

# Opportunity Wisconsin: NEW AD: Even famous family recipes aren't safe from tariffs backed by Rep. Bryan Steil

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*“Recipe” is the latest ad in Opportunity Wisconsin’s ongoing campaign holding Congressman Bryan Steil accountable for his votes for tariffs and benefit cuts*

MT. PLEASANT, Wis. – Opportunity Wisconsin has launched a new TV ad, “Recipe,” featuring Deb, a Mt. Pleasant resident, calling on Congressman Bryan Steil to stop raising grocery costs for Wisconsin families. The new ad is the latest in a series of ads featuring 1st Congressional District constituents holding Steil accountable for his repeated votes for illegal tariffs and cuts to benefits that have driven up prices across Wisconsin.



### [Watch "Recipe" Online](#)

In the ad, Deb walks through the rising cost of ingredients for her famous lasagna. Whether it's paying more for pasta sauce and noodles or meat and cheese, her experience captures what families across the district are experiencing at the grocery store.

Tariffs backed by Congressman Steil have contributed to grocery prices hitting [their highest point since 2022](#), and while the Supreme Court struck down some of President Trump's tariffs, prices are not coming down as new global tariffs have already been put in place to replace them and additional tariffs remain in place. Because of tariffs the average Wisconsin family will pay [\\$1,744 more](#) this year. Steil has refused to speak out against the new tariffs or fight to put money back in the pockets of Wisconsin families and small businesses hit hardest by rising costs.

### **"RECIPE" TRANSCRIPT:**

*DEB: "My famous lasagna ... costs a fortune these days. This used to be about a buck-and-a-half. Now, I think I paid about \$3 for it. \$8 worth of noodles. Where it*

*really gets expensive is the meat. Cheese should not be \$9 in Wisconsin. Congressman Bryan Steil supported the tariffs that are raising our prices. That's gonna be good! But it shouldn't cost so much! We need to tell Bryan Steil to stop raising our costs."*