

Sen. Keyeski, Sen. Pfaff: Introduce “Stop the Stadium Squeeze” bill to lower food and beverage costs at sporting events, concerts

Posted on Tuesday, Mar 3, 2026

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MADISON, WI - Today, State Senators Sarah Keyeski (D-Lodi) and Brad Pfaff (D-Onalaska) introduced *Stop the Stadium Squeeze* legislation to prevent exorbitant concession pricing. The proposal would prevent publicly supported stadiums from selling food or beverages at prices exceeding the seller’s cost plus a markup of more than 20%.

The bill authors released the following statements:

Senator Sarah Keyeski: “Families here in Wisconsin should be able to take their kids to support their favorite local teams or attend local performances without paying an arm and a leg for concession snacks. Sporting events especially bring Wisconsinites together to rally around the home team. Game day shouldn’t break the bank! We are introducing this bill today to ensure fair prices for fans and make family fun affordable.”

Senator Brad Pfaff: “I am a sports fan. Some of my best memories as a kid and as a parent were at the ballpark. But today, the outrageously high cost of concessions makes it hard for families to enjoy a day at the field. Our legislation places responsible guardrails on venues utilizing public tax dollars. Stadium snacks should not give families sticker shock.”

The bill defines “stadium” as a multipurpose facility that is designed and principally used for sporting or entertainment events; that has a capacity of at least 3,000

persons; and the owner of which receives direct or indirect financial assistance from the state or a local governmental unit, including payments, grants, and tax incentives.