

DEER LAKE WINERY & EVENT CENTER

1721 US-8, St Croix Falls, WI 54024

13+ ACRES OF LAND | NEW 4,400 SQFT EVENT CENTER | 300+ VINES



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PRICE
\$1,350,000

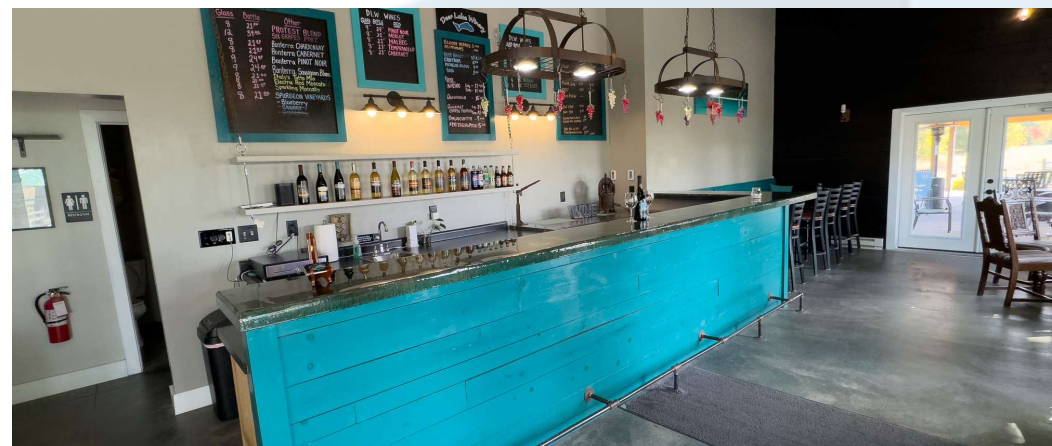
PROPERTY INFORMATION

Includes	Real Estate + Business + Equipment
Vines	300+
Year Built	2017 / 2023
Lot Size	13.5 Acres
Net Rentable Area	5,600 SF
Ownership	Fee Simple

INVESTMENT HIGHLIGHTS

PROPERTY HIGHLIGHTS

- **PRIME LOCATION:** 13+ acres with half a mile of frontage along US Highway 8 in Saint Croix Falls, WI.
- **ESTABLISHED VINEYARD:** 300+ vines, including Edelweiss, Sabervois, St. Pepin, and Somerset Blue, organically grown on-site.
- **EVENT FACILITIES:** Newly completed 4,400 sq. ft. event center with seating for up to 300 guests, including a commercial kitchen, full bar, walk-in cooler, and three additional restrooms.
- **DIVERSE FOOD & BEVERAGE OPTIONS:** 14 varieties of wine crafted on-site, plus craft beer, cocktails, and specialty drinks like Mimosas and Bloody Marys. Gourmet cheese platters, flatbread pizza, seasonal soups, and more.
- **FAMILY & PET FRIENDLY:** Inviting outdoor spaces with yard games and fire pits, ideal for family outings and casual gatherings.
- **REVENUE POTENTIAL:** High demand for event bookings, an established customer base, and diversified income from wine, food, and event services.



ABOUT DEER LAKE WINERY

At Deer Lake Winery, we believe in more than just offering exceptional wines. Ours is a story of love and dedication, rooted in a family's shared passion for crafting fine wines and curating unforgettable experiences.

Cheryl and Keith are the heart and soul behind our winery. As devoted partners in life and business, they embarked on this journey together, driven by a vision to create something truly special. With two daughters, one son, and six adoring grandkids, family has always been at the center of everything they do.

Cheryl's journey into winemaking began modestly, experimenting with batches at home until her creations garnered praise and demand from friends and family. Encouraged by their enthusiasm, Cheryl and Keith decided to take the leap, bottling her exceptional wines and establishing Deer Lake Winery.

In 2018, Deer Lake Winery opened its doors, welcoming visitors into a world of unforgettable flavors and warm hospitality. From its humble beginnings, our winery has flourished. This is thanks to Cheryl's dedication and expertise in crafting each wine with care and precision, and also the outpouring of support from members of our incredible community.

Recently, we expanded our offerings with the addition of an fantastic event center attached to the winery. Our aim is to create a space for you that is as versatile as it is enchanting. A space where cherished memories are made – whether it's a grand gala, a fairytale wedding, or an intimate birthday celebration.

Today, Deer Lake Winery proudly produces fourteen distinct varieties of wine, each a testament to our commitment to quality and innovation. From crisp whites to bold reds, there's something to delight every palate and occasion.

As we continue to grow and evolve, one thing remains unchanged – our dedication to crafting exceptional wines and providing unparalleled experiences for our guests. Join us at Deer Lake Winery, where every glass tells a story, and every visit is a celebration of family, community, and the joy of good company.



WEBSITE	www.deerlakewinery.com
FOUNDED	2018
LOCATED	Saint Croix Falls, WI
NUMBER OF VINES	300 ±
NUMBER OF ACRES	13.5 ±

EVENT CENTER PHOTOS



WINE ROOM PHOTOS



EXTERIOR PHOTOS



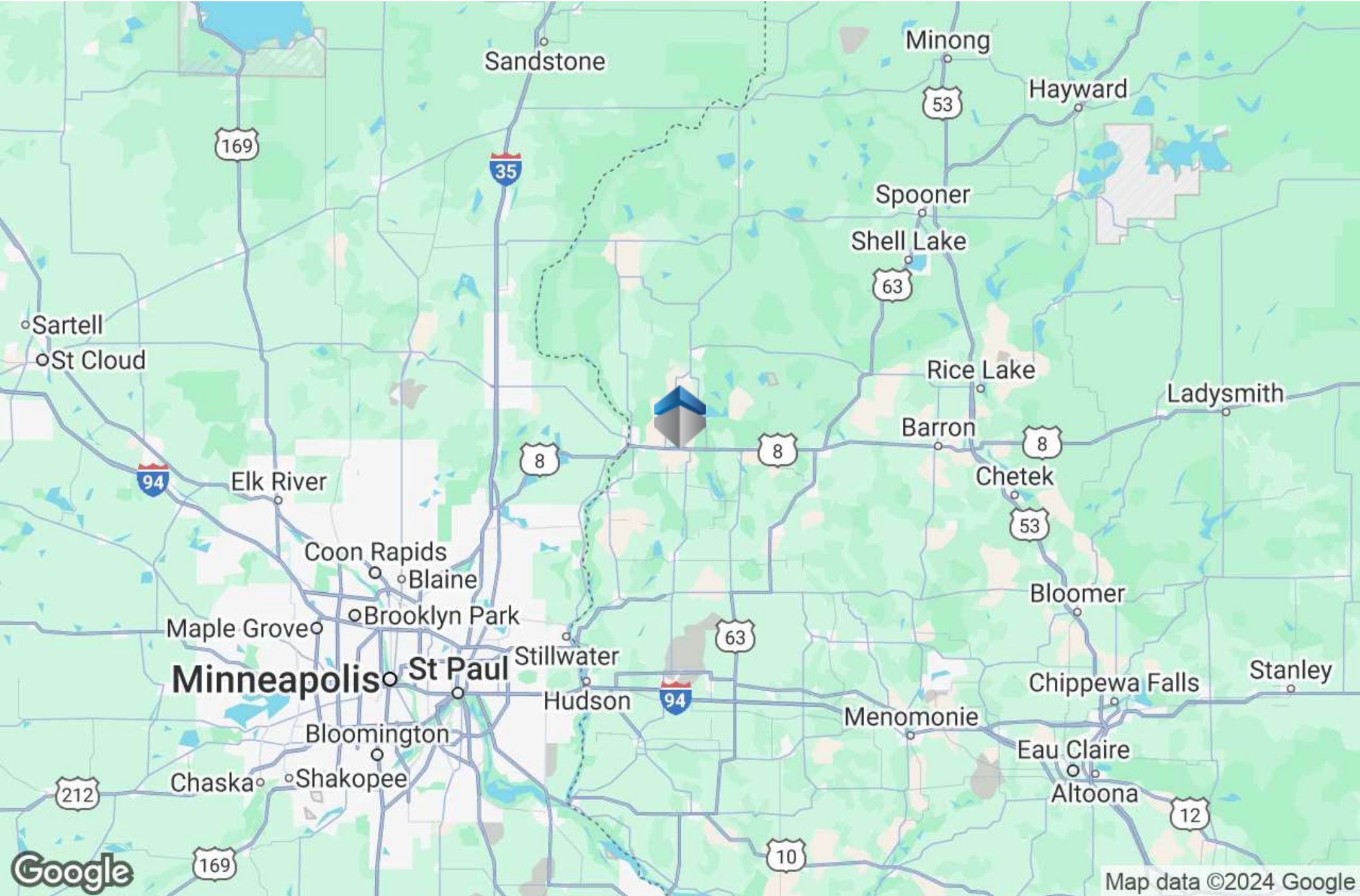
EQUIPMENT PHOTOS



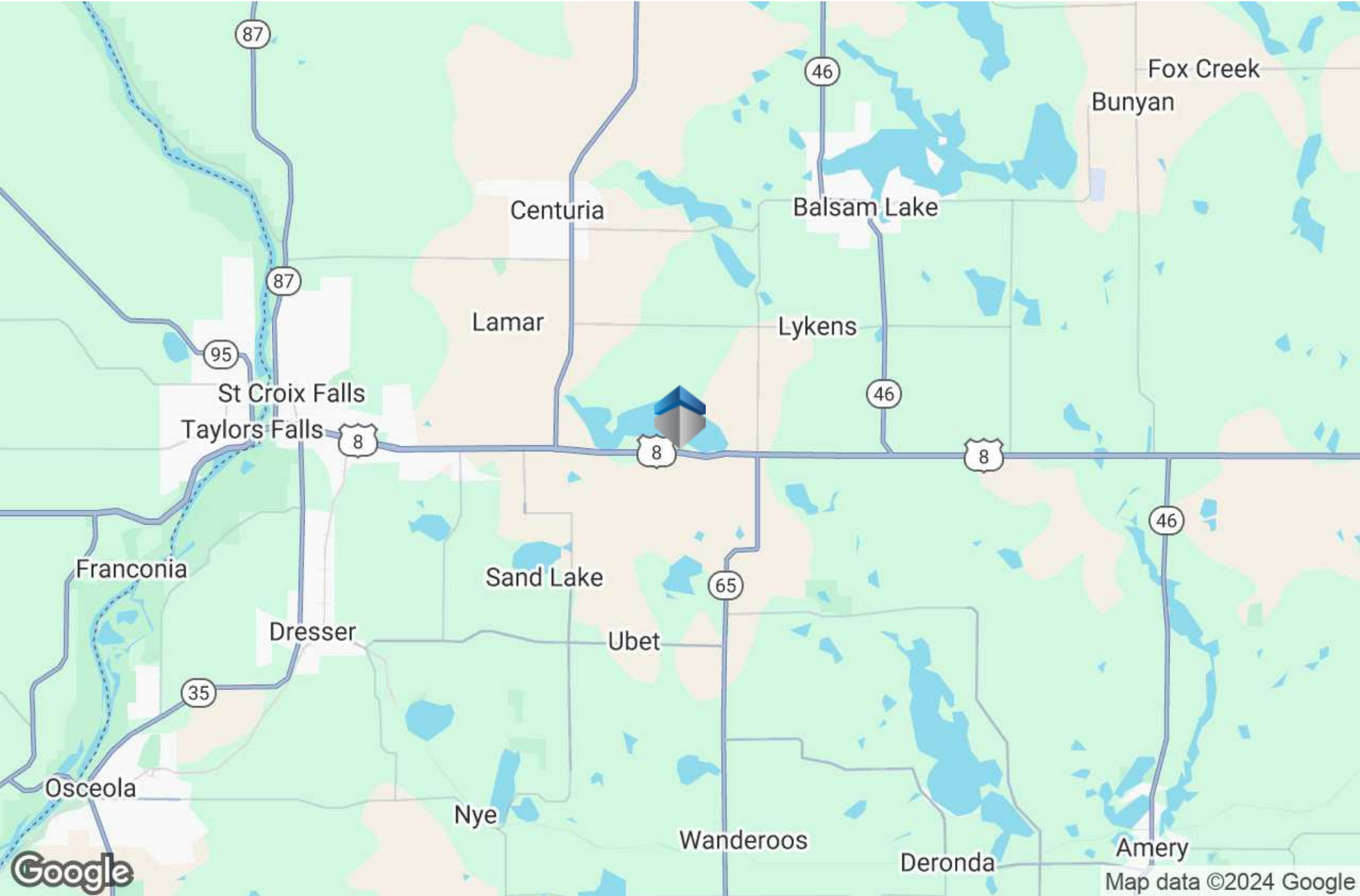
AERIAL PHOTOS



REGIONAL MAP



LOCATION MAP



Google

Map data ©2024 Google

MARKET OVERVIEW

Situated on US Highway 8 in the charming town of Saint Croix Falls, Wisconsin, Deer Lake Winery offers a rare blend of rural tranquility and strategic accessibility. This scenic winery is less than an hour's drive from the Twin Cities of Minneapolis-St. Paul, making it an ideal escape for urban residents seeking relaxation and unique wine experiences in the heart of nature. Eau Claire, WI, and Duluth, MN, are also within a two-hour drive, adding to the potential customer base from surrounding metropolitan areas. This proximity to large cities provides the winery with a steady stream of visitors who are looking to enjoy day trips or weekend getaways filled with scenic views, local wines, and memorable events.


Saint Croix Falls itself is a gem of a location within the St. Croix River Valley, an area renowned for its pristine landscapes, river activities, and outdoor recreation. Known as the "City of Trails," Saint Croix Falls is home to Interstate State Park, Wisconsin's oldest state park, which attracts outdoor enthusiasts year-round. The town combines small-town charm with a thriving tourism industry, thanks to its vibrant arts scene, locally owned shops, and variety of dining options that bring both locals and visitors together. For winery guests, the surrounding region offers endless opportunities for hiking, fishing, boating, and exploring, enhancing the appeal of a day spent at Deer Lake Winery.

With its easy access from major cities and its location in a picturesque, tourist-friendly town, Deer Lake Winery benefits from year-round visitor traffic, particularly during the summer and fall seasons when the area's natural beauty is at its peak. This prime location supports a steady flow of business and offers substantial growth potential, as it serves as both a community gathering place and a sought-after destination for travelers from Wisconsin and Minnesota.



DEMOGRAPHICS


10- MILE KEY FACTS



24,843
POPULATION



46.4
AVERAGE AGE



\$232,804
MEDIAN HOUSEHOLD VALUE

BUSINESSES



1,400
BUSINESSES



12,539
EMPLOYEES

INCOME



\$71,441
MEDIAN HH INCOME



\$87,800
AVERAGE HH INCOME

	3 MILES	5 MILES	10 MILES
Total Population	1,219	5,472	24,843
2020 Population	1,177	4,976	24,069
2029 Population	1,273	5,287	25,949
Employees	266	3,006	12,539
Total Businesses	52	365	1,400
Average Household Income	\$106,784	\$103,657	\$103,067
Median Household Income	-	\$69,407	\$71,441
Average Age	47.8	47.7	46.4
Households	500	2,160	10,468
Median Housing Unit Value	\$239,805	\$231,442	\$232,804

CONFIDENTIALITY AGREEMENT & DISCLAIMER

The Offering Memorandum contains select information pertaining to the business and affairs of Deer Lake Winery & Event Center (“property”). It has been prepared by Prime Net Lease. This Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Prime Net Lease. The material is based in part upon information supplied by the Seller and in part upon financial information obtained from sources it deems reliable. Owner, nor their offices, employees, or agents makes any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum or any of its contents and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein and conduct their own due diligence.

Owner and Prime Net Lease expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until written agreement for the purchase and sale of the Property has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offer Memorandum.

A prospective purchaser’s sole and exclusive rights with respect to the prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executive Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Seller or Prime Net Lease or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or cause of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date this Offering Memorandum.

BY ACCEPTING THIS CONFIDENTIAL OFFERING MEMORANDUM, YOU AGREE TO RELEASE PRIME NET LEASE AND HOLD IT HARMLESS FROM ANY KIND OF CLAIM, COST, EXPENSE, OR LIABILITY ARISING OUT OF YOUR INVESTIGATION AND/OR PURCHASE OF THIS NET LEASED PROPERTY.

1721 US-8

ST CROIX FALLS, WI 54024

EXCLUSIVELY PRESENTED BY



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In association with: Bang Realty-Wisconsin, Inc RE# 938148