

# LIQUOR IN THE WOODS TURNKEY BAR + APARTMENT FOR SALE



7610 US Highway 2, Iron River, Wisconsin 54847

**RICK GUNTZEL**

Associate Broker

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# BUSINESS OVERVIEW

## HIGHLIGHTS

This turnkey bar offers a strong local presence and an established operating foundation. The business features a fully equipped bar, ample seating, and all necessary furniture and equipment to support immediate, seamless

operations. The establishment draws a dependable mix of local regulars and seasonal visitors, supporting consistent, year-round traffic with added upside during Packers games and peak periods.

As a versatile mixed-use property, the main level features the bar and an outdoor beer garden, with full basement below and a beautifully remodeled two-bedroom apartment above. Annual sales have remained stable, with clear opportunities for a new owner to enhance performance through extended hours, refreshed offerings, or a repositioned concept. The business name may be included or excluded in the sale, at the buyer's discretion.

This opportunity is well suited for an owner-operator seeking a manageable footprint with the flexibility to grow, personalize the concept, and capitalize on the property's mixed-use configuration.



<b>Asking Price</b>	\$229,000, includes real estate
<b>Furniture, Fixtures &amp; Equipment</b>	\$15,000, included in asking price
<b>Inventory</b>	\$10,000, not included in asking price
<b>2025 Real Estate Taxes</b>	\$741

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# PROPERTY FEATURES



## SQUARE FEET

Bar: 1,288 (main level)  
Apartment: 767 (second level)



## LOT SIZE

0.10 acres,  
included in asking price



## CAPACITY

Approximately 75



## PARKING

6 spaces onsite + public  
lot and street parking

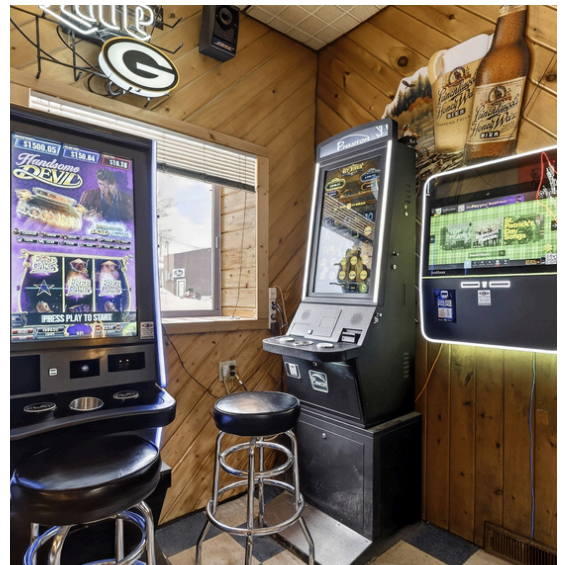
An inviting outdoor beer garden functions as a private, high-impact, low-footprint growth driver, enhancing revenue, customer experience, and growth potential through trivia nights and live music. The remodeled two-bedroom apartment offers flexibility as either an income-generating rental or an owner-occupant opportunity to offset operating costs. Positioned along US Highway 2, the bar benefits from excellent visibility, convenient access, and steady traffic within the Iron River community.

## LIVE AND OPERATE



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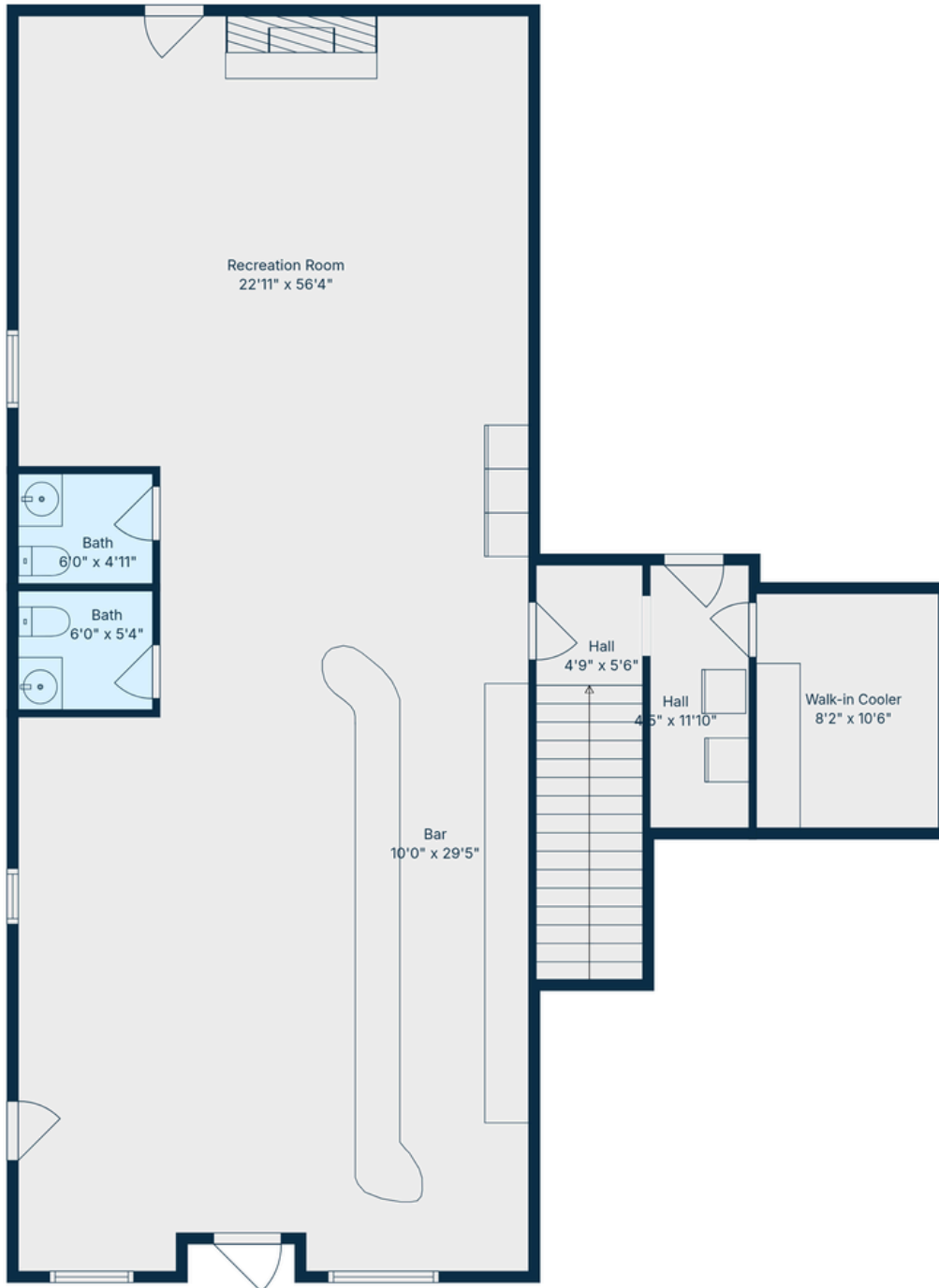
# PHOTOS



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# FLOOR PLAN

MAIN LEVEL



**TOTAL: 1739 sq. ft**

Basement: 301 sq. ft, 1st floor: 1438 sq. ft

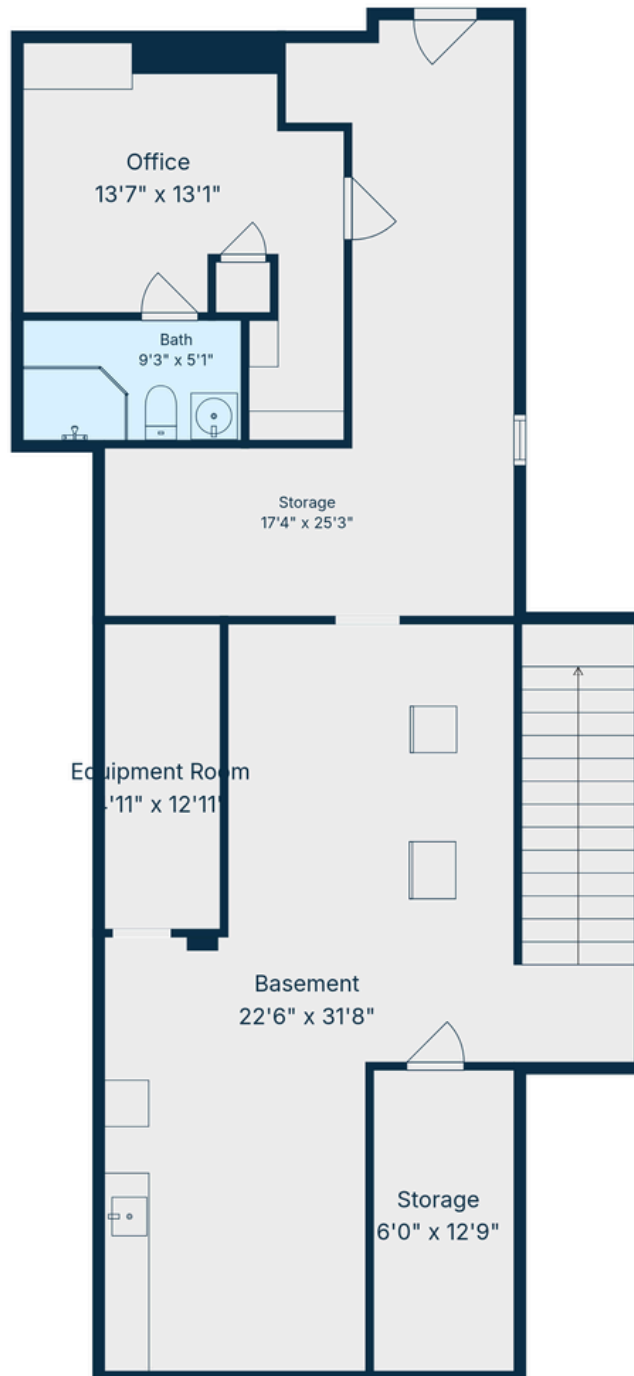
EXCLUDED AREAS: STORAGE: 345 sq. ft, BASEMENT: 494 sq. ft, WALK-IN COOLER: 86 sq. ft,  
WALLS: 183 sq. ft

Floor Plan Created By Cubicasa App. Measurements Deemed Highly Reliable But Not Guaranteed.

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# FLOOR PLAN

BASEMENT



**TOTAL: 1739 sq. ft**

Basement: 301 sq. ft, 1st floor: 1438 sq. ft

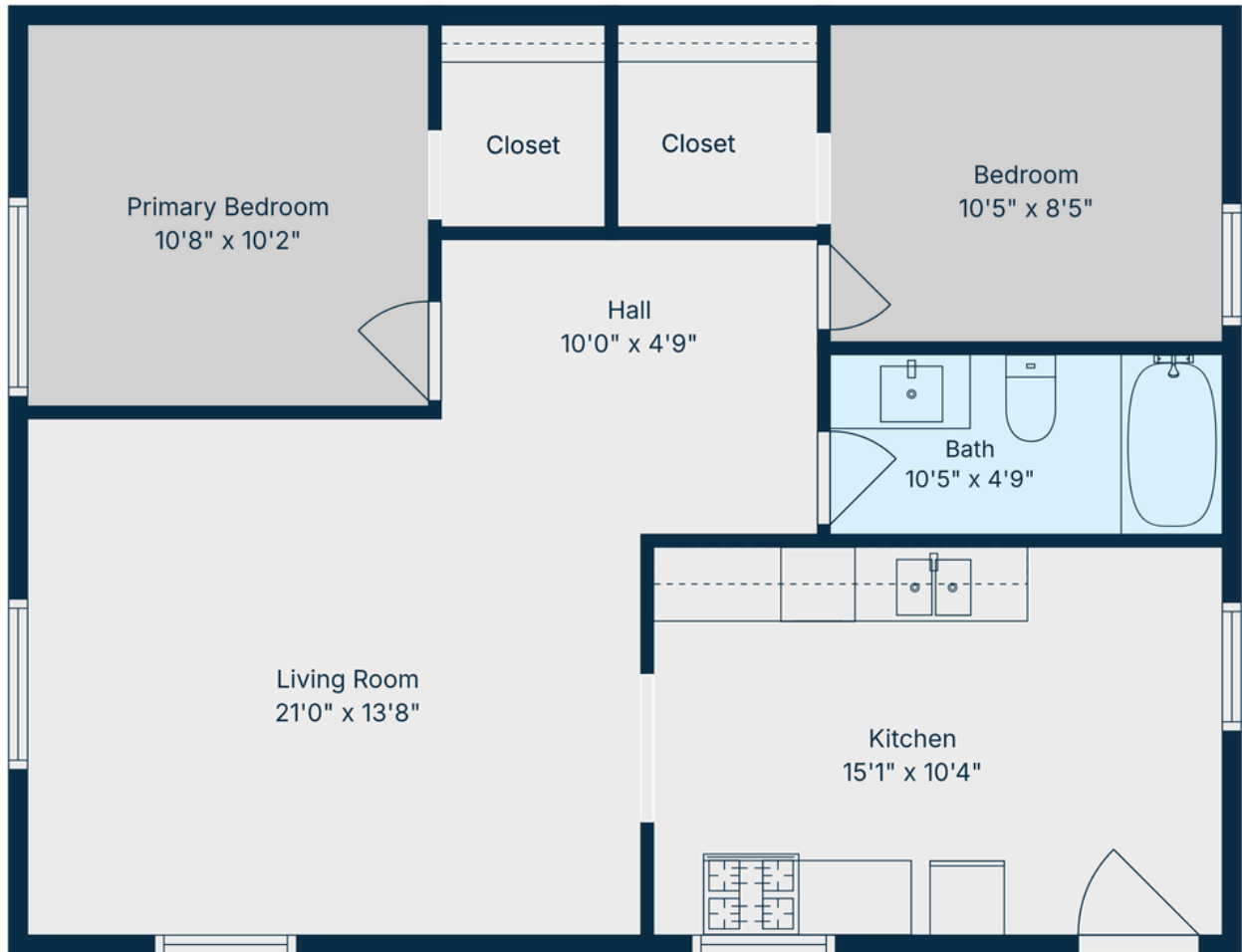
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WALLS: 183 sq. ft

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# FLOOR PLAN

UPSTAIRS APARTMENT



**TOTAL: 767 sq. ft**  
1st floor: 767 sq. ft  
EXCLUDED AREAS: WALLS: 57 sq. ft

Floor Plan Created By Cubicasa App. Measurements Deemed Highly Reliable But Not Guaranteed.

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# LOCATION HIGHLIGHTS



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# LOCATION HIGHLIGHTS

This bar is ideally positioned along US Highway 2, the primary east–west corridor through northern Wisconsin, offering consistent pass-through traffic connecting the communities of Superior, Ashland, and the greater Lake Superior region.

Located in the heart of Iron River, a welcoming Northwoods community in Bayfield County, the area blends small-town charm with year-round recreational appeal. The town serves as a hub for both locals and visitors, supported by nearby retail, dining, lodging, and essential services.

Surrounded by forests, lakes, and trail systems, the region attracts steady tourism driven by outdoor activities including fishing, boating, biking, hiking, ATV riding, and snowmobiling. The nearby Tri-County Recreational Corridor and access to the Chequamegon National Forest contribute to consistent seasonal traffic and repeat visitation.

Overall, the location offers a compelling combination of highway exposure, community connectivity, and tourism-driven traffic, positioning the bar to benefit from both steady year-round business and seasonal upside.



#### OFF-ROAD TRAILS

Steps within major snowmobile and ATV trails



#### BOATING + FISHING HOTSPOT

Popular boating and fishing areas nearby



#### MAJOR CORRIDOR

Steady pass-through traffic connecting Superior and Ashland

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# DEMOGRAPHICS

Figures prepared from esri

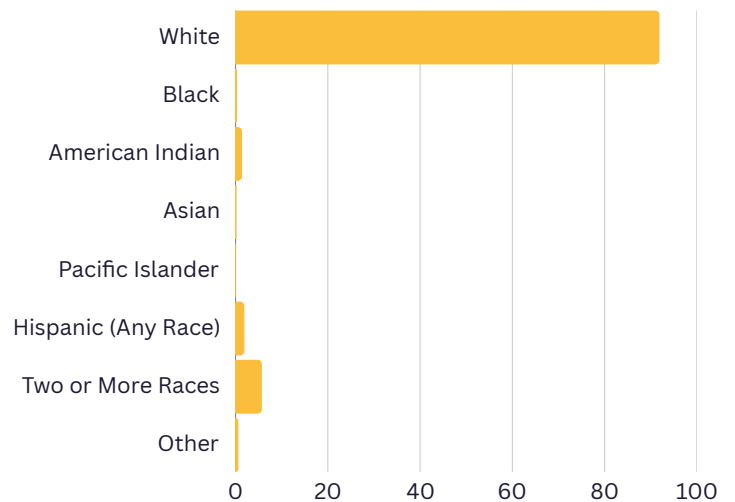
 **TRAFFIC COUNT:** 5,400 vehicles per day

	5 Mile Radius	10 Mile Radius	25 Mile Radius
<b>Population</b>	1,940	3,314	20,748
<b>Median Age</b>	56.1	53.8	51.2
<b>College or Advanced Degree</b>	47.2%	46.9%	47.2%
<b>Median Household Income</b>	\$72,374	\$77,750	\$78,924
<b>Average Household Income</b>	\$94,426	\$97,019	\$96,060
<b>Owner Occupied</b>	48.0%	58.5%	62.6%
<b>Projected Population Growth 2022–2027</b>	0.16%	0.02%	0.09%

## AREA BUSINESSES

Sidestreet Saloon  
JBO's Bowling Bar & Grill  
Chippewa Valley Bank  
White Winter Winery  
Lumbermens Inn  
Hardware Hank  
A&W  
Dollar General  
Subway  
The Rustic Roost  
Napa Auto Parts  
Southside Bait & Tackle

## 2022 RACE AND ETHNICITY



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# AGENCY DISCLOSURE

**WISCONSIN REALTORS® ASSOCIATION**  
4801 Forest Run Road, Madison, WI 53704

**Hospitality Services Corp.**  
Effective July 1, 2016

**DISCLOSURE TO CUSTOMERS**

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the  
2 following disclosure statement:  
3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent  
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A  
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is  
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the  
7 customer, the following duties:

- 8 (a) The duty to provide brokerage services to you fairly and honestly.
  - 9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.
  - 10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request  
11 it, unless disclosure of the information is prohibited by law.
  - 12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the  
13 information is prohibited by law (see lines 57-66).
  - 14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your  
15 confidential information or the confidential information of other parties (see lines 24-40).
  - 16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.
  - 17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the  
18 advantages and disadvantages of the proposals.
- 19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services,  
20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home  
21 inspector.

22 This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain  
23 language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

24 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the  
25 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person  
26 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to  
27 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the  
28 Firm is no longer providing brokerage services to you.

29 The following information is required to be disclosed by law:

- 30 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 57-66).
- 31 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection  
32 report on the property or real estate that is the subject of the transaction.

33 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may  
34 list that information below (see lines 36-40). At a later time, you may also provide the Firm or its Agents with other  
35 information you consider to be confidential.

36 CONFIDENTIAL INFORMATION: \_\_\_\_\_  
37 \_\_\_\_\_

38 NON-CONFIDENTIAL INFORMATION (the following information may be disclosed by the Firm and its Agents): \_\_\_\_\_  
39 \_\_\_\_\_

40 \_\_\_\_\_ (Insert information you authorize to be disclosed, such as financial qualification information.)

41 By signing and dating below I /we acknowledge receipt of a copy of this disclosure and that  
42 \_\_\_\_\_ and \_\_\_\_\_ are

43 \_\_\_\_\_ Agent's Name \_\_\_\_\_ Firm's Name  
44 working as: (Owner's/Listing Broker's Agent) (Buyer's/Tenant's Agent or Buyer's Broker's Agent) **STRIKE ONE**

**45 THIS IS A DISCLOSURE AND NOT A CONTRACT. Wisconsin law required the Firm to request the customer's  
46 signed acknowledgment that the customer has received a copy of this written disclosure statement if the Firm  
47 will provide brokerage services related to real estate primarily intended for use as a residential property  
48 containing one to four dwelling units. SIGNING THIS FORM TO ACKNOWLEDGE RECEIPT DOES NOT CREATE  
49 ANY CONTRACTUAL OBLIGATIONS BY EITHER THE CUSTOMER OR THE FIRM.**

**50 See the reverse side for definitions and sex offender registry information.**

51 \_\_\_\_\_  
52 Customer Signature \_\_\_\_\_ Date \_\_\_\_\_ Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
53 Customer's Name: \_\_\_\_\_ Customer's Name: \_\_\_\_\_

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.

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Drafted by Attorney Debra Peterson Conrad®

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54 NOTICE ABOUT SEX OFFENDER REGISTRY

55 You may obtain information about the sex offender registry and persons registered with the registry by contacting the  
56 Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at 608-240-5830.

57 DEFINITION OF MATERIAL ADVERSE FACTS

58 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such  
59 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable  
60 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction  
61 or affects or would affect the party's decision about the terms of such a contract or agreement.

62 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee  
63 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural  
64 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information  
65 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a  
66 contract or agreement made concerning the transaction.