



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

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
4.98%	93	3.71%

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	Vitamin Well Group	https://www.linkedin.com/company/vitaminwell	Sweden	552	90	16.30%	▲ 0
2	Suntory Beverage & Food	https://www.linkedin.com/company/suntory-beverage-food	France	637	65	10.20%	New Entry
3	Farina	https://www.linkedin.com/company/farina	Italy	902	91	10.09%	▲ 2
4	IRCA Group	https://www.linkedin.com/company/irca-group	Italy	854	73	8.55%	▲ 14
5	Birra Peroni	https://www.linkedin.com/company/birra-peroni	Italy	796	68	8.54%	▼ -1
6	BENEO	https://www.linkedin.com/company/beneo	Germany	539	46	8.53%	▲ 3
7	AGRISTO NV	https://www.linkedin.com/company/agristo-nv	Belgium	589	50	8.49%	▼ -1
8	Gruppo Lactalis Italia	https://www.linkedin.com/company/gruppo-lactalis-italia	Italy	528	43	8.14%	▲ 8
9	Irish Distillers	https://www.linkedin.com/company/irish-distillers	Ireland	712	57	8.01%	▲ 1
10	Affinity Petcare	https://www.linkedin.com/company/affinity-petcare	Spain	818	59	7.21%	▲ 27
11	Moët & Chandon	https://www.linkedin.com/company/moët-chandon	France	658	47	7.14%	▲ 81
12	Lesieur	https://www.linkedin.com/company/lesieur	France	715	51	7.13%	▲ 40
13	Lakeland Dairies	https://www.linkedin.com/company/lakeland-dairies	Ireland	523	36	6.88%	New Entry
14	LOTTE Wedel	https://www.linkedin.com/company/lotte-wedel	Poland	566	38	6.71%	▲ 27
15	Dr. Schär	https://www.linkedin.com/company/dr-schär	Italy	825	54	6.55%	▼ -1
16	Koninklijke Grolsch	https://www.linkedin.com/company/koninklijke-grolsch	Netherlands	612	40	6.54%	▼ -3
17	GROUPE INVIVO	https://www.linkedin.com/company/groupe-invivo	France	783	51	6.51%	▲ 11
18	Candia	https://www.linkedin.com/company/candia	France	895	58	6.48%	▲ 14
19	Platèform	https://www.linkedin.com/company/platèform	Portugal	588	37	6.29%	New Entry
20	HELL ENERGY	https://www.linkedin.com/company/hell-energy	Hungary	763	48	6.29%	▼ -1
21	Skretting	https://www.linkedin.com/company/skretting	Norway	861	54	6.27%	▲ 15

22	Lamb Weston EMEA	https://www.link	Netherlands	920	57	6.20%	▼ -11
23	BioMar	https://www.link	Denmark	761	47	6.18%	▲ 12
24	Super Bock Group	https://www.link	Portugal	876	54	6.16%	▲ 58
25	Hijos de Rivera	https://www.link	Spain	960	59	6.15%	▼ -1
26	Bolton Food	https://www.link	Italy	558	34	6.09%	▲ 60
27	Jacquet Brossard	https://www.link	France	712	42	5.90%	▼ -6
28	Grands Moulins de Paris	https://www.link	France	801	47	5.87%	▲ 41
29	ST MICHEL BISCUITS	https://www.link	France	734	43	5.86%	▲ 2
30	LABEYRIE FINE FOODS	https://www.link	France	734	43	5.86%	▲ 28
31	Maison Ladurée	https://www.link	France	765	44	5.75%	▼ -2
32	Fyffes	https://www.link	Ireland	618	35	5.66%	▲ 17
33	CHANDON	https://www.link	France	586	33	5.63%	▲ 41
34	Pizeňský Prazdroj	https://www.link	Czechia	861	48	5.57%	▼ -17
35	SanLucar Company	https://www.link	Spain	683	38	5.56%	▼ -20
36	Grupo Lusiaves	https://www.link	Portugal	558	31	5.56%	New Entry
37	MONIN	https://www.link	France	799	44	5.51%	▲ 40
38	VALRHONA	https://www.link	France	872	48	5.50%	▲ 22
39	Aviko	https://www.link	Netherlands	938	51	5.44%	▼ -16
40	Martell Mumm Perrier-Joué	https://www.link	France	627	34	5.42%	▼ -15
41	the Fini Company ES	https://www.link	Spain	591	32	5.41%	▲ 13
42	Rousselot	https://www.link	Netherlands	853	46	5.39%	▲ 5
43	Groupe Panzani	https://www.link	France	761	41	5.39%	▼ -36
44	Unigrà	https://www.link	Italy	559	30	5.37%	New Entry
45	DAUNAT	https://www.link	France	586	31	5.29%	▲ 69
46	ekaterra	https://www.link	Netherlands	628	33	5.25%	New Entry
47	Marley Spoon	https://www.link	Germany	768	38	4.95%	▼ -5
48	Mutti	https://www.link	Italy	759	37	4.87%	▲ 27
49	Kofola ČeskoSlovensko	https://www.link	Czechia	534	26	4.87%	▲ 50
50	Hennessy	https://www.link	France	907	44	4.85%	▲ 34
51	Deoleo	https://www.link	Spain	743	36	4.85%	▲ 4
52	Frit Ravich	https://www.link	Spain	592	28	4.73%	▼ -19
53	Dairygold Co-Operative So	https://www.link	Ireland	649	30	4.62%	▲ 20
54	Keelings	https://www.link	Ireland	851	39	4.58%	▲ 40
55	Importaco	https://www.link	Spain	599	27	4.51%	▲ 7
56	Grup Ametller Origen	https://www.link	Spain	762	34	4.46%	▲ 15
57	Olga	https://www.link	France	659	29	4.40%	▲ 19
58	GOIKO	https://www.link	Spain	889	39	4.39%	New Entry
59	Entremont	https://www.link	France	526	23	4.37%	New Entry
60	Sysco Ireland	https://www.link	Ireland	551	23	4.17%	▼ -21
61	Brasserie Kronenbourg	https://www.link	France	936	39	4.17%	▼ -11
62	Lactalis Nestlé Ultra-Frais	https://www.link	France	610	25	4.10%	▼ -6
63	Conserva Italia	https://www.link	Italy	662	27	4.08%	New Entry
64	CAPSA FOOD	https://www.link	Spain	578	23	3.98%	New Entry
65	Haribo France	https://www.link	France	613	24	3.92%	▲ 31
66	Dole plc	https://www.link	Ireland	729	28	3.84%	▲ 36
67	Sugal Group	https://www.link	Portugal	548	21	3.83%	▼ -22
68	Greenyard	https://www.link	Belgium	941	35	3.72%	▲ 19
69	Podravka	https://www.link	Croatia	971	36	3.71%	▲ 36
70	Rohlik.cz	https://www.link	Czechia	531	19	3.58%	▲ 64
71	Lavazza	https://www.link	Italy	619	21	3.39%	New Entry
72	Central de Cervejas e Beb	https://www.link	Portugal	629	21	3.34%	▲ 16
73	Royal Avelbe	https://www.link	Netherlands	955	29	3.04%	▲ 10
74	Sammontana	https://www.link	Italy	813	24	2.95%	New Entry
75	Lerøy Seafood Group	https://www.link	Norway	849	25	2.94%	▼ -3
76	Galbani	https://www.link	Italy	717	21	2.93%	New Entry
77	Ursus Breweries	https://www.link	Romania	804	23	2.86%	▲ 40
78	La Boulangère	https://www.link	France	761	21	2.76%	▲ 15
79	Pastificio Rana	https://www.link	Italy	535	14	2.62%	New Entry
80	Zentis Group	https://www.link	Germany	553	14	2.53%	▲ 51
81	Cerealto	https://www.link	Spain	674	17	2.52%	▲ 9
82	Lactogal Produtos Aliment	https://www.link	Portugal	706	17	2.41%	New Entry
83	Dawn Meats	https://www.link	Ireland	766	18	2.35%	▲ 46
84	Elior Italia	https://www.link	Italy	970	21	2.16%	▲ 7
85	NOEL	https://www.link	Spain	759	14	1.84%	▲ 55
86	La Doria	https://www.link	Italy	669	12	1.79%	▲ 39
87	Campofrio Food Group	https://www.link	Spain	719	12	1.67%	▼ -34
88	The Greenery	https://www.link	Netherlands	583	8	1.37%	▼ -24
89	Marie	https://www.link	France	692	9	1.30%	▲ 54
90	Campofrio	https://www.link	Spain	756	9	1.19%	▲ 47
91	CALVO	https://www.link	Spain	517	6	1.16%	New Entry
92	Coffee Island	https://www.link	Greece	594	6	1.01%	New Entry
93	Marine Harvest Group	https://www.link	Norway	881	8	0.91%	New Entry

Ready to win at social?

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