



NATIONAL
RESTAURANT
ASSOCIATION



WISCONSIN

RESTAURANT INDUSTRY IMPACT

INDUSTRY AT A GLANCE IN WISCONSIN



Every dollar spent in WI
restaurants contributes
\$2.03
to the state economy



13,052
restaurant locations



278,000
restaurant &
foodservice jobs



\$14.9B
in sales



9%
of total jobs in the state



4th
largest private
employer in
the state



96%
of restaurants have
fewer than 50 employees

WE ARE RESTAURANTS IN AMERICA



2nd largest
private sector
employer



\$1T+
in sales



Nation's **most
diverse
industry**



9 in 10
restaurants are
**small
businesses**

JOBS & ENTREPRENEURIAL
OPPORTUNITIES IN EVERY COMMUNITY
WISCONSIN RESTAURANTS



WISCONSIN

RESTAURANT
INDUSTRY
IMPACT

EATING & DRINKING PLACES

U.S. SENATORS

Establishments

Employees*

Tammy Baldwin (D)
Ron Johnson (R)

13,052

214,300

EATING & DRINKING PLACES

U.S. REPRESENTATIVES

Establishments

Employees*

- 1 Bryan Steil (R)
- 2 Mark Pocan (D)
- 3 Derrick Van Orden (R)
- 4 Gwen Moore (D)
- 5 Scott Fitzgerald (R)
- 6 Glenn Grothman (R)
- 7 Thomas P. Tiffany (R)
- 8 Mike Gallagher (R)

1,508
1,605
1,695
1,498
1,367
1,575
2,085
1,719

28,436
28,831
25,142
27,412
26,541
27,217
23,760
26,962

TOTAL

13,052

214,300

*Wisconsin's 214,300 eating and drinking place jobs represent the majority of the state's total restaurant and foodservice workforce of 278,000 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, Bureau of Economic Analysis and U.S. Census Bureau; 2023 data