



WSIC

OFFERING MEMORANDUM

ICONIC BREWING

2470 HENDERSON LOOP, RICHLAND, WA 99354

TURNKEY BREWERY & WINERY IN RICHLAND'S FASTEST GROWING CORRIDOR

OFFERING SUMMARY

We are pleased to present Iconic Brewing / Southern Cross Winery, an exceptional going-concern investment opportunity located at 2470 Henderson Loop in Richland, Washington. This fully operational, turnkey brewery and winery comprises a 5,754 square foot purpose-built facility on just over two acres purchased directly from the City of Richland, opened in August 2021 and strategically positioned on Hwy 240 between Richland and the rapidly growing Horn Rapids corridor. The property features a 195-person capacity taphouse, a 25x20 wine tasting room connected to the estate winery, and a complete 10-barrel brewhouse with 6 fermenters, 2 Brite tanks, and a 30-barrel hot liquor tank, all purchased new. The expansive stamped concrete patio and irrigated lawn accommodate outdoor seating for 75, a food truck hookup, and a proven calendar of live music, private events, and community programming.

This offering presents a rare opportunity to acquire both the real estate and the operating business in a single transaction, providing immediate cash flow and an established brand with strong community recognition across the Tri-Cities region. Further enhancing the investment, the original construction included roughed-in provisions for a full commercial kitchen and upstairs seating expansion, with gas lines, water lines, electrical conduits, and a grease trap already in place. A buyer can activate meaningful additional revenue capacity without major structural expenditure, positioning the asset for significant NOI growth from day one.



SITE DESCRIPTION

Address	2470 Henderson Loop, Richland, WA 99354
Property Type	Bar/Nightclub
Gross Leasable Area	5,754 SF
Land Area	2.08 AC (90,605 SF)
Year Built	2021
Zoning	MI (Medium Industrial)
Parcel Number	128084BP5168003
Building FAR	0.06
Ownership	Fee Simple + Business

CALL FOR PRICE

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INVESTMENT HIGHLIGHTS



TURNKEY OPERATION

Iconic Brewing is a fully operational, move-in ready brewery and winery at 2470 Henderson Loop in Richland, Washington. The facility includes a complete 10-barrel elevated brewhouse, 6 fermenters, 2 Brite tanks, and a 30-barrel hot liquor tank, all purchased new. A buyer can begin operations immediately with no additional capital outlay required.



STRATEGIC LOCATION

Situated on Hwy 240 between Richland and the rapidly growing Horn Rapids corridor, the property benefits from strong daily traffic and high visibility in one of the Tri-Cities' most active growth areas. A proven calendar of live music and community events has built a loyal regional following.



SCALABLE INFRASTRUCTURE

The original construction included roughed-in provisions for a full commercial kitchen, with gas, water, electrical conduits, and a code-compliant grease trap already in place. Upstairs seating provisions are also built in, allowing a new owner to expand revenue capacity without major structural investment.



VERSATILE REVENUE STREAMS

The property generates income across craft beer production and taproom sales, estate wine tasting through the affiliated Southern Cross Winery, and private event rentals including weddings, corporate parties, and celebrations. With 195-person occupancy, a stamped concrete patio, and an expansive irrigated lawn, the venue accommodates events of all sizes year-round.



CITY-SERVICED LAND

The property comprises just over two acres purchased directly from the City of Richland, with all utilities in place. The 5,754 SF building occupies 1.04 acres with irrigated lawns on three sides, while the remaining acreage is available for separate sale or future development.

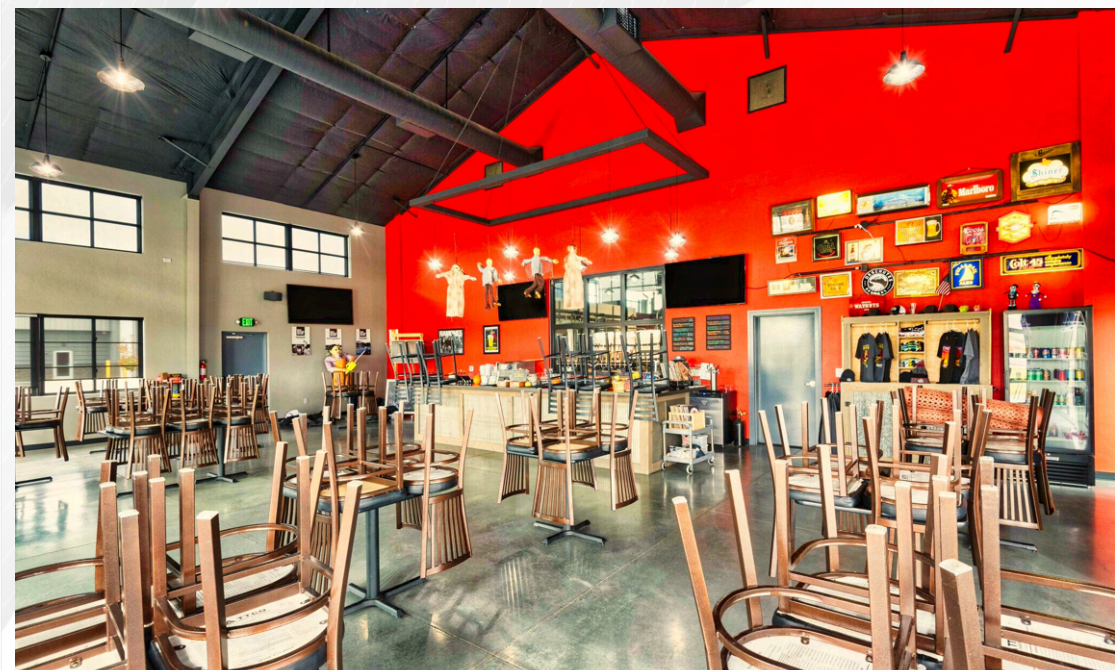


APPRECIATION UPSIDE

This offering delivers both an operating business and fee-simple real estate in a single transaction. The established brand, community recognition, and built-in expansion infrastructure support meaningful NOI growth, while long-term land ownership in a high-growth Tri-Cities submarket provides durable appreciation potential.



PROPERTY PHOTOS



RICHLAND

WASHINGTON



POPULATION

As of 2026, the population of Richland is approximately 66,112, making it the 22nd most populated city in Washington state. Richland is growing at an annual rate of approximately 1.33%, with its population up roughly 8.57% since the 2020 Census. The median age is 36.4 years and population density is approximately 1,478 people per square mile.



HOUSEHOLDS

There are approximately 25,216 households in Richland, with an average of 2 members per household. Of these, 62% are family households and 38% are non-family households, reflecting a community that attracts both young professionals and established families.



INCOME

The median household income in Richland is \$95,813, roughly in line with Washington state averages, with a poverty rate of 9% and an average per capita income of \$71,509. Richland's strong income profile is driven by its concentration of high-paying professional and technical industries, as well as public sector employment tied to the Hanford Site.



EMPLOYMENT

The Richland job market includes approximately 29,647 employed individuals. The unemployment rate stands at 5.6%. The largest industries are Professional, Scientific and Technical Services (4,983 people), Health Care and Social Assistance (4,045 people), and Retail Trade (2,887 people). The average commute time to work is approximately 20.4 minutes.



HOUSING

The median property value in Richland is \$436,700 as of 2024, above the national average. The median gross rent is approximately \$1,261 per month. Owner-occupied units represent approximately 64.4% of occupied housing, while renters account for 35.6%.



EDUCATION

In Richland, approximately 95.5% of the population has completed high school or higher, and 46.6% hold a bachelor's degree or higher, reflecting one of the more educated workforces in Washington state. The community is served by Washington State University Tri-Cities, which offers bachelor's and graduate programs, as well as Columbia Basin College nearby providing associate and vocational degrees.

RICHLAND OVERVIEW



Richland is a thriving city of 60,560 residents strategically positioned in Washington's Tri-Cities region along the Columbia River, experiencing impressive 8.69% growth since 2020 with a robust annual growth rate of 2.11%. This dynamic Benton County community offers the perfect blend of innovation economy and quality of life, featuring direct access to Interstates 82 and 182, Richland Airport, and Burlington Northern-Santa Fe rail connectivity. The city's diverse economy spans advanced manufacturing, scientific research, healthcare, and wine industry sectors, anchored by Pacific Northwest National Laboratory and Hanford Site that attract top-tier talent and create exceptional innovation opportunities.

Richland's commercial sector benefits from its position as the Tri-Cities' retail and business hub, with vibrant Uptown Shopping Center and growing downtown core featuring locally-owned businesses and regional retailers serving the broader Columbia Basin market. The community is anchored by Kadlec Regional Medical Center, advanced technology firms, and a flourishing wine tourism industry. With its Columbia River waterfront, Washington State University Tri-Cities and Columbia Basin College creating a skilled workforce pipeline, and proximity to world-class wineries and outdoor recreation, Richland delivers both the strategic advantages of a technology hub and the warmth of a family-oriented community. Whether you're seeking to relocate your business, launch a tech venture, or find your ideal home, Richland provides the foundation for success as the Mid-Columbia's premier innovation center.

5 Mile Radius

109,289
POPULATION

\$95,412
MEDIAN INCOME

\$118,481
AVERAGE INCOME



TRI-CITIES OVERVIEW

TRI-CITIES located in southeastern Washington at the confluence of the **Columbia, Snake, and Yakima Rivers**, comprises the cities of Kennewick, Pasco, Richland, and West Richland. With a metropolitan population exceeding **314,000** as of 2023, it ranks as Washington’s **fourth-largest urban area** and one of its **fastest-growing regions**. The area’s economy thrives on diverse sectors, including **energy production** (notably the **Hanford Site**, a key U.S. Department of Energy facility), **agriculture, advanced manufacturing, and wine production** — home to over **160 wineries** within an hour’s drive. Educational institutions like **Washington State University Tri-Cities** and **Columbia Basin College** support a skilled workforce, while **direct flights** from the **Tri-Cities Airport** connect the region to major hubs like **Seattle, Denver, and San Francisco**.

Known for its high quality of life, the Tri-Cities enjoys over **300 annual days of sunshine**, fostering outdoor recreation along **67 miles of trails**, riverfront parks, and water sports on three rivers. The **Sacagawea Heritage Trail** loops through Kennewick and Pasco, while cultural amenities include vineyards, live theater, and the **Pasco Farmers’ Market**—Washington’s **largest open-air produce market**. Affordable housing, minimal traffic, and proximity to **Seattle and Portland (3.5 hours by car)** further enhance its appeal. As a hub for innovation and natural beauty, the Tri-Cities balances economic vitality with a lifestyle centered on outdoor adventures and community-driven growth



4TH
LARGEST URBAN
AREA

314K
POPULATION
(AS OF 2023)

109K
HOUSEHOLDS
(AS OF 2023)

DEMOGRAPHIC SUMMARY

POPULATION

	3 MILES	5 MILES	10 MILES
2030 PROJECTION	32,327	66,672	199,852
2025 ESTIMATE	30,961	63,818	191,007
2020 CENSUS	28,959	59,478	176,081
2010 CENSUS	19,021	27,143	48,731

HOUSEHOLDS

	3 MILES	5 MILES	10 MILES
2030 PROJECTION	12,993	25,571	72,801
2025 ESTIMATE	12,446	24,491	69,585
2020 CENSUS	11,663	22,911	64,285
2010 CENSUS	7,552	10,572	18,386

HOUSEHOLD INCOME

	3 MILES	5 MILES	10 MILES
AVERAGE INCOME	\$105,692	\$114,811	\$118,282
MEDIAN INCOME	\$88,910	\$93,714	\$94,014



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