdom	779	5	0.64%
39	Karro Food Group	https://www.link	United Kingdom	557	3	0.54%

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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