

# WISCONSIN

## RESTAURANT INDUSTRY AT A GLANCE

Restaurants are a driving force in Wisconsin's economy. The foodservice industry creates thousands of jobs, supports career growth, and plays a vital role in every community across the state.

# 12,412

2022 EATING AND DRINKING PLACE  
LOCATIONS IN WISCONSIN

# \$13.4 Billion

2022 ESTIMATED EATING AND  
DRINKING PLACE SALES IN WISCONSIN

# 250,000

RESTAURANT AND FOODSERVICE JOBS IN WISCONSIN IN

**2022 = 9%** OF EMPLOYMENT IN THE STATE

BY 2030, THAT NUMBER IS PROJECTED TO GROW BY

**10.7% = 26,700** ADDITIONAL JOBS,

FOR A TOTAL OF **276,700**

A thriving restaurant industry benefits the entire Wisconsin economy.

- EVERY ADDITIONAL DOLLAR SPENT IN WISCONSIN'S RESTAURANTS CONTRIBUTES **\$2.03** TO THE STATE ECONOMY.
- EVERY ADDITIONAL \$1 MILLION SPENT IN WISCONSIN'S RESTAURANTS GENERATES **18.2** JOBS IN THE STATE ECONOMY.



# WISCONSIN'S RESTAURANTS

JOBS AND ENTREPRENEURIAL OPPORTUNITIES IN EVERY COMMUNITY

## U.S. Senators

### EATING AND DRINKING PLACES:

Establishments  
in the state

Employees  
in the state\*

Tammy Baldwin (D)

Ron Johnson (R)

12,412

200,700

## U.S. Representatives

### EATING AND DRINKING PLACES:

Establishments  
in the state

Employees  
in the state\*

1 Bryan Steil (R)

1,434

26,631

2 Mark Pocan (D)

1,526

27,001

3 Derrick Van Orden (R)

1,612

23,547

4 Gwen Moore (D)

1,424

25,672

5 Scott Fitzgerald (R)

1,300

24,857

6 Glenn Grothman (R)

1,497

25,490

7 Thomas P. Tiffany (R)

1,983

22,252

8 Mike Gallagher (R)

1,635

25,251

**TOTAL**

**12,412**

**200,700**

\*Wisconsin's 200,700 eating and drinking place jobs represent the majority of the state's total restaurant and foodservice workforce of 250,000 jobs, with the remainder being non-restaurant foodservice positions.

**Note:** Establishment and employment figures represent 2022:Q3 data. Sales figures represent total revenues at all eating and drinking place establishments.



For more information: [Restaurant.org](https://Restaurant.org) | [www.wirerestaurant.org](https://www.wirerestaurant.org)

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