

READY-TO-OPERATE BAR WITH APARTMENT

Live • Own • Operate



7610 US Highway 2, Iron River, Wisconsin 54847

RICK GUNTZEL

Associate Broker

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BUSINESS OVERVIEW

HIGHLIGHTS

Liquor in the Woods is a well-established neighborhood tavern located in the heart of Iron River. Known for its casual, welcoming atmosphere, the business features a full-service bar, pool table, gaming and an outdoor beer garden that provides additional seasonal seating and entertainment space.



The sale includes the business and real estate, along with a two-bedroom apartment above the tavern that provides an additional source of rental income or the option for owner occupancy. With a strong local presence, straightforward operation, and multiple uses within one property, Liquor in the Woods offers an approachable opportunity for an owner-operator looking to step into a classic Wisconsin tavern.

Located along US Highway 2, Iron River serves as a year-round hub for residents and visitors exploring northern Wisconsin. The surrounding lakes, forests, ATV and snowmobile trails, and outdoor recreation bring seasonal traffic to the area while a dependable local customer base supports the community year-round.

Asking Price	\$229,000, includes real estate
Furniture, Fixtures & Equipment	\$15,000, included in asking price
Inventory	\$10,000, not included in asking price
2025 Real Estate Taxes	\$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 + public lot
and street parking

The property combines an established bar, outdoor beer garden, full basement, and remodeled two-bedroom apartment in a versatile mixed-use setting. The beer garden provides inviting seasonal space for outdoor dining, live music, trivia nights, and special events, while the full basement offers valuable storage and utility space. The remodeled apartment adds flexibility for owner occupancy or rental income. Situated along US Highway 2, the property benefits from strong visibility, convenient access, and nearby public parking.

**A BUSINESS TO OWN.
A PLACE TO CALL HOME.**



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**BUSINESS
BROKERS**

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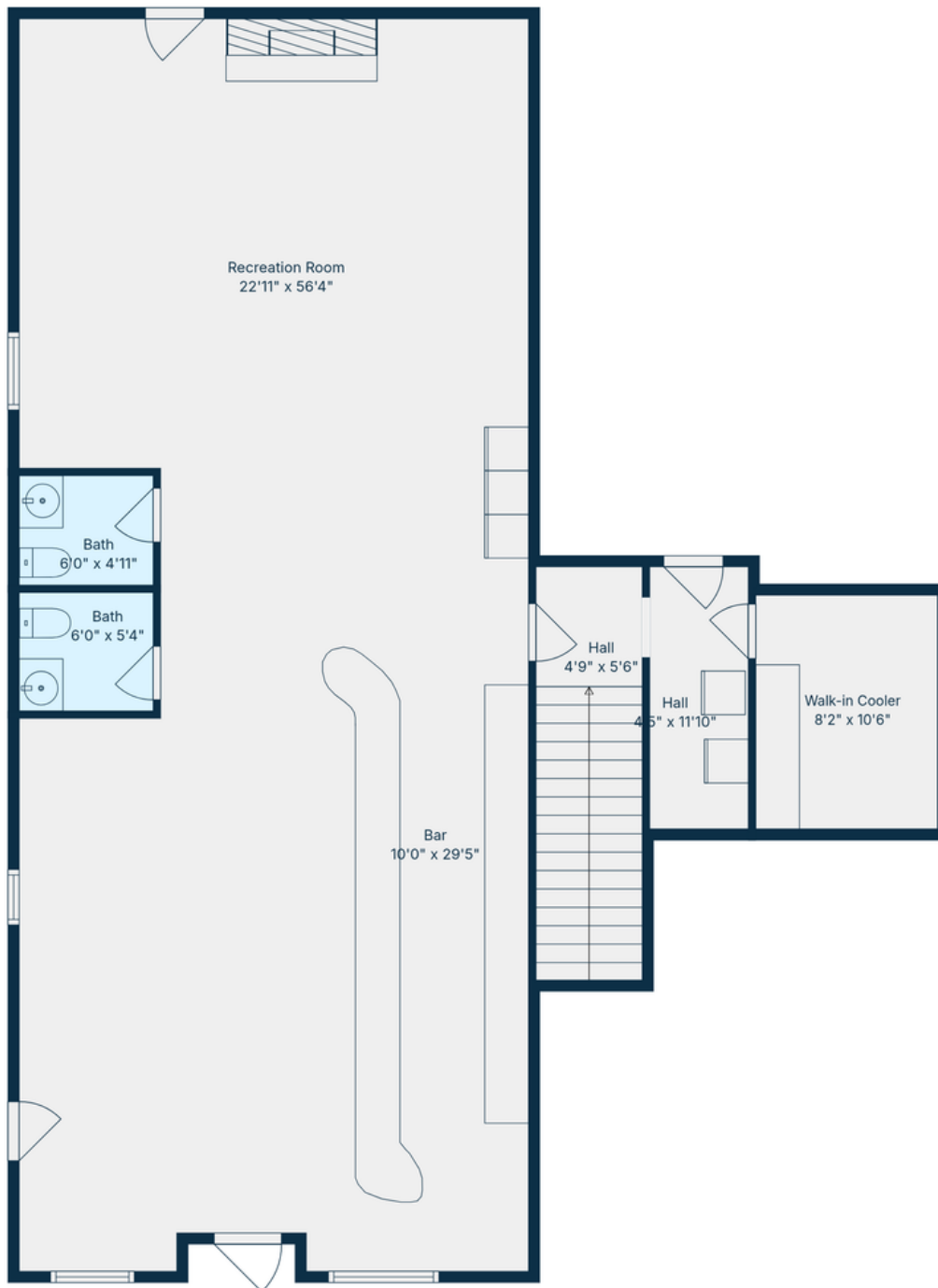
PHOTOS



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FLOOR PLAN

MAIN LEVEL



TOTAL: 1739 sq. ft

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

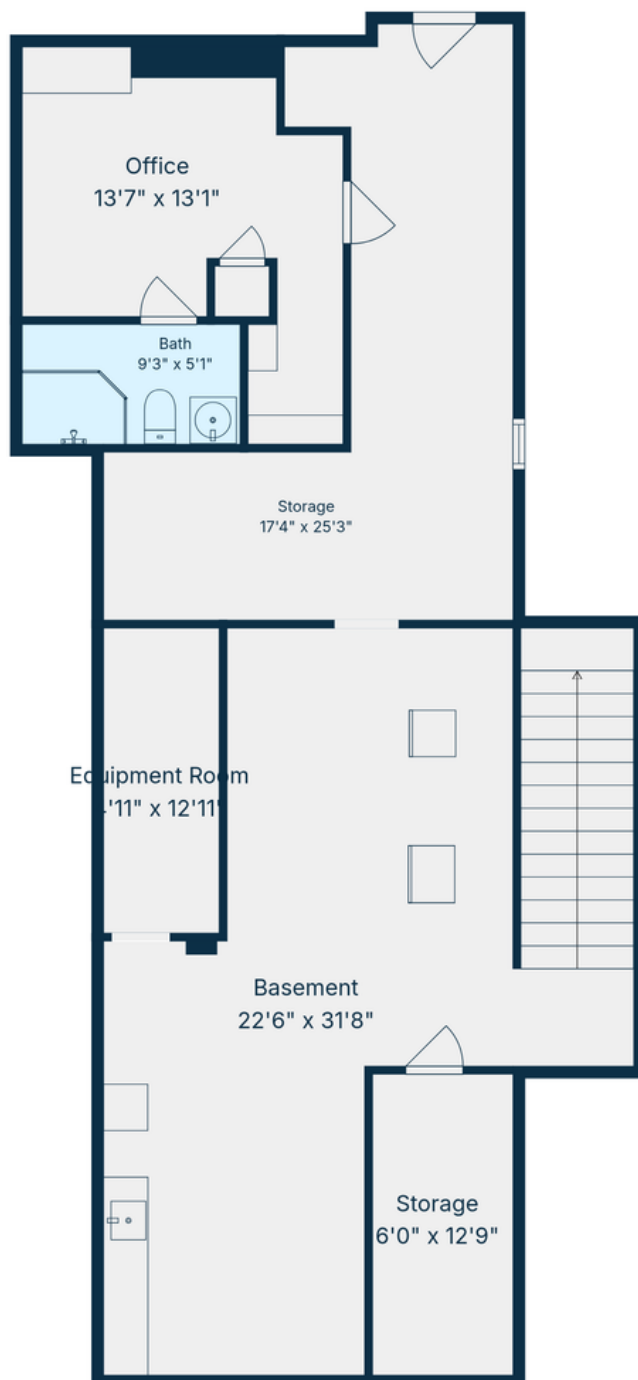
EXCLUDED AREAS: STORAGE: 345 sq. ft, BASEMENT: 494 sq. ft, WALK-IN COOLER: 86 sq. ft,
WALLS: 183 sq. ft

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

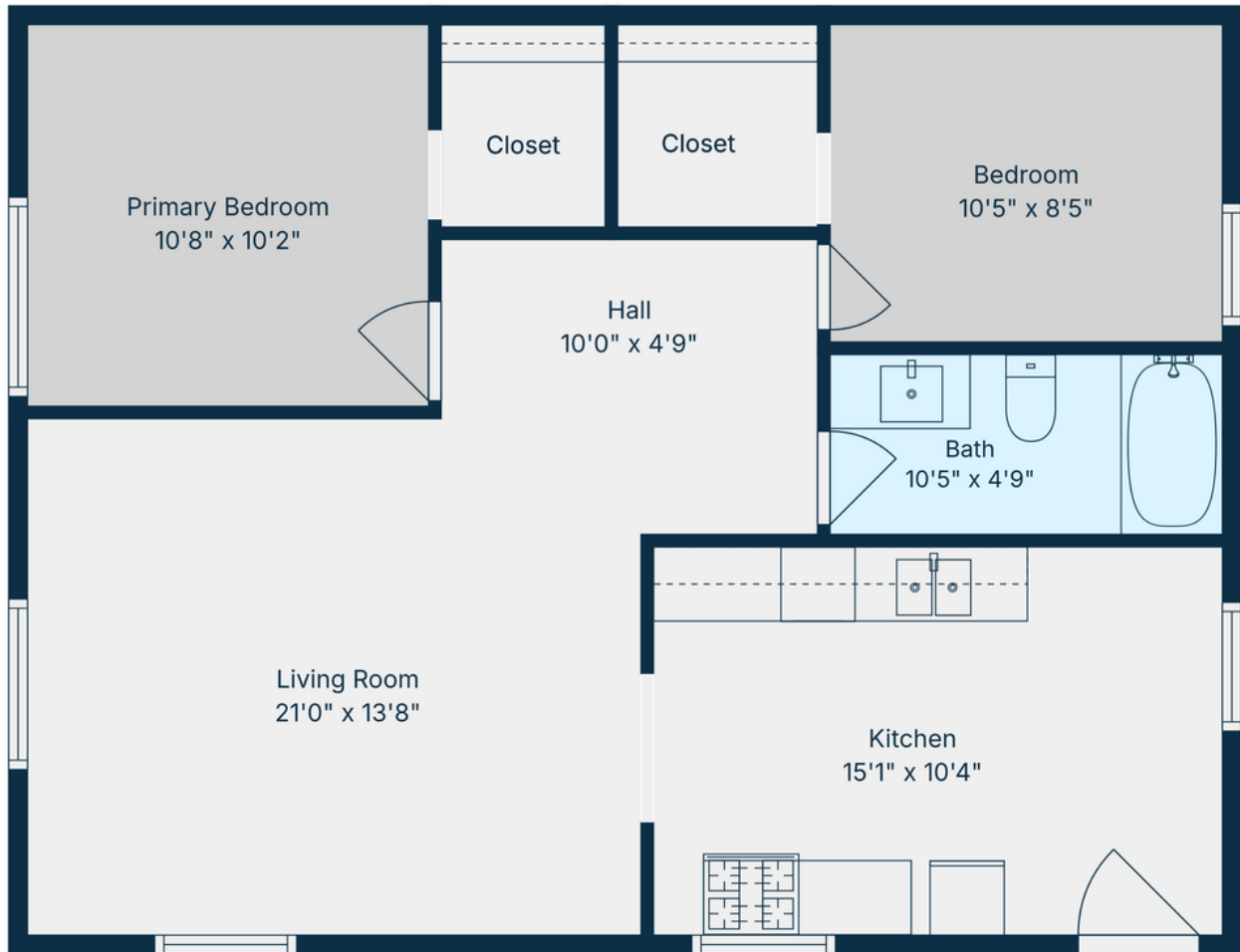
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FLOOR PLAN

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
Population	1,940	3,314	20,748
Median Age	56.1	53.8	51.2
College or Advanced Degree	47.2%	46.9%	47.2%
Median Household Income	\$72,374	\$77,750	\$78,924
Average Household Income	\$94,426	\$97,019	\$96,060
Owner Occupied	48.0%	58.5%	62.6%
Projected Population Growth	0.16%	0.02%	0.09%

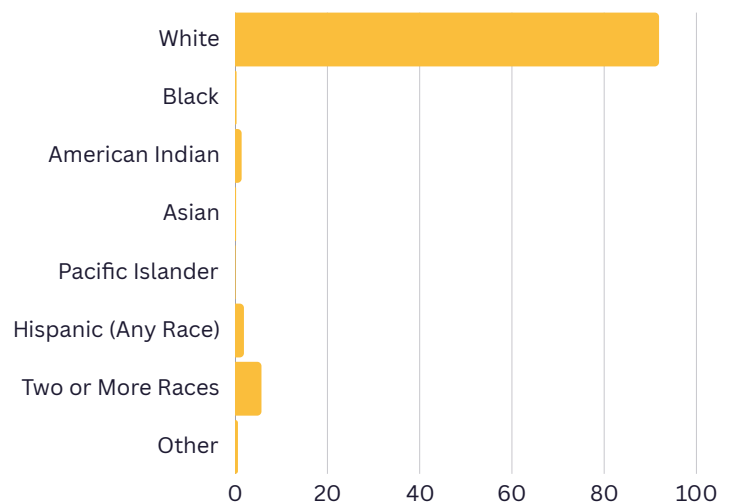


AREA BUSINESSES

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



RACE AND ETHNICITY



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AGENCY DISCLOSURE

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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.