

**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 12, 2024

Gaucha Group Holdings, Inc.

(Exact name of registrant as specified in its charter)

Delaware
State of
Incorporation

001-40075
Commission
File Number

52-2158952
IRS Employer
Identification No.

112 NE 41st Street, Suite 106
Miami, FL 33137
Address of principal executive offices

212-739-7700
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

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.

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 March 11, 2024, Gaucha Group Holdings, Inc. issued a press release announcing the launch of the Company's Algodon Wine Estates luxury vineyard home rental program. The full text of the press release is furnished hereto as Exhibit 99.1 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

- 99.1 [Press Release, dated March 12, 2024](#)
- 104 Cover Page Interactive Data File (embedded within the Inline XBRL document)

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 14th day of March 2024.

Gauche Group Holdings, Inc.

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

PRESS RELEASE -- FOR IMMEDIATE RELEASE

BLENDING LUXURY AND INVESTMENT: GAUCHO HOLDINGS INTRODUCES INNOVATIVE VINEYARD HOME RENTAL PROGRAM

Algodon Wine Estates Sets New Standards in Real Estate and Resort Living with Enhanced Website and Rental Offerings

MIAMI, FL / MARCH 12, 2024 / 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 (the “Company” or “Gaucho Holdings”), today announced a new venture from its subsidiary, Algodon Wine Estates, a sprawling 4,138-acre wine, wellness, culinary, and sport resort in San Rafael, Mendoza, Argentina, with the launch of its vineyard home rental program. This initiative allows Algodon Wine Estates’ private homeowners to list their luxury vineyard homes for rent through the estate’s resort hospitality portal, available at www.algodonwineestates.com, for short or long-term stays.

The first home to be featured in this program, Casa Gaucho, is a stunning 6,000 sq ft villa. This estate, which is the residence of the Company’s founder and serves as a model home for the real estate project, is enveloped by a historic 1946 Malbec vineyard and a 12-acre olive grove. With its prime location overlooking the 9th hole of the estate’s golf course, Casa Gaucho offers breathtaking views and an array of luxurious amenities including a private pool, elegant galleries, and an exclusive underground wine cellar with a private dining area.

Scott Mathis, CEO and Founder of Gaucho Group Holdings, commented on this development: “The launch of our vineyard home rental program at Algodon Wine Estates marks a significant milestone in our journey. This innovative approach not only enhances the value proposition for our real estate owners but also aligns perfectly with our vision of offering unique luxury experiences. Our presence in Argentina since 2007 has uniquely positioned us to capitalize on the investment opportunities in the region. With established operations and a seasoned management team, we are excited to set new benchmarks in luxury real estate and resort living.”

For information on how to purchase real estate and build your dream vineyard home at Algodon Wine Estates, visit AlgodonWineEstates.com, or call Algodon’s Miami sales office at +1 (786) 936-VINO.

Gaucho Holdings’ established presence in Argentina since 2007, a diversified portfolio, and the synergies among its assets, allow it to leverage joint resources and streamline operations across platforms. This strategic advantage, coupled with a management team experienced in navigating the Argentine market, positions Gaucho Holdings at the forefront of luxury real estate and lifestyle experiences in the region.

About Gaucho Group Holdings, Inc.

For more than ten years, Gaucho Group Holdings, Inc.’s (gauchoholdings.com) mission has been to source and develop opportunities in Argentina’s undervalued luxury real estate and consumer marketplace. Our company has positioned itself to take advantage of the continued and fast growth of global e-commerce across multiple market sectors, with the goal of becoming a leader in diversified luxury goods and experiences in sought after lifestyle industries and retail landscapes. With a concentration on fine wines (algodonfinewines.com & algodonwines.com.ar), hospitality (algodonhotels.com), and luxury real estate (algodonwineestates.com) associated with our proprietary Algodon brand, as well as the leather goods, ready-to-wear and accessories of the fashion brand Gaucho – Buenos Aires™ (gaucho.com), these are the luxury brands in which Argentina finds its contemporary expression.

Cautionary Note Regarding Forward-Looking Statements

The information discussed in this press release includes “forward looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements, other than statements of historical facts, included herein concerning, among other things, changes to exchange rates and their impact on the Company, 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. 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. Refer to our risk factors set forth in our reports filed on Edgar. The Company disclaims any obligation to update any forward-looking statement made here.

Media Relations:

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