FORM	4
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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).

(Drint or Type D

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

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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		
1445 16TH STREET,	(First) SUITE 403		3. Date of Earliest Transaction (Month/Day/Year) 10/23/2020								
MIAMI BEACH,, FL	(Street) 33139		4. If Amendment, Date Original Filed(Month/Day/Year)					6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person			
(City)	(State)	(Zip)	,	Table I - No	on-De	erivative S	Securiti	es Acqui	ired, Disposed of, or Beneficially Own	ned	
1.Title of Security (Instr. 3)	ty 2. Transaction Date (Month/Day/Ye			(Instr. 8)	tion	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			Owned Following Reported Transaction(s)	Ownership Form:	Beneficial
			(Month/Day/Year)	Code	v	Amount	(A) or (D)	Price	x /	Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
Common Stock		10/23/2020		А		6,782	А	\$ 0.557	241,026		See Footnote (1)
Common Stock									558,362	D	
Series B Preferred Sto	ock (2)								2,100		See Footnote (1)
Common Stock									3,777,425	Ι	See Footnote (3)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

(<i>e.g.</i> , puts, calls, warrants, options, convertible securities)															
1. Title of Derivative Security (Instr. 3)	Conversion		3A. Deemed Execution Date, if any (Month/Day/Year)	Code)	5. Numl of Deriv Secur Acqu (A) o Dispo of (D (Instr 4, and	rative rities ired r osed) . 3,	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned	Derivative Security: Direct (D) or Indirect	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date		Amount or Number of Shares				
Stock Option	\$ 0.385							<u>(4)</u>	07/08/2024	Common Stock	2,209,890		2,209,890	D	
Stock Option	\$ 0.385							<u>(5)</u>	01/31/2024	Common Stock	450,000		450,000	D	
Stock Option	\$ 0.539							<u>(6)</u>	09/20/2023	Common Stock	725,000		725,000	D	
Stock Option	\$ 0.77							<u>(7)</u>	02/14/2023	Common Stock	1,000,000		1,000,000	D	
Stock Option	\$ 1.1							<u>(8)</u>	12/17/2022	Common Stock	300,000		300,000	D	

Reporting Owners

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

Signatures

/s/ Scott L. Mathis	01/25/2021	
**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 received a dividend payable in common stock as a result of his ownership of Series B Preferred Stock.
- (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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