

**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:
November 7, 2024

Gacho 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.

1111 Lincoln Road, Suite 500
Miami, FL 33139
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 November 7, 2024, Gacho Group Holdings, Inc. (the "Company") sent out a press release announcing a significant milestone in its wine sales performance. 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 November 7, 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 12th day of November 2024.

Gauche Group Holdings, Inc.

By: */s/ Scott L. Mathis*

Scott L. Mathis, President & CEO

GAUCHO HOLDINGS REPORTS STRONG SALES GROWTH AND INCREASED PRICING POWER IN ARGENTINE WINE MARKET

YTD Sales Soar 185% With a Significant 40% Increase in Average Sales Price

Source: Gaucho Group Holdings, Inc.
11.07.2024

MIAMI, FL / November 07, 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 significant milestone in its wine sales performance. For the year to date in 2024, the Company’s sales have increased by 185% compared to the same period in 2023, coupled with an impressive 40% increase in the average sales price per bottle.

This growth in both volume and pricing is the result of strategic initiatives by the Company’s wine brand, Algodon Fine Wines, aimed at refining its distribution tactics and enhancing brand positioning within the market. The increased average sales price reflects the successful enhancement of the perceived value of Algodon’s wine products, driven by quality improvements and premium branding efforts.

These results mark the infancy stages of a new strategic push in the Company’s ecommerce direct-to-consumer (DTC) channels in Argentina, and supported by traditional importer, distribution networks, and retail models in the United States. This phase comes after substantial investments in production capacity and the expansion of the Company’s winery in San Rafael, Mendoza, Argentina. Recent enhancements include new French oak barrels, additional stainless-steel tanks, and a state-of-the-art bottling and labeling machine. These upgrades are critical to Algodon’s strategy to manage increased production while maintaining the high-quality standards for which its wines are known.

Scott Mathis, CEO and Founder of Gaucho Group Holdings, Inc., commented on the achievements, stating, “The exceptional growth in both sales volume and pricing is a testament to our team’s hard work and the strategic direction we have implemented. Our ability to significantly increase our average sales price while simultaneously growing sales volume demonstrates the strength of our brand and the success of our premiumization strategy. We remain committed to leveraging our core business pillars to further enhance our operational success and market footprint.”

Gaucho Holdings is confident that its ongoing strategic efforts, combined with the recent operational upgrades to its winery, will continue to drive growth and improve the Company’s overall valuation.

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.

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