



NATIONAL
RESTAURANT
ASSOCIATION



WISCONSIN RESTAURANT INDUSTRY IMPACT

INDUSTRY AT A GLANCE IN WISCONSIN



13,154
restaurant locations



\$19.3B
restaurant &
foodservice sales



4th
largest private
employer in the state



Every dollar spent in WI
restaurants contributes
\$1.81
to the state economy



282,600
restaurant &
foodservice jobs



\$3.2B
total taxes paid
by restaurants
in the state

WE ARE RESTAURANTS IN AMERICA



2nd largest
private sector
employer



Nation's **most
diverse
industry**



\$1.4T
restaurant &
foodservice sales



9 in 10
restaurants are
**small
businesses**



WISCONSIN
RESTAURANT
INDUSTRY
IMPACT

JOBS & ENTREPRENEURIAL
OPPORTUNITIES IN EVERY COMMUNITY
WISCONSIN RESTAURANTS

EATING & DRINKING PLACES		
U.S. SENATORS	Establishments	Employees*
Tammy Baldwin (D)	13,154	216,800
Ron Johnson (R)		
EATING & DRINKING PLACES		
U.S. REPRESENTATIVES	Establishments	Employees*
1 Bryan Steil (R)	1,520	27,478
2 Mark Pocan (D)	1,662	33,475
3 Derrick Van Orden (R)	1,727	24,877
4 Gwen Moore (D)	1,496	29,650
5 Scott Fitzgerald (R)	1,356	25,937
6 Glenn Grothman (R)	1,546	25,300
7 Thomas P. Tiffany (R)	2,122	23,255
8 Tony Wied (R)	1,725	26,828
TOTAL	13,154	216,800

*Wisconsin’s 216,800 eating and drinking place jobs represent the majority of the state’s total restaurant and foodservice workforce of 282,600 jobs, with the remainder being non-restaurant foodservice positions.



For more information: Restaurant.org | WIRestaurant.org

Source: National Restaurant Association, based on data from the Bureau of Labor Statistics and U.S. Census Bureau; 2024 data