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

SCHEDULE 14A

PROXY STATEMENT PURSUANT TO SECTION 14(a)
OF THE SECURITIES EXCHANGE ACT OF 1934

Check the appropriate box:

- ☐ Preliminary Proxy Statement
- ☐ Confidential, for use of the Commission only as permitted by Rule 14a-6(e)(2)
- ☐ Definitive Proxy Statement
- ☒ Definitive Additional Material
- ☐ Solicitation Material under §240.14a-12

GAUCHO GROUP HOLDINGS, INC.

(Name of Registrant as Specified in Its Charter)

Payment of filing fee (Check the appropriate box):

- ☒ No fee required.
- ☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.
- 1) Title of each class of securities to which transaction applies:
 - 2) Aggregate number of securities to which transaction applies:
 - 3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):
 - 4) Proposed maximum aggregate value of transaction:
 - 5) Total fee paid:
- ☐ Fee paid with preliminary materials.
- ☐ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, of the Form or Schedule and the date of its filing.
- 1) Amount Previously Paid:
 - 2) Form, Schedule or Registration Statement No.:
 - 3) Filing Party:
 - 4) Date Filed:
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GAUCHO GROUP HOLDINGS, INC.
c/o Continental Proxy Services
1 State Street, New York NY 10004

**You May Vote Your Proxy When You View The
Material On The Internet. You Will Be Asked
To Follow The Prompts To Vote Your Shares.**

Gacho Group Holdings, Inc.
135 Fifth Avenue, 10th Floor, New York,
New York 10010

**NOTICE OF ANNUAL MEETING
OF STOCKHOLDERS**
to be held on
Monday, July 8, 2019

*Stockholders are cordially invited to attend the Annual Meeting and vote in person.
At the meeting, you will need to request a ballot to vote your shares.

Dear Stockholder,

The 2019 Annual Meeting of Stockholders of Gacho Group Holdings, Inc. (the "Company") will be held at the Company's offices, 135 Fifth Avenue, 10th Floor, New York, NY 10010, on Monday, July 8, 2019, at 2:00 PM (local time).

Proposals to be considered at the Annual Meeting:

- (1) To elect the three (3) director nominees to the Company's Board of Directors;
- (2) To approve an amendment to the Company's Amended and Restated Bylaws to implement a Classified Board structure of three classes;
- (3) To reauthorize a reverse stock split;
- (4) To approve an amendment to the Company's 2018 Equity Incentive Plan;
- (5) To ratify the appointment of Marcum LLP as the Company's independent registered public accounting firm;
and

Additionally, to address such other matters as may properly come before the 2019 Annual Meeting or any adjournment or postponement thereof.

The Board of Directors recommends a vote "FOR" all nominees under Proposal 1, and "FOR" Proposals 2, 3, 4 and 5.

Your electronic vote authorizes the named proxies to vote your shares in the same manner as if you marked, signed, dated, and returned the proxy card.



Vote Your Proxy on the Internet:

Go to <http://www.cstproxyvote.com>
Have your notice available when you
access the above website. Follow the
prompts to vote your shares.

CONTROL NUMBER

The Proxy Materials are available for review at:
<https://www.cstproxy.com/gauchogroupholdings/2019>

Gaucha Group Holdings, Inc.
135 Fifth Avenue, 10th Floor,
New York, NY 10010

**Important Notice Regarding the Availability of Proxy Materials
For the 2019 Annual Meeting of Stockholders to be Held on July 8, 2019**

The following Proxy Materials are available to you to review at:
<https://www.cstproxy.com/gauchogroupholdings/2019>

- the Company's Annual Report for the year ended December 31, 2018;
- the Company's 2019 Proxy Statement;
- the Proxy Card; and
- any amendments to the foregoing materials that are required to be furnished to stockholders.

This is not a ballot. You cannot use this notice to vote your shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting.

If you would like to receive a paper or e-mail copy of these documents, you must request one. There is no charge for such documents to be mailed to you. Please make your request for a copy as instructed below on or before June 28, 2019 to facilitate a timely delivery. You may also request that you receive paper copies of all future proxy materials from the Company.

ACCESSING YOUR PROXY MATERIALS ONLINE

**Have this notice available when you request a paper copy
of the proxy materials or to vote your proxy electronically. You must
reference your control number.**

REQUESTING A PAPER COPY OF THE PROXY MATERIALS

**By telephone please call 1-888-221-0691,
or
By logging on to <https://www.cstproxy.com/gauchogroupholdings/2019>
or
By email at: proxy@continentalstock.com**

Please include the company name and your control number in the subject line.
