FOR SALE
COMMERCIAL

ICONIC DOWNTOWN BARABOO CAFE + INVESTMENT OPPORTUNITY
138 1st Street, Baraboo, WI 53913

- Established Downtown Baraboo Cafe with Strong Local Following
- Historic Mixed-Use Property with Commercial Kitchen & Residence
- Fully Equipped Kitchen & Cafe Included in Sale
- Located Minutes from Wisconsin Dells

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PROPERTY SUMMARY

138 1st Street
Baraboo, WI 53913

Property Summary

Building SF:	29x26
Cross Streets:	1st and Ash
Frontage:	130.00
Lot Size:	0 SF
Parking:	5 Spots
Price:	$400,000
Year Built:	1881
Zoning:	B1

Property Overview

Bella Vita Cafe presents a unique opportunity to acquire a well-known cafe and mixed-use property in the heart of historic downtown Baraboo. Situated on the corner of 1st Street and Ash Street, the property includes an established cafe, commercial kitchen, and residential space within a charming historic building. The sale includes the business name, equipment, furniture, fixtures, and kitchen infrastructure, offering a true turn-key opportunity for an owner-operator or investor.

Location Overview

Located in the heart of historic downtown Baraboo, this property benefits from strong local traffic and steady tourism driven by nearby attractions including Devil's Lake State Park, the International Crane Foundation, and the city's vibrant downtown square. The surrounding district features a mix of retail, restaurants, entertainment, and local businesses that create consistent foot traffic throughout the year. Baraboo continues to see strong visitor activity from Wisconsin Dells tourism just minutes away, making this an ideal location for hospitality, retail, or service-based businesses.

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PROPERTY DESCRIPTION

Description and History overview

Own a Slice of "The Good Life" in the Heart of Baraboo! This is your chance to acquire Bella Vita Cafe, a beloved local institution where "The Good Life" isn't just a name, it's the daily experience. Why Bella Vita is the Perfect Investment: Prime Foot Traffic: Nestled in the historic downtown district, benefiting from heavy year-round local traffic & thousands of seasonal tourists. Turn-Key Operation: Skip the startup headaches. This sale includes all high-end kitchen equipment, artisanal coffee setups, stylish interior furnishings & a fully developed menu w/options to expand. Proven Record: A consistent performer with a strong reputation for excellence in the community. Charming Aesthetic: Features a warm, inviting atmosphere that blends Baraboo's historic charm with modern, cozy cafe vibes. It's perfect for morning espresso runs or leisurely lunches. Expansion Potential: Opportunities abound for extended evening hours, private event catering, expanding the menu & AirBNB potential!

The property at 138 First Street, known as the Reul House, was built in the late 1800s by George M. Reul, a skilled craftsman who helped shape Baraboo's early building industry. The Italianate-style home features detailed woodwork and architectural character reflecting the city's growth during the railroad expansion of the late 19th century. In the 1990s the building underwent a major restoration and was adapted for restaurant use, preserving its historic charm while giving it new life as a community gathering place in downtown Baraboo. See the full history document.

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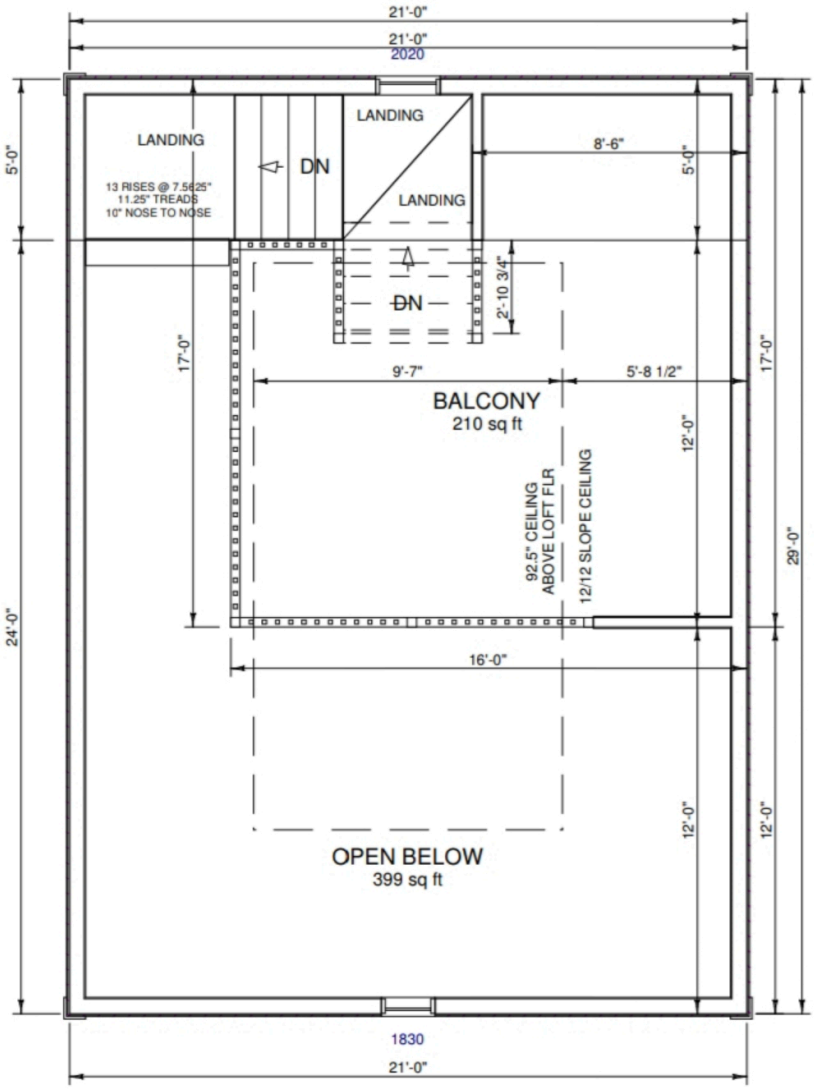
PROPERTY PHOTOS

PROPERTY PHOTOS

ICONIC DOWNTOWN BARABOO
138 1st Street
Baraboo, WI 53913



LOFT PLAN

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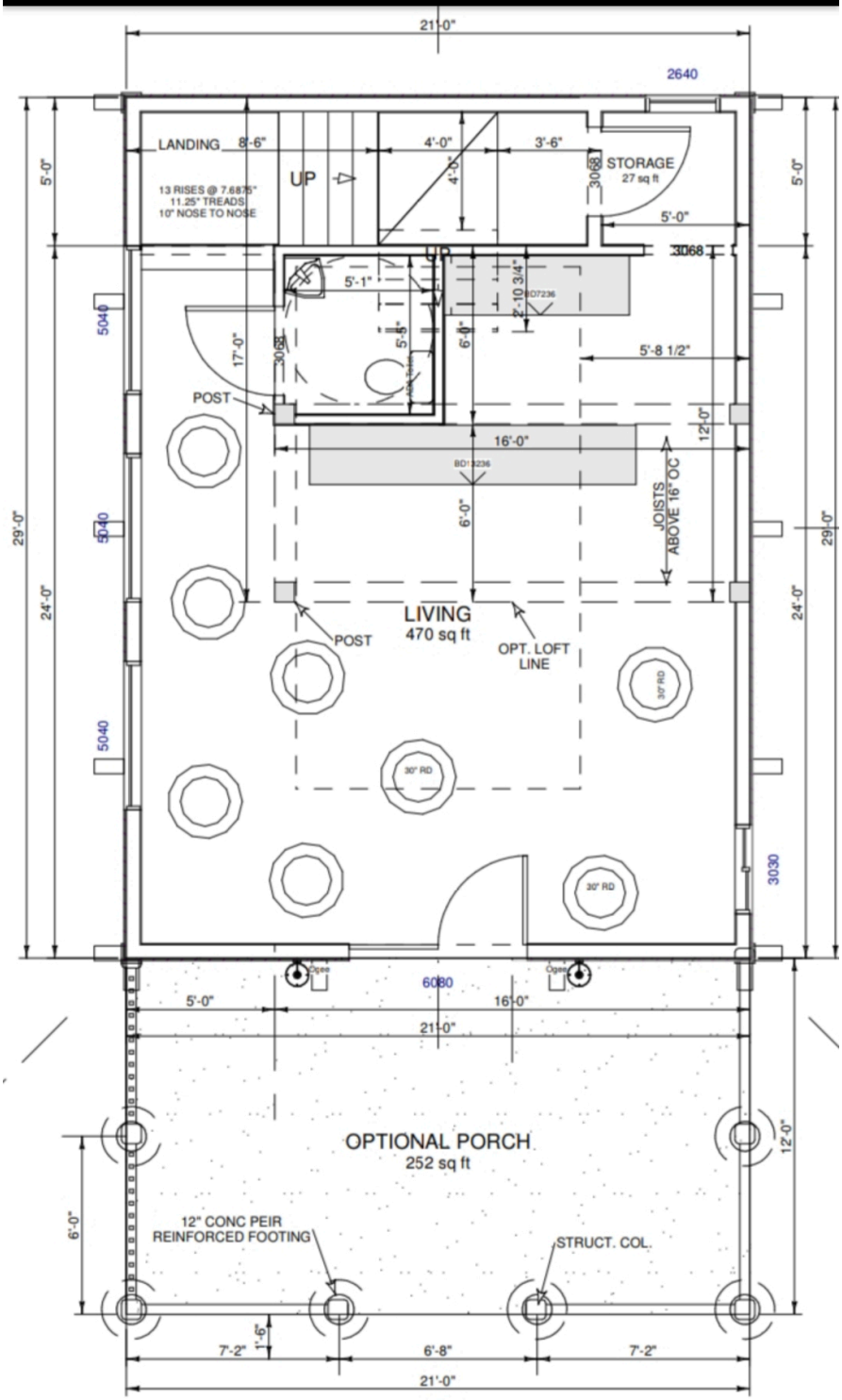

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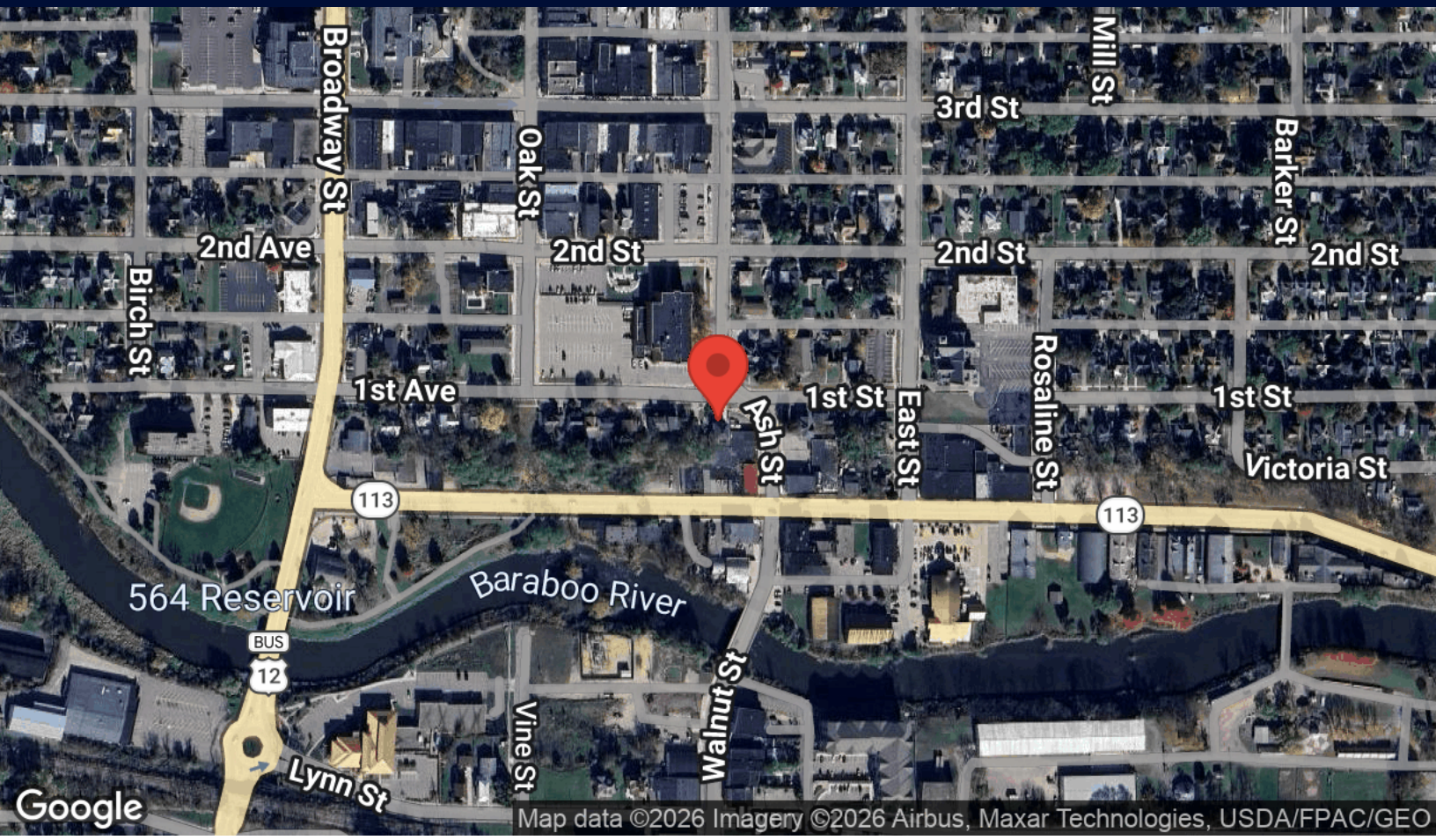
LOCATION MAPS

138 1st Street
Baraboo, WI 53913



BUSINESS MAP

138 1st Street
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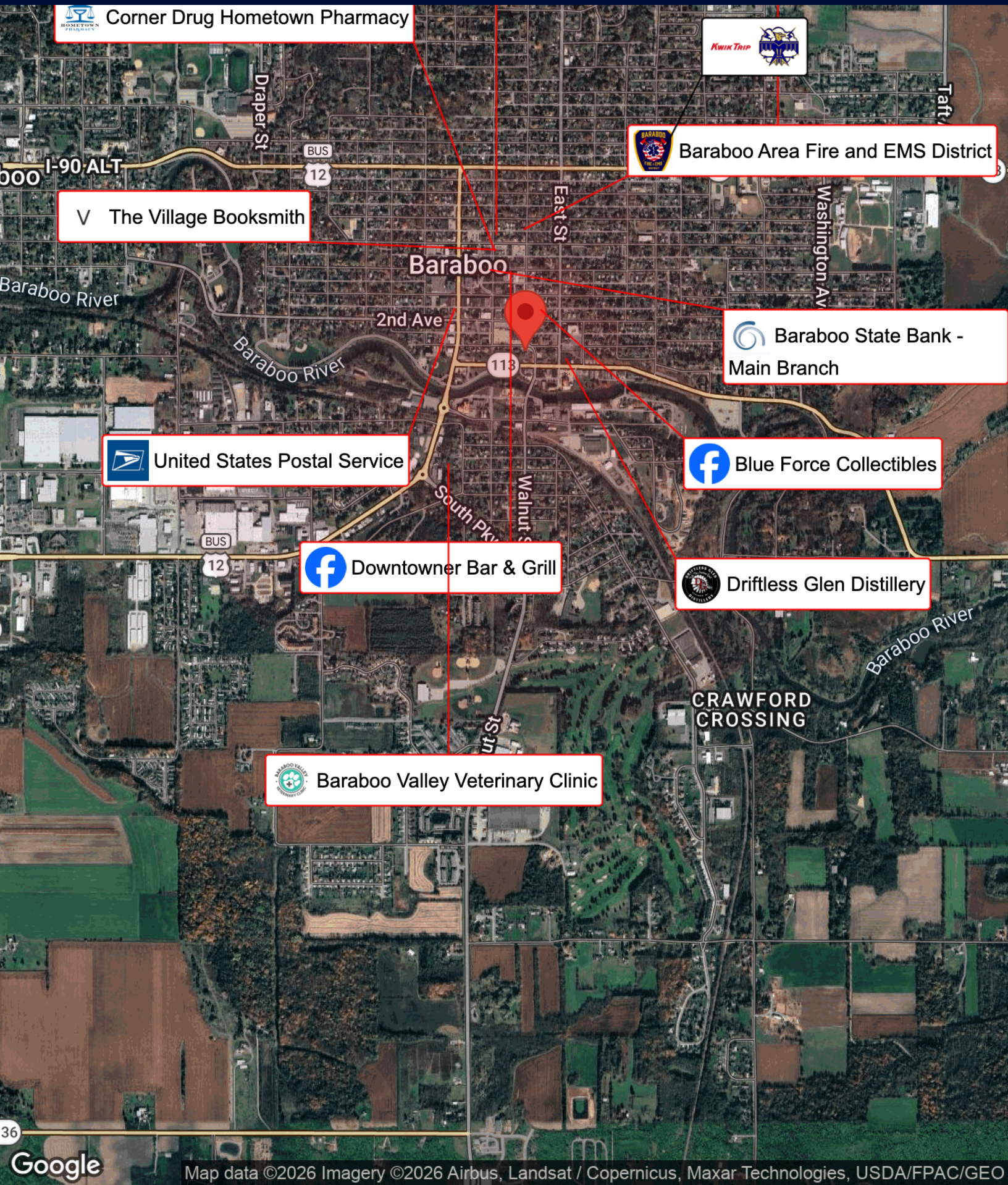
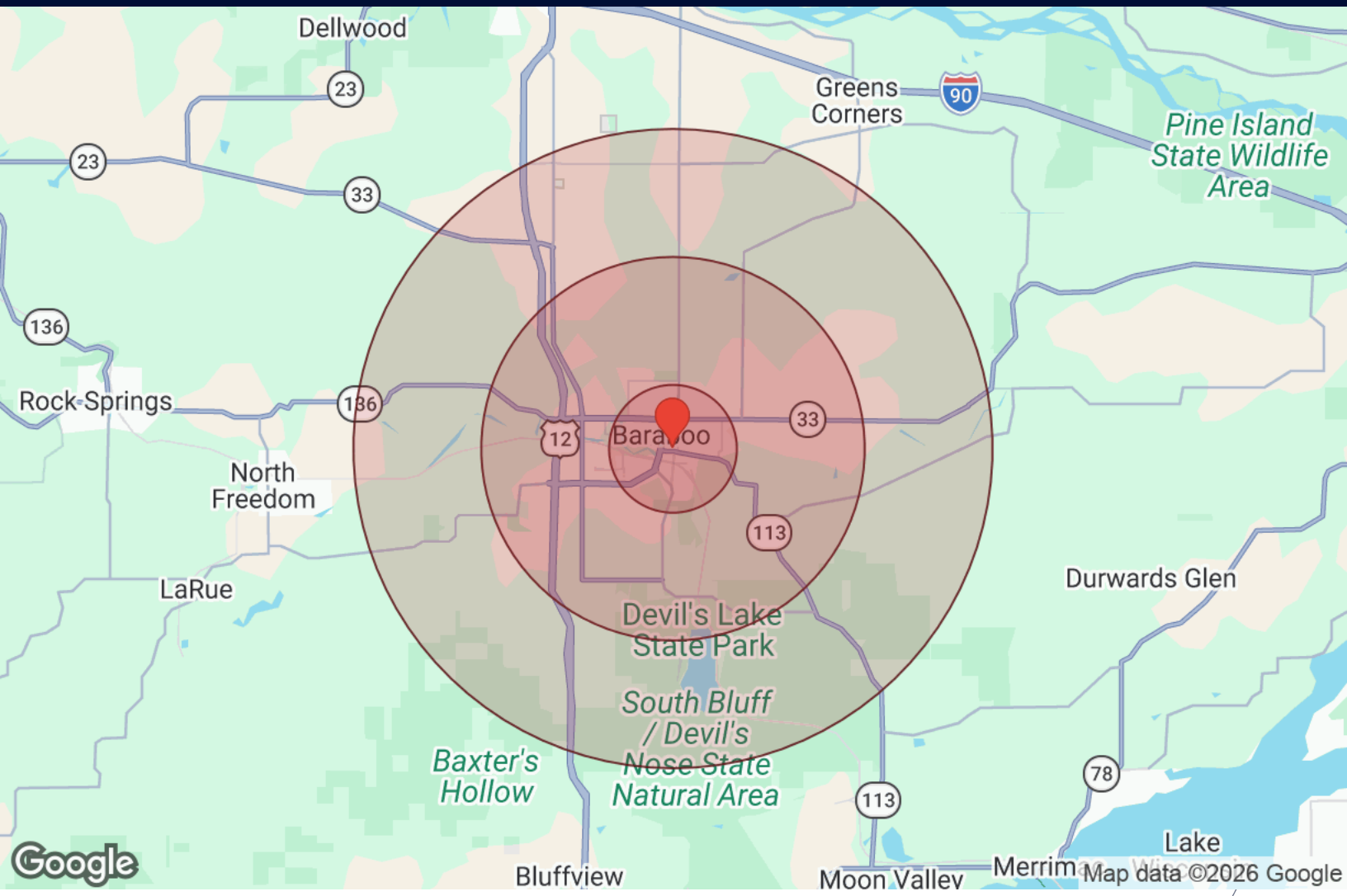


DEMOGRAPHICS



Distance: 1 Mile 3 Miles 5 Miles

Population	1 Mile	3 Miles	5 Miles
Male	4,241	7,479	8,438
Female	4,164	7,437	8,362
Total Population	8,405	14,916	16,800

Housing	1 Mile	3 Miles	5 Miles
Total Units	4,215	7,478	8,379
Occupied	3,660	6,491	7,267
Owner Occupied	2,145	3,884	4,463
Renter Occupied	1,515	2,607	2,804
Vacant	555	987	1,111

Age	1 Mile	3 Miles	5 Miles
Ages 0 - 14	1,525	2,655	2,978
Ages 15 - 24	980	1,749	1,952
Ages 25 - 54	3,275	5,639	6,316
Ages 55 - 64	1,047	1,837	2,113
Ages 65+	1,578	3,034	3,441

Income	1 Mile	3 Miles	5 Miles
Median	$76,261	$76,684	$77,567
Under $15k	197	362	400
$15k - $25k	287	475	550
$25k - $35k	279	467	513
$35k - $50k	432	756	830
$50k - $75k	606	1,122	1,230
$75k - $100k	577	946	1,070
$100k - $150k	759	1,344	1,487
$150k - $200k	352	661	759
Over $200k	171	358	427

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DISCLAIMER

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Neither RE/MAX Preferred its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active own due diligence to determine these and other matters of significance to such party. RE/MAX Preferred will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third-party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. RE/MAX Preferred makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. RE/MAX Preferred does not serve as a financial advisor to any party regarding any proposed transaction.

All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property. Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies.

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PRESENTED BY:

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STATE OF WISCONSIN BROKER DISCLOSURE

To Non-Residential Customers

Wisconsin Law requires all real estate licensees to give the following information about brokerage services to prospective customers.

Prior to negotiating on your behalf the Broker must provide you the following disclosure statement:

BROKER DISCLOSURE TO CUSTOMERS

You are the customer of the broker. The broker is either an agent of another party in the transaction or a subagent of another broker who is the agent of another party in the transaction. The broker, or a salesperson acting on the behalf of the broker, may provide brokerage services to you. Whenever the broker is providing brokerage services to you, the broker owes you, the customer the following duties:

- *The duty to prove brokerage services to you fairly and honestly.*
- *The duty to exercise reasonable skill and care in providing brokerage services to you.*
- *The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.*
- *The duty to disclose to you in writing certain material adverse facts about a property, unless disclosure of the information is prohibited by law (see "Definition of Material Adverse Facts" below).*
- *The duty to protect your confidentiality. Unless the law requires it, the broker will not disclose your confidential information of other parties.*
- *The duty to safeguard trust funds and other property the broker holds.*
- *The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.*

Please review this information carefully. A broker or salesperson can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin Statutes and is for information only. It is a plain language summary of a broker's duties to a customer under section 452.133(I) of the Wisconsin Statutes.

CONFIDENTIALITY NOTICE TO CUSTOMERS

Broker will keep confidential any information given to broker in confidence, or any information obtained by broker that he or she knows a reasonable person would want to be kept confidential by law, or authorize the broker to disclose particular information. A broker shall continue to keep the information confidential after broker is no longer providing brokerage services to you.

The following information is required to be disclosed by law.

1. Material adverse facts, as defined in section 452.01(5g) of the Wisconsin statutes (see "definition of material adverse facts" below).
2. Any facts known by the broker that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction. To ensure that the broker is aware of what specific information below. At a later time, you may also provide the broker with other information that you consider to be confidential.

CONFIDENTIAL INFORMATION:

_____

_____

NON-CONFIDENTIAL INFORMATION (The following information may be disclosed by Broker):

_____

_____

(Insert information you authorize to broker to disclose such as financial qualification information)

CONSENT TO TELEPHONE SOLICITATION

I/We agree that the Broker and any affiliated settlement service providers (for example, a mortgage company or title company) may call our/my home or cell phone numbers regarding issues, goods and services related to the real estate transaction until I/ we withdraw this consent in writing. List Home/Cell Numbers:

_____

SEX OFFENDER REGISTRY

Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the internet at http://offender.doc.state.wi.us/public/ or by phone at (608)240-5830.

DEFINITION OF MATERIAL ADVERSE FACTS

A "material adverse fact" is defined in Wis. Stat. 452.01 (5g) as an adverse fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significate to a reasonable party that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement. An "adverse fact" is defined in Wis. Stat. 452.01 (Ie) as a condition or occurrence that a competent licensee generally recognizes will significantly adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property, or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.