UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report:
March 27, 2019

Gaucho Group Holdings, Inc.
(Exact name of registrant as specified in its charter)

Delaware	**0-55209**	**52-2158952**
State of Incorporation	Commission File Number	IRS Employer Identification No.

135 Fifth Ave., 10th Floor
New York, NY 10010
Address of principal executive offices

212-739-7650
Telephone number, including Area code

Former name or former address if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

[ ] Written communications pursuant to Rule 425 under the Securities Act

[ ] Soliciting material pursuant to Rule 14a-12 under the Exchange Act

[ ] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act

[ ] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act

Item 8.01 Other Events

On March 27, 2019, Gaucho Group Holdings, Inc. (the "Company") sent a letter from its chief executive officer and president, Scott Mathis, to its stockholders and business associates. The letter is set forth in Exhibit 99.1 hereto.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 Letter to Stockholders from Gaucho Group Holdings, Inc.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant caused this report to be signed on its behalf by the undersigned, thereunto duly authorized, on the 2nd day of April 2019.

Algodon Group, Inc.

By: */s/ Scott L. Mathis*
Scott L. Mathis, President & CEO

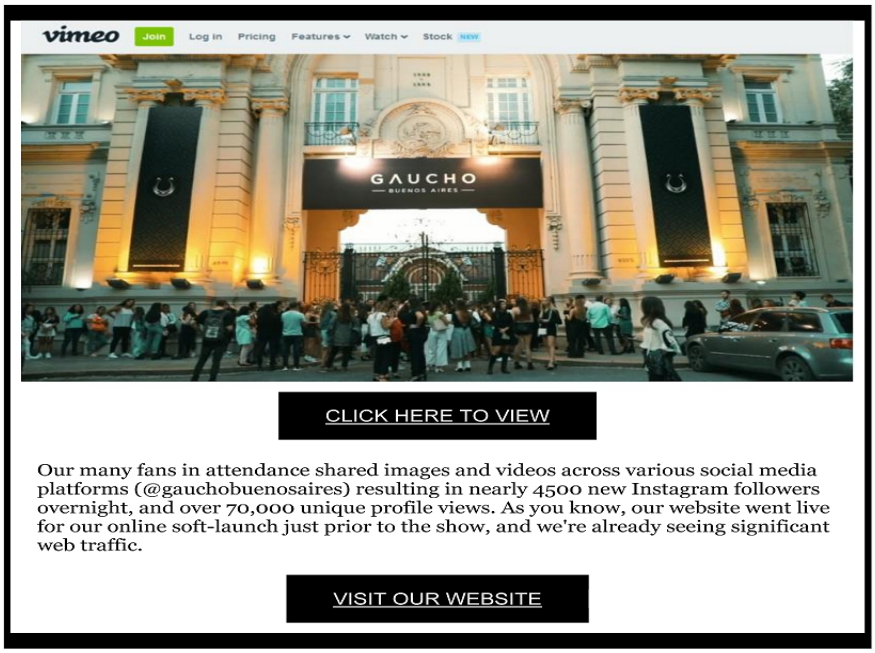
ALGODON
GROUP

GAUCHO
BUENOS AIRES

Dear Gaucho Group Noteholders and Algodon Group Stockholders,

Gaucho – Buenos Aires' debuted its much anticipated Fall/Winter Collection last Monday, March 18th, in conjunction with **Designers Buenos Aires** Fashion Week. Our runway show, hosted at Buenos Aires famed **Tattersall de Palermo**, attracted over 1000 people at the door hoping for a seat, and we were able to accommodate about 800 or so, including fashion press and journalists, fans of our brand and a celebrity roster that included Neels Visser, Victoria Saravia, Calu Rivero, Violeta Urtizbera, social media influencers, and fashion industry representatives. We're delighted to share that the reactions of the media and public has been nothing but positive, and our presence at Argentina's exclusive and prestigious fashion week garnered press from some of the country's top fashion magazines.

Click on the image or the link below to watch a brief video compilation of the event! When prompted, enter the password: **gaucho**



CLICK HERE TO VIEW

Our many fans in attendance shared images and videos across various social media platforms (@gauchobuenosaires) resulting in nearly 4500 new Instagram followers overnight, and over 70,000 unique profile views. As you know, our website went live for our online soft-launch just prior to the show, and we're already seeing significant web traffic.

VISIT OUR WEBSITE

We hear local buzz in Argentina that Gaucho - Buenos Aires may be the next big thing in Argentine fashion and design, which is exactly what we're aiming for. We hope to push the boundaries of awareness toward Argentine fashion, and for Gaucho – Buenos Aires to in fact become the representation of all things luxury and fashion in Argentina, with a main emphasis on leather good and accessories.

As we are a new brand, our burgeoning reputation in Argentina helps forge a path for us in preparation for our debut on the world stage. In the months leading up to our international debut, we hope to be able to leverage all things positive in regards to press, social media presence, and fashion reviews in order to better position ourselves for success.

If you haven't had the chance already, please follow us on our social media channels, @gauchobuenosaires to experience the most anticipated and exciting brand out of Argentina.

FOLLOW US ON INSTAGRAM

Thank you for joining us on this exciting journey!

Sincerely,

Scott L. Mathis
Chairman & Founder
(212) 739-7650
smathis@algodongroup.com
www.AlgodonGroup.com

Important Notes: The information discussed in this letter includes "forward looking statements" within the meaning of Section 27A of the Securities Act of 1933 (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934 (the "Exchange Act"). All statements, other than statements of historical facts, included herein concerning, among other things, planned capital expenditures, future cash flows and borrowings, pursuit of potential acquisition opportunities, our financial position, business strategy and other plans and objectives for future operations, are forward looking statements. These forward looking statements are identified by their use of terms and phrases such as "may," "expect," "estimate," "project," "plan," "believe," "intend," "achievable," "anticipate," "will," "continue," "potential," "should," "could," and similar terms and phrases. Although we believe that the expectations reflected in these forward looking statements are reasonable, they do involve certain

assumptions, risks and uncertainties and are not (and should not be considered to be) guarantees of future performance. Among these risks are those set forth in Algodon's Form 10-K filed on March 30, 2018. It is important that each person reviewing this release understand the significant risks attendant to the operations of Algodon. Algodon disclaims any obligation to update any forward-looking statement made here.

Important Disclosures: This email is for information and discussion purposes only and is not intended to be and should not be construed as an offer to sell, or a solicitation of an offer to buy, an interest in Algodon Group, Inc. or Gaucho Group, Inc. This email is not complete and does not contain certain material information about Algodon or Gaucho, including important disclosures and risk factors associated with an investment in Algodon or Gaucho.

No representation is made that Algodon or Gaucho will or is likely to achieve its objectives or that any investor will profit or be able to avoid incurring substantial losses. This letter does not take into account the particular investment objectives or financial circumstances of any specific person who may receive it.

GAUCHO
BUENOS AIRES

FOLLOW US