

**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:
July 31, 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 July 31, 2024, the Company gave an update to its stockholders which included an article published in financial news publication, Benzinga. The full text of the update and the full text of the article referenced therein are furnished hereto as Exhibits 99.1 and 99.2, respectively, and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

- 99.1 [Stockholder update dated July 31, 2024](#)
- 99.2 [Benzinga article](#)
- 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 1st day of August 2024.

Gaucho Group Holdings, Inc.

By: /s/ Scott L. Mathis

Scott L. Mathis, President & CEO

Email Subject: Stockholder Update: Exciting News from Gaucho Holdings – Market Highlights and Future Plans
 Hidden Preheader: Discover how Gaucho Holdings is positioned for growth, our recent NASDAQ event highlights, and details on our future bell ringing ceremony.

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 HOLDINGS, INC.

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 DAINES WINE

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ALGODON
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ALGODON
 FINE WINES
 SAN BARTOLOME, MENDOZA



Gaucho Holdings shines at NASDAQ: Gaucho Holdings executives, key personnel, friends, and family gather in front of the NASDAQ MarketSite tower, July 2024.

July 31, 2024

Dear Stockholders,

We are pleased to share with you an exciting recent development covered in the top financial news publication, **Benzinga**, titled "**How Small Cap Companies Like Gaucho Group Holdings (NASDAQ: VINO) Are Showing Up Tech Giants**," highlights the significant shift in the stock market towards small cap stocks, including Gaucho Holdings.

The article underscores the growing investor interest in small cap companies amidst a rotation away from big tech stocks. This shift has been particularly evident in the performance of the Russell 2000 index,

which saw a remarkable 12% rise over a five-day period in July. Gaucho Holdings was highlighted as a company strategically positioned to benefit from this market trend, thanks to our diverse portfolio encompassing e-commerce, fine wines, and luxury real estate. Gaucho Holdings' roots in Argentina and focus on its undervalued luxury real estate and consumer marketplace are some of our key strengths.

Argentina's recent economic recovery, highlighted by a 1.3% GDP growth in May, supports our strategic positioning. President Javier Milei's reforms, aimed at reducing inflation and fostering economic growth, have created a more favorable environment for our operations and investments.

We encourage you to read the full article on Benzinga for a comprehensive understanding of these developments.

[SEE THE ARTICLE HERE](#)

We also extend our heartfelt thanks to those who attended our recent event at the NASDAQ MarketSite in New York City. Your presence and support were greatly appreciated.

Looking ahead, NASDAQ has provided us dates for Gaucho Holdings' future **Bell Ringing Ceremony** in Q1 2025. We know that many of you who have been with us for a long time have been waiting for this moment—so once we have the exact dates, we will share them with you. The iconic bell-ringing ceremony at Nasdaq MarketSite represents an incredible opportunity to showcase our company and celebrate our achievements and milestones before a global audience. It's all about **exposure, exposure, exposure**—which includes a livestream, MarketSite Tower in Times Square, and participation from television networks such as CNBC, Fox Business News, Bloomberg TV, and BNN—reaching millions of viewers worldwide.

Thank you for your continued support and trust in Gaucho Holdings. We remain committed to driving value for our stockholders and look forward to sharing more updates with you soon.

Sincerely,



Scott L. Mathis Founder,

Chief Executive Officer and Chairman of the Board of Directors

smathis@gauchoholdings.com

www.GaUCHoHoldings.com

Cautionary Note Regarding Forward-Looking Statements

The information discussed in this announcement 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, 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.

GAUCHO

GROUP

HOLDINGS, INC.

(NASDAQ:VINO)



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How Small Cap Companies Like Gaucho Group Holdings (NASDAQ: VINO) Are Showing Up Tech Giants - Gaucho Group Holdings...

How Small Cap Companies Like Gaucho Group Holdings (NASDAQ: VINO) Are Showing Up Tech Giants

by Gerelyn Terzo

July 30, 2024 8:07 AM | 4 min read | [Make a Comment](#)FOLLOW ON
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Gaucho Holdings shines at NASDAQ: Gaucho Holdings executives, key personnel, friends, and family gather in front of the NASDAQ MarketSite tower, July 2024.

In case you haven't noticed, there's been a rotation unfolding in the stock market, in which investors are fleeing high-flying Big Tech companies and flocking to small cap names. This is creating new pockets of strength in various sectors of the economy, like homebuilders.

While there are varying definitions of small cap stocks, they are generally those with a market capitalization in to \$2 billion. However, don't let their size fool you, as small caps have a big influence in the market.

<https://www.benzinga.com/partner/movers-shakers/24/07/40035249/how-small-cap-companies-like-gaucha-group-holdings-nasdaq-vino-are-showing...>

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This shift has been apparent in the performance of the Russell 2000, an index reflecting investor sentiment around small-cap stocks. The index has had an impressive run this summer, skyrocketing by 12% over a five-day stretch in July, leaving the S&P 500 in the dust for the first time in history. In the week leading up to July 19, the broader market index sank nearly 2%, its worst showing in three months.

Investors flocked to small-cap stocks in response to signs of easing inflation after the Consumer Price Index (CPI) declined by 0.1% in June, something it hasn't done since the pandemic years. Lower inflation bodes well for the profitability of companies operating in corporate America and beyond.

As the sector rotation continues to unfold, new pockets of strength are emerging in areas like homebuilders, as investors bet on the likelihood that the Federal Reserve will reverse course on its monetary policy campaign and begin cutting interest rates. This optimism is being reflected in market indices like the SPDR S&P Homebuilders ETF (XHB), which in mid July climbed by a double-digit percentage to a fresh all-time high.

One company that is strategically positioned to benefit from this paradigm shift is **Gaucho Group Holdings** [Get Free Report](#) , a Miami-based holding company. Gaucho's portfolio comprises e-commerce platforms, fine wines and luxury real estate, while specializing in uncovering opportunities in Argentina's undervalued luxury real estate and consumer marketplace.

On July 23, Gaucho Holdings' stock tacked on 5% on the bullish sentiment surrounding these sectors. In addition to stock market momentum, Gaucho Holdings has several other tailwinds that are helping to propel the company forward.

Argentina's Green Shoots Of Economic Recovery

While Gaucho Holdings' roots are in the United States, the company has been embedded in South America for over a decade. Given its mission to identify and develop opportunities that offer investors diversification outside of the U.S, Gaucho has set its sights on Argentina's undervalued luxury real-estate and consumer marketplace. With a management team exhibiting both caution and care, Gaucho Holdings has a vested interest in the condition of the Argentinian economy.

After being mired in a recession since early 2024, Argentina's economy has officially emerged from the doldrums, expanding a staggering 1.3% in May compared with April's showing. On a year over year basis, GDP expanded by an even more impressive 2.3%, bucking the downward trend that was expected to persist.

The economic rebound in May can be partially attributed to President Javier Milei, who took the helm of the nation at year-end 2023 when Argentina's economy was deeply mired in recession. President Milei's less bureaucratic policies, chief among which include the implementation of significant spending cuts, have paved the way for a drastic reduction in inflation from 25.5% in Q4 2023 to 4.6% in June.

Gaucha has been outspoken in its support of President Milei, communicating its approval of Argentina's recently announced reform bills. These proposals included key state overhaul and tax packages introduced by President Milei, allowing him to advance his agenda and paving the way for an economic turnaround. While there's still more work to be done, Argentina's economy appears to be out of the woods. This is a sign of strength for Argentina's luxury goods industry, including wine and real estate, both of which are represented in Gaucho Holdings' portfolio through brands like Gaucho – Buenos Aires and Algodon Wine Estates.

Gaucha Group Benefits From Homebuilder Momentum

Perhaps the most promising of sectors in which Gaucho Holdings is involved is the housing sector, where homebuilder momentum has been on the rise of late. Gaucho's Algodon Wine Estates has introduced a vineyard home rental program, capitalizing on demand for both real estate and the luxury lifestyle experience.

The program is designed for private homeowners on the Algodon Wine Estates located in San Rafael, Mendoza, Argentina. By listing their homes for rent, either for the short or long term, homeowners can collect rental income while not occupying the residences. Algodon homebuilders benefit too, as they will be better able to finance luxury home construction. The maiden property to be highlighted in this program was that of Gaucho Group Holdings Founder Scott Mathis, featuring a 6,000 sq. ft. villa.

The timing of Algodon's vineyard estate rental program couldn't be better, now that Argentina's economy is showing green shoots of growth.

Photo courtesy of Gaucho Group Holdings

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