



NATIONAL  
RESTAURANT  
ASSOCIATION



# WISCONSIN RESTAURANT INDUSTRY IMPACT

## INDUSTRY AT A GLANCE IN WISCONSIN



**13,567**  
restaurant locations



**\$19.4B**  
restaurant &  
foodservice sales



**4th**  
largest private  
employer in the state



Every dollar spent in WI  
restaurants contributes  
**\$1.86**  
to the state economy



**287,900**  
restaurant &  
foodservice jobs



**\$3.5B**  
total taxes paid  
by restaurants  
in the state

## WE ARE RESTAURANTS IN AMERICA



**2nd largest**  
private sector  
**employer**



Nation's **most**  
**diverse**  
**industry**



**\$1.5T**  
restaurant &  
foodservice sales



**9 in 10**  
restaurants are  
**small**  
**businesses**

Source: National Restaurant Association, based on data from the Bureau of Labor Statistics and U.S. Census Bureau; 2025 data



# WISCONSIN RESTAURANT INDUSTRY IMPACT

## JOBS & ENTREPRENEURIAL OPPORTUNITIES IN EVERY COMMUNITY WISCONSIN RESTAURANTS

### EATING & DRINKING PLACES

#### U.S. SENATORS

Tammy Baldwin (D)  
Ron Johnson (R)

#### Establishments

**13,567**

#### Employees\*

**217,500**

### EATING & DRINKING PLACES

#### U.S. REPRESENTATIVES

	U.S. REPRESENTATIVES	Establishments	Employees*
1	Bryan Steil (R)	1,563	28,058
2	Mark Pocan (D)	1,724	33,486
3	Derrick Van Orden (R)	1,783	24,633
4	Gwen Moore (D)	1,541	29,439
5	Scott Fitzgerald (R)	1,391	25,929
6	Glenn Grothman (R)	1,627	25,423
7	Thomas P. Tiffany (R)	2,173	23,334
8	Tony Wied (R)	1,764	27,198

#### TOTAL

**13,567**

**217,500**

\*Wisconsin's 217,500 eating and drinking place jobs represent the majority of the state's total restaurant and foodservice workforce of 287,900 jobs, with the remainder being non-restaurant foodservice positions.



For more information: [Restaurant.org](http://Restaurant.org) | [WIRestaurant.org](http://WIRestaurant.org)