FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

(Print or Type Responses)

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person * MATHIS SCOTT L				2. Issuer Name and Ticker or Trading Symbol Gaucho Group Holdings, Inc. [VINO]						•	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) _X_ Director _X_ 10% Owner					
	(Last) (First) (Middle) B UNION SQUARE SOUTH, SUITE 2A				3. Date of Earliest Transaction (Month/Day/Year) 10/03/2020							X Officer (give title below) Other (specify below) President, CEO, Chair. & Dir.				
NEW YO	ORK,, NY	(Street)		4. If Am	endm	nent, Γ	Oate (Original Filed	(Month/Day/	Year)		6. Individual of X_Form filed by M_Form filed by M	One Reporting I		Applicable Lir	ie)
(Ci	***	(State)	(Zip)				Tab	ole I - Non-D	erivative S	ecuri	ties Acquir	red, Disposed	of, or Benef	ficially Owne	d	
1.Title of S (Instr. 3)	Security		2. Transaction Date (Month/Day/Year	2A. De Execut any (Month	ion E	Date, i	f Co (In	Transaction ode str. 8)	4. Securi (A) or Di (Instr. 3,	spose	d of (D) (5)	5. Amount of S Owned Follow Transaction(s) (Instr. 3 and 4)	ing Reported	d 1	Form: Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common	1 Stock		10/03/2020					Code V A	Amount 29,441	(D)	Price	234,244			(Instr. 4)	See footnote
Common	1 Stock									558,362		-	D			
Series B	Preferred	Stock (2)										2,100				See footnote
	1 Stock											3,777,425		-	[See footnote
	Report on a	separate line for each	class of securities l	beneficial	lly ov	wned o	direct	Pers in th	ons who is form ar	e not	required	collection o	unless the		ed SEC	1474 (9-02)
Reminder:	Report on a s	separate line for each		- Derivat	ive S	Securi	ties A	Pers in thi disp	ons who is form ar ays a cur	e not rently or Be	required y valid Of neficially (to respond MB control n	unless the		ed SEC	1474 (9-02)
	2.	3. Transaction Date	Table II - 3A. Deemed Execution Date, if	- Derivat (e.g., pu 4. Transact Code	tite Sitts, ca	5. Numbor of Derive Securion Acquire (A) on Disposor (D) (Instr.	ative ative resisting of the second s	Pers in th disp	ons who is form ar lays a cur sposed of, convertib rcisable an Date	e not rently or Be le secu	required y valid Of neficially (urities) 7. Title and	to respond of MB control n Owned I Amount of g Securities	unless the umber.	9. Number o	f 10. Owners Form of Derivati Security Direct (or Indir	11. Nature of Indirect Beneficial Ownership (Instr. 4) D) ect
Reminder: 1. Title of Derivative Security	2. Conversion or Exercise Price of Derivative	3. Transaction Date	Table II - 3A. Deemed Execution Date, if any	- Derivat (e.g., pu 4. Transact Code	ive Stits, ca	Securialls, work of Deriv. Secur Acquir (A) on Dispo of (D) (Instr. 4, and	ative ative research	Pers in the displayment of the d	ons who is form are ays a cur sposed of, convertib recisable an Date //Year)	e not rently or Beale second	required y valid Of neficially (urities) 7. Title and Underlying	to respond of MB control n Owned I Amount of g Securities	8. Price of Derivative Security	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(f 10. Owners Form of Derivati Security Direct (or Indires)	11. Nature of Indirect Beneficial Ownership (Instr. 4) D) ect
Reminder: 1. Title of Derivative Security	2. Conversion or Exercise Price of Derivative	3. Transaction Date	Table II - 3A. Deemed Execution Date, if any	- Derivat (e.g., pu 4. Transact Code (Instr. 8)	ive Stits, ca	Securialls, work of Deriv. Secur Acquir (A) on Dispo of (D) (Instr. 4, and	ative ative ratives of the second sec	Pers in the displayment of the displayment of the large series of	ons who is form are ays a cur sposed of, convertib recisable an Date //Year)	e notification of the second o	required y valid Of neficially (urities) 7. Title and Underlying (Instr. 3 an	to respond MB control n Owned Amount of Securities d 4) Amount or Number of Shares	8. Price of Derivative Security	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(f 10. Owners Form of Derivati Security Direct (or Indir s) (I) (Instr. 4	11. Nature of Indirect Beneficial Ownership (Instr. 4) D) ect
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Reporting Owners

			Relationships	
Reporting Owner Name / Address	Director	10% Owner	Officer	Other

MATHIS SCOTT L				
8 UNION SQUARE SOUTH, SUITE 2A	X	X	President, CEO, Chair. & Dir.	
NEW YORK,, NY 10003				

Signatures

/s/ Scott L. Mathis	10/20/2020
Signature of Reporting Person	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Shares held by Mr. Mathis' 401(k) account. Mr. Mathis was granted 29,441 in connection with the Company's profit sharing plan for the December 31, 2019 year end.
- (2) Series B Preferred Shares are automatically convertible to Common Shares at a ratio of 1 Preferred Share to 10 Common Shares upon uplisting to national stock exchange or prior thereto at holder's option.
- (3) Shares held by The WOW Group, LLC, of which Mr. Mathis is a managing member and of which Mr. Mathis is a controlling member.
- (4) Stock options granted pursuant to 2018 Equity Incentive Plan; options to acquire 552,472 shares vest on 7/8/20; options to acquire 138,120 shares vest on 10/8/20; thereafter options to acquire 138,118 shares vest every three months in equal installments.
- (5) Stock options granted pursuant to 2018 Equity Incentive Plan; options to acquire 112,500 shares vest on 1/31/20; thereafter options to acquire 28,125 shares vest every three months in equal installments.
- (6) Stock options granted pursuant to 2018 Equity Incentive Plan; options to acquire 181,250 shares vest on 9/20/19; thereafter options to acquire 45,313 shares vest every three months in equal installments with the last installment of 45,307 vesting on 9/20/22.
- (7) Stock options granted pursuant to 2016 Equity Incentive Plan; options to acquire 250,000 shares vest on 2/14/19; thereafter options to acquire 62,500 shares vest every three months.
- (8) Stock options granted pursuant to 2016 Equity Incentive Plan; options to acquire 75,000 shares vest on 12/17/18; thereafter options to acquire 18,750 shares vest every three months.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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