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:
May 10, 2021

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

Delaware	**001-40075**	**52-2158952**
State of Incorporation	Commission File Number	IRS Employer Identification No.

1445 16th Street, Ste. 403
Miami Beach, FL 33139

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 (*see* General Instruction A.2. below):

[ ] Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

[ ] Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

[ ] Pre-commencement communication pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

[ ] Pre-commencement communication pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company [X]

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. [X]

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock	VINO	The Nasdaq Stock Market LLC

Item 8.01 Other Events.

On May 10, 2021, the Company sent out a letter to its stockholders providing a general corporate update and a link to the press release issued on May 4, 2021 regarding the appointment of William Allen as a Class III director.

The full text of the stockholder letter is furnished hereto as Exhibit 99.1 and the press release is furnished hereto as Exhibit 99.2 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

99.1 Letter to stockholders sent May 10, 2021
99.2 Press release dated May 4, 2021

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 10th day of May, 2021.

Gaucho Group Holdings, Inc.

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

Exhibit 99.1

Dear Stockholders,

Since our Nasdaq uplisting, our focus has further pivoted toward building our company's growth and scalability. To help in this endeavor, we continue to assemble an incredible Board of Directors and acquire new advisors with considerable experience and connections in the global luxury, travel, and hospitality worlds.

With the goal of making household names of each of our portfolio of brands, we believe these newly forged relationships can help create new opportunities to perhaps collaborate and partner with other well established global brands, and expand our brand reach and recognition on a global basis.

As you may have seen, last week we announced the appointment of A. William Allen as new company director. We believe his vast experience and extensive knowledge in the leisure, hospitality, and the food service industries makes him uniquely qualified to serve on our board.

READ THE PRESS RELEASE

While we have your attention, don't forget you can still participate in Algodon Fine Wines Special Inaugural Quarterly Wine Club Offer and**SAVE 50% + free ground shipping on your first order**. Use code **CLUB2020** at checkout to receive the special pricing on the Quarterly Wine Club. Click the image below to learn more.

Algodon Fine Wines are also available at these online and retail locations: VinPorter, Sherry-Lehmann, Spec's, Le Boutellier, and The Noble Grape.

We could not be more excited about the future. As we approach a post-COVID world, we are preparing ourselves for a new roaring 20s filled with exuberance and excitement over the next couple of years.

Thanks and stay tuned for more exciting news ahead!

Sincerely,

Scott L. Mathis
Founder, Chief Executive Officer and
Chairman of the Board of Directors
smathis@gauchoholding.com
www.GauchoHoldings.com

VISIT GAUCHO HOLDINGS' WEBSITE

Cautionary Note Regarding Forward-Looking Statements

THIS PRESS RELEASE CONTAINS FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE "SAFE HARBOR" PROVISIONS OF THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995. STATEMENTS OTHER THAN STATEMENTS OF HISTORICAL FACTS INCLUDED IN THIS PRESS RELEASE MAY CONSTITUTE FORWARD-LOOKING STATEMENTS AND ARE NOT GUARANTEES OF FUTURE PERFORMANCE, CONDITION OR RESULTS AND INVOLVE A NUMBER OF RISKS AND UNCERTAINTIES. ACTUAL RESULTS MAY DIFFER MATERIALLY FROM THOSE IN THE FORWARD-LOOKING STATEMENTS AS A RESULT OF A NUMBER OF FACTORS, INCLUDING THOSE DESCRIBED FROM TIME TO TIME IN OUR FILINGS WITH THE SECURITIES AND EXCHANGE COMMISSION AND ELSEWHERE. THE COMPANY UNDERTAKES NO DUTY TO UPDATE ANY FORWARD-LOOKING STATEMENT MADE HEREIN. ALL FORWARD-LOOKING STATEMENTS SPEAK ONLY AS OF THE DATE OF THIS PRESS RELEASE.

THIS LETTER SHALL NOT CONSTITUTE AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY SECURITIES, NOR SHALL THERE BE ANY SALE OF SECURITIES IN ANY STATE OR JURISDICTION IN WHICH SUCH OFFER, SOLICITATION OR SALE WOULD BE UNLAWFUL PRIOR TO REGISTRATION OR QUALIFICATION UNDER THE SECURITIES LAWS OF ANY SUCH STATE OR JURISDICTION.

Gaucho Group Holdings, Inc. | 1445 16th Street, Ste. 403, Miami Beach, FL 33139

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Sent by smathis@gauchoholdings.com

May 4, 2021

Gaucho Group Holdings, INC. Announces Appointment of A. William Allen III To Board of Directors

NEW YORK, NY / ACCESSWIRE / May 4, 2021 /Gaucho Group Holdings, Inc. (NASDAQ:VINO), a company that includes a growing collection of e-commerce platforms with a concentration on fine wines, luxury real estate, and leather goods and accessories, today is pleased to announce the addition of A. William ("Bill") Allen as a member of its Board of Directors. Gaucho Group Holdings, Inc. believes Mr. Allen is uniquely qualified to serve as a member of our Board of Directors because of his vast experience and extensive knowledge in the leisure, hospitality, and the food service industries.

His current role as an active board member of various similarly positioned private organizations makes Mr. Allen an invaluable asset to Gaucho Group Holdings' mission as the Company prepares to grow its brand collections and business opportunities while looking to expand its footprint in strategic markets.

From 2005 to 2009, Mr. Allen was the CEO of Bloomin' Brands (and served as Chairman of its Board from 2009 to 2011). Mr. Allen managed Bloomin' Brands' $3.9 billion take-private successful initiative in 2007, sponsored by private equity firms *L* Catterton and Bain Capital, which occurred during his tenure. In 1998, Mr. Allen led the development of Fleming's Prime Steakhouse & Wine Bar, which he co-founded with famed restauranteur Paul Fleming, the co-founder of the P.F. Chang's restaurant group. Messrs. Allen and Fleming later sold the company to Bloomin' Brands for a majority stake in 2004.

Mr. Allen was the President and CEO of La Madeleine French Bakery and Café before co-founding the highly successful Fleming's Prime Steakhouse & Wine Bar brand. Mr. Allen started his career working for The Marriott Corporation and Restaurant Enterprises Group, has extensive hospitality-related experience, and is considered to one of the most respected figures in the hospitality industry. Mr. Allen is a value-added investor, advisor, and board member for several developed and early-stage growth food service companies.

"I am pleased to be named to the Board of Directors of Gaucho Group Holdings," said Mr. Allen. "I am extremely impressed with the leadership of the company and the high-quality brand collection that Scott Mathis has strategically assembled over the years, and I'm pleased for Gaucho Group Holdings and its shareholders as the Company activates growth and shareholder value. Equally exciting is the opportunity to collaborate with the Gaucho Board and team as the Company is poised to experience growth in the United States and globally as the Gaucho collection achieves international brand recognition, sales momentum, and increased value for its customers and shareholders."

Scott Mathis, CEO, and Chairman of Gaucho Group Holdings, Inc., added: "Our ultimate objective is to expand and scale all aspects of our growing portfolio, and our remarkable Board of Directors will continue to assist the Company in achieving these meaningful objectives.

"We will continue to bring on new Board members and business advisors with global experience and connectivity within the luxury travel and hospitality sectors, with a focus to build a powerful and global team having the vision, ability, and experience to execute at the highest levels. In the years ahead, we look to make household names of all our brands. Our team believes that Bill's extensive understanding of the lifestyle, hospitality, and food service industries, as well as international business generally, correlates directly with our mission. We are delighted to include Bill as part of our growing team."

About Gaucho Group Holdings, Inc.

Gaucho Group Holdings, Inc. (gauchoholdings.com) crafts luxury experiences, properties, and products that celebrate the vibrant, distinctive Argentinian lifestyle. For more than ten years, Gaucho Group Holdings has been uniquely positioned to source and develop opportunities within Argentina's luxury real estate and consumer marketplace and capitalize on the continued growth of global e-commerce across multiple market sectors, with the ultimate goal of becoming a leader in diversified luxury goods and experiences.

Gaucho Group Holdings, Inc. consists of Algodon Wine Estates and Gaucho - Buenos Aires, two families of luxury brands that represent the unique spirit and duality found in the Argentinian lifestyle. Our proprietary Algodon brand celebrates the abundance of the countryside through its fine wines (algodonfinewines.com & algodonwines.com.ar); hospitality, wellness, and luxury real estate (algodonhotels.com & algodonwineestates.com); and consumer goods. Gaucho Buenos Aires is an expression of Argentina's modern, cosmopolitan cities, with the leather goods, ready-to-wear, and accessories of Gaucho - Buenos Aires™ (gauchobuenosaires.com).

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Statements other than statements of historical facts included in this press release may constitute forward-looking statements and are not guarantees of future performance, condition, or results and involve a number of risks and uncertainties. Actual results may differ materially from those in the forward-looking statements as a result of a number of factors, including those described from time to time in our filings with the Securities and Exchange Commission and elsewhere. The Company undertakes no duty to update any forward-looking statement made herein. All forward-looking statements speak only as of the date of this press release.

Media Relations:
Gaucho Group Holdings, Inc.
Rick Stear
Director of Marketing
212.739.7669
rstear@gauchoholdings.com

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View source version on accesswire.com:
https://www.accesswire.com/644207/Gaucho-Group-Holdings-INC-Announces-Appointment-of-A-William-Allen-III-To-Board-of-Directors