



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

Industry at a glance:

Average Score:
4.39%

Total Companies:
148

Global Industry Average:
3.03%

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

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 Change
1	Paulig Group	https://www.linkedin.com/company/paulig-group	Finland	1,173	141	12.02%	▲ 2
2	Oatly	https://www.linkedin.com/company/oatly	Sweden	1,375	158	11.49%	▲ 2
3	LIPTON Teas and Infusions	https://www.linkedin.com/company/lipton-teas-and-infusions	Netherlands	2,685	304	11.32%	New Entry
4	Royal Unibrew	https://www.linkedin.com/company/royal-unibrew	Denmark	1,112	108	9.71%	▲ 4
5	Lantmännen Unibake	https://www.linkedin.com/company/lantmannen-unibake	Denmark	1,522	141	9.26%	▼ -4
6	Rémy Cointreau	https://www.linkedin.com/company/remy-cointreau	France	1,583	145	9.16%	▼ -4
7	Royal Swinkels	https://www.linkedin.com/company/royal-swinkels	Netherlands	1,816	149	8.20%	▲ 3
8	Rijk Zwaan	https://www.linkedin.com/company/rijk-zwaan	Netherlands	1,693	138	8.15%	▲ 1
9	La Lorraine Bakery Group	https://www.linkedin.com/company/la-lorraine-bakery-group	Belgium	1,256	101	8.04%	▼ -4
10	Nestlé Professional	https://www.linkedin.com/company/nestle-professional	Switzerland	3,366	270	8.02%	New Entry
11	Trouw Nutrition	https://www.linkedin.com/company/trouw-nutrition	Netherlands	1,915	152	7.94%	▲ 12
12	Campani Group	https://www.linkedin.com/company/campani-group	Italy	4,855	384	7.91%	▲ 0
13	Damm	https://www.linkedin.com/company/damm	Spain	1,534	114	7.43%	▲ 58
14	COMPASS GROUP FRANCE	https://www.linkedin.com/company/compass-group-france	France	1,364	101	7.40%	▲ 31
15	Tereos	https://www.linkedin.com/company/tereos	France	7,066	515	7.29%	▲ 4
16	Vandemoortele	https://www.linkedin.com/company/vandemoortele	Belgium	2,121	151	7.12%	▼ -1
17	DöhlerGroup	https://www.linkedin.com/company/dohlergroup	Germany	3,773	268	7.10%	▼ -6
18	Puratos	https://www.linkedin.com/company/puratos	Belgium	5,576	395	7.08%	▼ -2
19	Nestlé Nespresso	https://www.linkedin.com/company/nestle-nespresso	Switzerland	12,144	856	7.05%	New Entry
20	Mahou San Miguel	https://www.linkedin.com/company/mahou-san-miguel	Spain	2,072	146	7.05%	▲ 2
21	Solina	https://www.linkedin.com/company/solina	France	1,210	83	6.86%	New Entry

22	Louis Dreyfus Company	https://www.link	Netherlands	11,125	753	6.77%	▼ -2
23	COFCO International	https://www.link	Switzerland	6,739	455	6.75%	▼ -16
24	Sumol Compal	https://www.link	Portugal	1,082	73	6.75%	▲ 27
25	illycaffè	https://www.link	Italy	1,486	98	6.59%	▼ -4
26	Symrise	https://www.link	Germany	6,372	405	6.36%	▼ -9
27	Enza Zaden	https://www.link	Netherlands	1,584	100	6.31%	▼ -14
28	Vaio	https://www.link	Finland	1,420	89	6.27%	▲ 30
29	Arla Foods	https://www.link	Denmark	12,149	751	6.18%	▲ 5
30	Arla Foods Ingredients	https://www.link	Denmark	1,143	69	6.04%	▼ -6
31	Perfetti Van Melle	https://www.link	Netherlands	10,040	605	6.03%	▲ 4
32	ANDROS	https://www.link	France	1,621	97	5.98%	▲ 14
33	Yoplait	https://www.link	France	1,024	61	5.96%	New Entry
34	Lotus Bakeries	https://www.link	Belgium	1,058	63	5.95%	New Entry
35	AAK	https://www.link	Sweden	3,118	185	5.93%	▲ 34
36	The HEINEKEN Company	https://www.link	Netherlands	30,781	1,821	5.92%	▲ 11
37	Red Bull	https://www.link	Austria	25,309	1,493	5.90%	▼ -23
38	Prosol	https://www.link	France	1,255	74	5.90%	New Entry
39	Danish Crown	https://www.link	Denmark	3,110	183	5.88%	▼ -21
40	Ornua	https://www.link	Ireland	1,193	69	5.78%	▼ -13
41	Coca-Cola HBC	https://www.link	Switzerland	18,123	1,047	5.78%	New Entry
42	LAITA PGC	https://www.link	France	1,165	67	5.75%	▲ 6
43	Cereal Partners Worldwide	https://www.link	Switzerland	1,099	62	5.64%	New Entry
44	Les Grands Chais de France	https://www.link	France	1,142	64	5.60%	▼ -18
45	foodora	https://www.link	Germany	2,630	145	5.51%	▼ -16
46	Cloetta	https://www.link	Sweden	1,585	87	5.49%	New Entry
47	GELITA	https://www.link	Germany	1,045	57	5.45%	▲ 13
48	JDE Peet's	https://www.link	Netherlands	9,951	530	5.33%	New Entry
49	Barry Callebaut Group	https://www.link	Switzerland	8,526	450	5.28%	▼ -18
50	BRIDOR	https://www.link	France	1,183	62	5.24%	▼ -1
51	Kepak Group	https://www.link	Ireland	1,175	61	5.19%	▲ 32
52	Big Mamma Group	https://www.link	France	1,044	54	5.17%	New Entry
53	Fleury Michon	https://www.link	France	1,267	65	5.13%	▲ 53
54	AGRANA Fruit	https://www.link	Austria	1,036	53	5.12%	▲ 0
55	GBfoods	https://www.link	Spain	2,337	119	5.09%	▼ -23
56	Kerry	https://www.link	Ireland	14,866	756	5.09%	▼ -12
57	Newrest	https://www.link	France	8,711	438	5.03%	▼ -18
58	Farm Frites	https://www.link	Netherlands	1,095	54	4.93%	▲ 6
59	Ermi Group	https://www.link	Switzerland	1,493	73	4.89%	▲ 11
60	HEINEKEN France	https://www.link	France	1,380	67	4.86%	▼ -8
61	Fazer	https://www.link	Finland	2,195	106	4.83%	▼ -6
62	Bel	https://www.link	France	6,666	320	4.80%	▲ 16
63	Pascual	https://www.link	Spain	1,401	67	4.78%	▲ 4
64	Eureden	https://www.link	France	1,883	90	4.78%	▼ -26
65	Nutrition & Santé	https://www.link	France	1,049	50	4.77%	▼ -29
66	Aquaservice - Viva Aqua S	https://www.link	Spain	1,011	48	4.75%	New Entry
67	Boissons du Cameroun	https://www.link	France	1,121	53	4.73%	▲ 14
68	JOE & THE JUICE	https://www.link	Denmark	1,740	82	4.71%	▲ 27
69	EURIAL	https://www.link	France	1,493	70	4.69%	▼ -39
70	FrieslandCampina	https://www.link	Netherlands	16,359	760	4.65%	▲ 4
71	Barilla Group	https://www.link	Italy	5,384	249	4.64%	▲ 4
72	Bonduelle	https://www.link	France	3,972	184	4.63%	▼ -22
73	Moët Hennessy	https://www.link	France	8,397	388	4.62%	▲ 9
74	Viscofan	https://www.link	Spain	1,135	52	4.58%	▼ -8
75	Pernod Ricard	https://www.link	France	19,159	863	4.50%	▼ -32
76	Azura Group	https://www.link	France	1,473	66	4.48%	▲ 1
77	Sodebo	https://www.link	France	1,335	59	4.42%	▼ -40
78	Kompania Piwowarska	https://www.link	Poland	1,160	51	4.40%	▲ 39
79	Selecta	https://www.link	Switzerland	2,948	129	4.38%	▼ -7
80	DéliFrance	https://www.link	France	1,629	69	4.24%	▼ -39
81	Dr. Oetker	https://www.link	Germany	3,617	150	4.15%	▼ -25
82	Lavazza Group	https://www.link	Italy	5,566	225	4.04%	▲ 3
83	Lactalis Group	https://www.link	France	19,805	791	3.99%	▼ -22
84	DeLaval	https://www.link	Sweden	3,039	116	3.82%	▼ -27
85	Systembolaget	https://www.link	Sweden	2,728	104	3.81%	▼ -6
86	Lantmännen	https://www.link	Sweden	2,694	101	3.75%	▼ -27
87	Refresco	https://www.link	Netherlands	5,422	202	3.73%	▼ -25
88	Nestlé	https://www.link	Switzerland	180,110	6,500	3.61%	New Entry
89	Europastry	https://www.link	Spain	1,802	63	3.50%	▲ 10
90	Nutreco	https://www.link	Netherlands	3,680	128	3.48%	▼ -17
91	Greencore	https://www.link	Ireland	4,889	169	3.46%	▲ 2
92	MARR	https://www.link	Italy	1,050	36	3.43%	▼ -1
93	Grupo Nueva Pescanova	https://www.link	Spain	1,013	34	3.36%	▼ -28

94	Carlsberg Group	https://www.link	Denmark	13,779	459	3.33%	▼ -7
95	Hochland	https://www.link	Germany	1,052	35	3.33%	New Entry
96	Espresso House Group	https://www.link	Sweden	2,204	73	3.31%	▲ 9
97	TINE	https://www.link	Norway	2,163	71	3.28%	▼ -3
98	Ardo	https://www.link	Belgium	1,113	36	3.23%	▼ -35
99	Brioche PASQUIER	https://www.link	France	1,653	52	3.15%	▲ 13
100	Nestlé Waters	https://www.link	France	6,966	217	3.12%	New Entry
101	Danone	https://www.link	France	75,535	2,325	3.08%	▼ -15
102	Grupa Maspex	https://www.link	Poland	1,076	33	3.07%	▼ -4
103	LSG Sky Chefs	https://www.link	Germany	4,601	141	3.06%	▲ 5
104	Elior France	https://www.link	France	7,008	208	2.97%	▼ -12
105	CÉMOI Group	https://www.link	France	1,259	37	2.94%	▼ -2
106	Mowi	https://www.link	Norway	1,988	58	2.92%	▼ -17
107	Picard Surgelés	https://www.link	France	3,145	89	2.83%	▲ 7
108	Lesaffre	https://www.link	France	4,321	120	2.78%	▼ -68
109	Boulangeries PAUL	https://www.link	France	1,986	54	2.72%	▼ -2
110	Cristal Union	https://www.link	France	1,071	29	2.71%	▼ -10
111	Parmalat Italia	https://www.link	Italy	1,173	30	2.56%	▲ 7
112	Amadori	https://www.link	Italy	1,513	38	2.51%	▲ 1
113	LDC Groupe	https://www.link	France	2,161	54	2.50%	▼ -29
114	AXEREAAL	https://www.link	France	1,766	44	2.49%	New Entry
115	HKScan	https://www.link	Finland	1,304	32	2.45%	▼ -90
116	Vion Food Group	https://www.link	Netherlands	1,810	43	2.38%	▼ -1
117	SODIAAL	https://www.link	France	2,585	55	2.13%	New Entry
118	Gruppo Serenissima Ristor	https://www.link	Italy	1,040	22	2.12%	New Entry
119	Le Pain Quotidien	https://www.link	Belgium	1,964	41	2.09%	▲ 5
120	SAVENCIA	https://www.link	France	7,769	161	2.07%	▲ 2
121	Granarolo	https://www.link	Italy	1,264	26	2.06%	▼ -33
122	Serunion-Grupo Elior	https://www.link	Spain	3,567	71	1.99%	▼ -1
123	ELPOZO ALIMENTACIÓN	https://www.link	Spain	1,328	26	1.96%	▼ -19
124	BURGER KING IBERIA	https://www.link	Spain	1,349	26	1.93%	▲ 3
125	Corporación Alimentaria G	https://www.link	Spain	1,678	32	1.91%	New Entry
126	Quick	https://www.link	France	3,799	71	1.87%	▲ 9
127	Bon Preu	https://www.link	Spain	1,507	27	1.79%	▼ -25
128	ABP Food Group	https://www.link	Ireland	1,044	18	1.72%	▼ -12
129	Hero Group	https://www.link	Switzerland	1,751	29	1.66%	New Entry
130	CIRFOOD	https://www.link	Italy	1,951	32	1.64%	▼ -10
131	Sushi Shop	https://www.link	France	1,664	27	1.62%	▲ 0
132	ARYZTA	https://www.link	Switzerland	2,197	35	1.59%	▼ -13
133	EURALIS	https://www.link	France	2,293	36	1.57%	▼ -23
134	Chiquita	https://www.link	Switzerland	2,061	32	1.55%	▼ -11
135	Camst Group	https://www.link	Italy	2,114	29	1.37%	▼ -26
136	Glanbia	https://www.link	Ireland	3,982	50	1.26%	▲ 4
137	Autogrill	https://www.link	Italy	4,864	59	1.21%	▲ 1
138	Buffalo Grill	https://www.link	France	3,553	40	1.13%	▼ -4
139	Agrial	https://www.link	France	2,954	32	1.08%	▼ -9
140	Coren	https://www.link	Spain	1,267	13	1.03%	▼ -1
141	Groupe VIVESCIA	https://www.link	France	3,528	29	0.82%	New Entry
142	Mérieux NutriSciences - GI	https://www.link	France	4,988	38	0.76%	New Entry
143	LSG Group	https://www.link	Germany	7,549	48	0.64%	▲ 0
144	AGRANA Group	https://www.link	Austria	1,961	9	0.46%	New Entry
145	Casa Tarradellas	https://www.link	Spain	1,030	4	0.39%	New Entry
146	AmRest	https://www.link	Spain	6,567	25	0.38%	▼ -14
147	Food Delivery Brands	https://www.link	Spain	7,301	25	0.34%	New Entry
148	HiperDino Supermercados	https://www.link	Spain	1,614	4	0.25%	▼ -7

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