



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

Industry at a glance:

Average Score:
2.96%

Total Companies:
220

Global Industry Average:
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	BODYARMOR Sports Nutr	https://www.link	United States	533	82	15.38%	New Entry
2	WK Kellogg Co	https://www.link	United States	807	108	13.38%	New Entry
3	Guayaki Yerba Mate	https://www.link	United States	810	101	12.47%	▼ -1
4	Impossible Foods	https://www.link	United States	675	65	9.63%	▲ 2
5	Morrison Living	https://www.link	United States	829	74	8.93%	▼ -2
6	Marmon Foodservice Tech	https://www.link	United States	576	51	8.85%	New Entry
7	Grande Cheese Company	https://www.link	United States	592	50	8.45%	▲ 12
8	7 Brew Coffee	https://www.link	United States	746	61	8.18%	New Entry
9	Tillamook County Creamer	https://www.link	United States	682	55	8.06%	▲ 15
10	Primient	https://www.link	United States	710	57	8.03%	New Entry
11	Barcel USA	https://www.link	United States	552	44	7.97%	▼ -3
12	Proximo Spirits	https://www.link	United States	688	52	7.56%	▼ -7
13	Black Rifle Coffee Compan	https://www.link	United States	724	54	7.46%	▼ -9
14	Heaven Hill Brands	https://www.link	United States	675	50	7.41%	▼ -7
15	KIND	https://www.link	United States	787	55	6.99%	▼ -5
16	Salad and Go	https://www.link	United States	635	39	6.14%	New Entry
17	bartaco	https://www.link	United States	654	40	6.12%	New Entry
18	Weilbit	https://www.link	United States	953	58	6.09%	▼ -5
19	Balchem	https://www.link	United States	792	47	5.93%	▲ 68
20	City Barbeque	https://www.link	United States	623	36	5.78%	New Entry
21	Aspire Bakeries	https://www.link	United States	811	46	5.67%	New Entry

22	Vita Coco	https://www.link	United States	697	39	5.60%	▼ -2
23	Foodbuy USA	https://www.link	United States	544	30	5.51%	▼ -9
24	Delicato Family Wines	https://www.link	United States	734	40	5.45%	▲ 5
25	Henny Penny	https://www.link	United States	674	36	5.34%	▲ 24
26	Red Bull Distribution Comp	https://www.link	United States	876	46	5.25%	▼ -3
27	Jeni's Splendid Ice Creams	https://www.link	United States	583	30	5.15%	▲ 48
28	Community Coffee	https://www.link	United States	725	37	5.10%	▲ 11
29	SFE	https://www.link	United States	631	32	5.07%	▲ 21
30	Affinity Group	https://www.link	United States	722	36	4.99%	▼ -18
31	Novus International	https://www.link	United States	723	36	4.98%	▼ -20
32	fairlife	https://www.link	United States	591	29	4.91%	▼ -5
33	Organic Valley	https://www.link	United States	757	37	4.89%	▼ -12
34	Rise Baking Company	https://www.link	United States	661	32	4.84%	▲ 9
35	Bimbo QSR	https://www.link	United States	912	44	4.82%	▼ -5
36	Neovia group	https://www.link	United States	686	33	4.81%	New Entry
37	Winland Foods	https://www.link	United States	606	29	4.79%	New Entry
38	Royal Cup	https://www.link	United States	571	27	4.73%	▼ -1
39	Dine Brands Global	https://www.link	United States	788	37	4.70%	▲ 1
40	The Wine Group	https://www.link	United States	794	37	4.66%	▲ 11
41	Five Star Breaktime Soluti	https://www.link	United States	650	30	4.62%	▼ -7
42	King's Hawaiian	https://www.link	United States	812	37	4.56%	▲ 6
43	AriZona Beverage Co.	https://www.link	United States	571	26	4.55%	New Entry
44	G3 Enterprises	https://www.link	United States	571	26	4.55%	▲ 26
45	Lighthouse	https://www.link	United States	539	24	4.45%	▼ -23
46	J&J Snack Foods	https://www.link	United States	820	36	4.39%	▲ 35
47	Blue Diamond Growers	https://www.link	United States	959	42	4.38%	▼ -21
48	Winebow	https://www.link	United States	942	41	4.35%	▼ -31
49	Ajinomoto Foods North Am	https://www.link	United States	646	28	4.33%	New Entry
50	Ste. Michelle Wine Estates	https://www.link	United States	588	25	4.25%	▼ -6
51	The Vollrath Company	https://www.link	United States	575	24	4.17%	▼ -16
52	SunOpta	https://www.link	United States	889	37	4.16%	▲ 20
53	Cameron Mitchell Restaura	https://www.link	United States	877	36	4.10%	▲ 11
54	Franke Foodservice Syster	https://www.link	United States	539	22	4.08%	New Entry
55	Jim 'N Nick's Community B	https://www.link	United States	935	38	4.06%	▲ 70
56	Tiff's Treats Cookie Deliver	https://www.link	United States	619	25	4.04%	▲ 18
57	Mendocino Farms	https://www.link	United States	573	23	4.01%	New Entry
58	Mom's Meals	https://www.link	United States	986	38	3.85%	▼ -12
59	The Human Bean	https://www.link	United States	547	21	3.84%	▲ 49
60	Dennis Group	https://www.link	United States	633	24	3.79%	▼ -22
61	Barcelona Wine Bar	https://www.link	United States	503	19	3.78%	New Entry
62	Blount Fine Foods	https://www.link	United States	749	28	3.74%	▼ -44
63	John B. Sanfilippo & Son	https://www.link	United States	518	19	3.67%	New Entry
64	Beyond Meat	https://www.link	United States	880	32	3.64%	▼ -33
65	JOH	https://www.link	United States	578	21	3.63%	▲ 70
66	American Foods Group	https://www.link	United States	608	22	3.62%	▼ -1
67	BakeMark	https://www.link	United States	758	27	3.56%	▲ 17
68	Lancer Worldwide	https://www.link	United States	565	20	3.54%	New Entry
69	Lipari Foods	https://www.link	United States	855	30	3.51%	▼ -6
70	Uncle Julio's Restaurant G	https://www.link	United States	999	35	3.50%	New Entry
71	Darigold	https://www.link	United States	972	34	3.50%	▼ -38
72	Innophos	https://www.link	United States	927	32	3.45%	▼ -25
73	Kura Sushi USA	https://www.link	United States	551	19	3.45%	New Entry
74	Coca-Cola Beverages Nort	https://www.link	United States	524	18	3.44%	New Entry
75	Amalgamated Sugar Comp	https://www.link	United States	629	21	3.34%	▼ -13
76	Mizkan America	https://www.link	United States	690	23	3.33%	▲ 17
77	Allied Beverage Group	https://www.link	United States	751	25	3.33%	▲ 32
78	The Apollo Group	https://www.link	United States	556	18	3.24%	New Entry
79	Tree Top	https://www.link	United States	593	19	3.20%	▲ 33
80	Cuisine Solutions	https://www.link	United States	625	20	3.20%	▼ -13
81	Trinchero Family Estates	https://www.link	United States	768	24	3.13%	▼ -29
82	The Wasserstrom Compan	https://www.link	United States	513	16	3.12%	▼ -66
83	New Belgium Brewing	https://www.link	United States	747	23	3.08%	▼ -55
84	Parkhurst Dining	https://www.link	United States	946	29	3.07%	▼ -29
85	CGB Enterprises	https://www.link	United States	856	26	3.04%	▲ 67
86	The Krusteaz Company	https://www.link	United States	529	16	3.02%	▲ 10
87	Herr Foods	https://www.link	United States	700	21	3.00%	▼ -45
88	Foremost Farms USA	https://www.link	United States	601	18	3.00%	▼ -20
89	Florida Crystals	https://www.link	United States	541	16	2.96%	▼ -18
90	Primanti Bros. Restaurant	https://www.link	United States	578	17	2.94%	▼ -29
91	Snooze an A.M. Eatery	https://www.link	United States	816	24	2.94%	▼ -59
92	Lyons Magnus	https://www.link	United States	547	16	2.93%	▲ 29
93	Hilmar	https://www.link	United States	842	24	2.85%	▼ -33

94	Vistar	https://www.link	United States	986	27	2.74%	▲ 0
95	Clemens Food Group	https://www.link	United States	994	27	2.72%	▼ -4
96	Wolfgang Puck	https://www.link	United States	592	16	2.70%	▼ -30
97	Baldor Specialty Foods	https://www.link	United States	779	21	2.70%	▼ -9
98	Stone Brewing	https://www.link	United States	705	19	2.70%	▼ -8
99	Brakebush Chicken	https://www.link	United States	668	18	2.69%	▲ 14
100	Sierra Nevada Brewing Co	https://www.link	United States	746	20	2.68%	▲ 7
101	Anthony's Coal Fired Pizza	https://www.link	United States	677	18	2.66%	▲ 5
102	Blue Buffalo	https://www.link	United States	979	26	2.66%	▼ -29
103	Blue Bottle Coffee	https://www.link	United States	983	26	2.64%	▲ 34
104	Land O'Frost	https://www.link	United States	531	14	2.64%	New Entry
105	Taziki's Mediterranean Caf	https://www.link	United States	586	15	2.56%	▼ -22
106	Gibsons Restaurant Group	https://www.link	United States	513	13	2.53%	New Entry
107	North Italia	https://www.link	United States	914	23	2.52%	New Entry
108	Iron Hill Brewery	https://www.link	United States	684	17	2.49%	▼ -19
109	Blommer Chocolate Comp	https://www.link	United States	527	13	2.47%	New Entry
110	Another Broken Egg Cafe	https://www.link	United States	811	20	2.47%	▲ 9
111	Union Square Hospitality G	https://www.link	United States	828	20	2.42%	▲ 23
112	Great American Restaura	https://www.link	United States	587	14	2.39%	▼ -15
113	Eddie V's Prime Seafood	https://www.link	United States	692	16	2.31%	▲ 9
114	Red Gold	https://www.link	United States	693	16	2.31%	▲ 15
115	Biscuitville Fresh Southern	https://www.link	United States	665	15	2.26%	▲ 18
116	Empire Distributors	https://www.link	United States	820	18	2.20%	▼ -38
117	NuCO2	https://www.link	United States	560	12	2.14%	▲ 7
118	Milk Specialties Global	https://www.link	United States	569	12	2.11%	▼ -73
119	GPS Hospitality	https://www.link	United States	954	20	2.10%	▼ -40
120	Black Rock Coffee Bar	https://www.link	United States	574	12	2.09%	New Entry
121	Nekter Juice Bar	https://www.link	United States	681	14	2.06%	▼ -1
122	Grimaldi's Pizzeria	https://www.link	United States	779	16	2.05%	▲ 1
123	Tupelo Honey	https://www.link	United States	538	11	2.04%	▼ -24
124	FIJI Water	https://www.link	United States	649	13	2.00%	▼ -83
125	Nando's PERI-PERi North	https://www.link	United States	949	19	2.00%	▼ -14
126	Del Frisco's Restaurant Gri	https://www.link	United States	652	13	1.99%	▲ 2
127	Aunt Millie's Bakeries	https://www.link	United States	612	12	1.96%	New Entry
128	Lou Malnati's Pizzeria	https://www.link	United States	971	19	1.96%	▼ -36
129	Manhattan Beer Distributor	https://www.link	United States	728	14	1.92%	▲ 38
130	Martignetti Companies	https://www.link	United States	628	12	1.91%	▼ -71
131	Giordano's - Famous Stuff	https://www.link	United States	582	11	1.89%	New Entry
132	MetalTek International	https://www.link	United States	530	10	1.89%	New Entry
133	Lopez Dorada	https://www.link	United States	583	11	1.89%	▼ -16
134	Sizzling Platter	https://www.link	United States	694	13	1.87%	▼ -58
135	National DCP	https://www.link	United States	643	12	1.87%	▼ -49
136	Dietz and Watson	https://www.link	United States	591	11	1.86%	▼ -18
137	BUNN	https://www.link	United States	991	18	1.82%	▼ -42
138	Andy's Frozen Custard	https://www.link	United States	833	15	1.80%	▲ 17
139	Bob's Red Mill	https://www.link	United States	560	10	1.79%	▼ -85
140	Kemps	https://www.link	United States	562	10	1.78%	▲ 22
141	Earth Fare	https://www.link	United States	812	14	1.72%	New Entry
142	PDQ Restaurants	https://www.link	United States	708	12	1.69%	New Entry
143	Legal Sea Foods	https://www.link	United States	889	15	1.69%	▼ -3
144	Costa Vida, Fresh Mexican	https://www.link	United States	791	13	1.64%	▼ -41
145	Heartland Coca-Cola	https://www.link	United States	548	9	1.64%	▼ -68
146	Patina Restaurant Group	https://www.link	United States	731	12	1.64%	New Entry
147	Tacala	https://www.link	United States	692	11	1.59%	▼ -42
148	Gourmet Foods Internation	https://www.link	United States	576	9	1.56%	▼ -46
149	Basic American Foods	https://www.link	United States	580	9	1.55%	▼ -51
150	Seaboard Triumph Foods	https://www.link	United States	527	8	1.52%	▼ -12
151	Whitsons Culinary Group	https://www.link	United States	736	11	1.49%	▼ -9
152	Andrews Distributing	https://www.link	United States	679	10	1.47%	New Entry
153	Russell Stover Chocolates	https://www.link	United States	883	13	1.47%	▼ -43
154	Perry's Steakhouse & Grill	https://www.link	United States	748	11	1.47%	▲ 29
155	Roskam Foods	https://www.link	United States	615	9	1.46%	▼ -55
156	Fresh Mark	https://www.link	United States	619	9	1.45%	▲ 1
157	Islands Restaurants	https://www.link	United States	965	14	1.45%	▲ 29
158	American Crystal Sugar Co	https://www.link	United States	639	9	1.41%	▲ 34
159	Bad Daddy's Burger Bar	https://www.link	United States	651	9	1.38%	New Entry
160	Rose Acre Farms	https://www.link	United States	580	8	1.38%	▼ -56
161	Hiland Dairy Foods	https://www.link	United States	584	8	1.37%	▼ -46
162	Stew Leonard's Farm Fres	https://www.link	United States	899	12	1.33%	▼ -8
163	LALA U.S.	https://www.link	United States	985	13	1.32%	▲ 3
164	Ted's Montana Grill	https://www.link	United States	858	11	1.28%	▼ -4
165	BurgerFi	https://www.link	United States	936	12	1.28%	▼ -14

166	CTI Foods	https://www.link	United States	627	8	1.28%	▼ -50
167	Granite City Food & Brew	https://www.link	United States	630	8	1.27%	New Entry
168	Silver Eagle Distributors H	https://www.link	United States	564	7	1.24%	▲ 31
169	Toppers Pizza	https://www.link	United States	728	9	1.24%	▼ -11
170	Waypoint	https://www.link	United States	811	10	1.23%	▼ -134
171	LiDestri Foods	https://www.link	United States	704	8	1.14%	New Entry
172	Ken's Foods	https://www.link	United States	793	9	1.13%	▲ 5
173	Chopt Creative Salad Com	https://www.link	United States	541	6	1.11%	▼ -2
174	World of Beer Franchising	https://www.link	United States	726	8	1.10%	▲ 1
175	Premium Waters	https://www.link	United States	559	6	1.07%	▼ -43
176	Yogurtland	https://www.link	United States	849	9	1.06%	▲ 17
177	Cafe Zupas	https://www.link	United States	759	8	1.05%	▼ -121
178	Black Angus Steakhouse	https://www.link	United States	761	8	1.05%	▼ -9
179	85C Bakery Cafe	https://www.link	United States	673	7	1.04%	▼ -30
180	Calavo Growers	https://www.link	United States	602	6	1.00%	▼ -123
181	Case Farms	https://www.link	United States	806	8	0.99%	▲ 10
182	ABC Fine Wine & Spirits	https://www.link	United States	707	7	0.99%	▼ -8
183	SugarCreek	https://www.link	United States	826	8	0.97%	▼ -35
184	KeyImpact Sales & System	https://www.link	United States	517	5	0.97%	▼ -126
185	Freebirds World Burrito	https://www.link	United States	630	6	0.95%	▼ -15
186	Godfather's Pizza	https://www.link	United States	751	7	0.93%	▼ -18
187	Cornelius	https://www.link	United States	539	5	0.93%	▼ -40
188	Byrne	https://www.link	United States	550	5	0.91%	▼ -45
189	la Madeleine French Baker	https://www.link	United States	803	7	0.87%	New Entry
190	Taco Mac Restaurant Grou	https://www.link	United States	932	8	0.86%	▼ -12
191	Cooper Farms	https://www.link	United States	593	5	0.84%	▼ -55
192	Labatt Food Service	https://www.link	United States	713	6	0.84%	▼ -20
193	Turkey Hill	https://www.link	United States	850	7	0.82%	▼ -28
194	Cotton Patch Cafe	https://www.link	United States	854	7	0.82%	▼ -21
195	Bruegger's Bagels	https://www.link	United States	992	8	0.81%	▼ -5
196	Quaker Steak & Lube	https://www.link	United States	793	6	0.76%	▲ 11
197	Sugar Foods	https://www.link	United States	794	6	0.76%	▼ -44
198	Bar-S Foods Co.	https://www.link	United States	812	6	0.74%	▼ -42
199	Empire Merchants	https://www.link	United States	951	7	0.74%	▼ -40
200	Golden Chick	https://www.link	United States	958	7	0.73%	▼ -16
201	Wings and Rings	https://www.link	United States	687	5	0.73%	▼ -38
202	FPL Food	https://www.link	United States	696	5	0.72%	▼ -75
203	CJ Foods	https://www.link	United States	697	5	0.72%	▼ -73
204	Bertucci's	https://www.link	United States	897	6	0.67%	▲ 7
205	Schwan's Home Delivery	https://www.link	United States	623	4	0.64%	▼ -11
206	Papa Gino's	https://www.link	United States	936	6	0.64%	▼ -11
207	Company Kitchen	https://www.link	United States	630	4	0.63%	New Entry
208	Pieology Pizzeria	https://www.link	United States	792	5	0.63%	▼ -20
209	Jennie-O Turkey Store	https://www.link	United States	957	6	0.63%	▼ -6
210	Amick Farms	https://www.link	United States	959	6	0.63%	New Entry
211	Taco Bueno Restaurants	https://www.link	United States	643	4	0.62%	▼ -31
212	Farmer Boys	https://www.link	United States	929	5	0.54%	▼ -11
213	Shari's Management	https://www.link	United States	732	3	0.41%	New Entry
214	Nellson	https://www.link	United States	561	2	0.36%	New Entry
215	Farmland Foods	https://www.link	United States	609	2	0.33%	New Entry
216	Bill Miller Bar-B-Q	https://www.link	United States	947	3	0.32%	▼ -8
217	Franz Family Bakery	https://www.link	United States	951	3	0.32%	▼ -38
218	Kneaders Bakery and Cafe	https://www.link	United States	735	2	0.27%	▼ -21
219	UNO Restaurants	https://www.link	United States	818	2	0.24%	New Entry
220	Yoshinoya America	https://www.link	United States	569	1	0.18%	▼ -20

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