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Gaucho Group Holdings, Inc. Partners with Leading Fashion Logistics and Technology Solutions Provider, Bergen Logistics

NEW YORK, NY / ACCESSWIRE / October 1, 2019 /Gaucho Group Holdings, Inc. (OTCQB:VINO), a company with a collection of luxury assets, e-commerce platform, real estate holdings and premium wines in Argentina, today announced that they have reached an agreement with Bergen Logistics, a leading fashion logistics and technology solutions provider. Bergen Logistics will provide order fulfillment, warehousing, and distribution service for Gaucho Group Holdings, Inc.'s new luxury fashion and leather accessories, direct to consumer, brand Gaucho - Buenos Aires (GauchoBuenosAires.com).

Gaucho - Buenos Aires embodies the spirit of Argentina -- its grand history, its folklore and its revival as a global center of luxury. Inspired by the sophisticated elegance of the great European maisons, Gaucho - Buenos Aires is also rooted in the traditions of native, nomadic culture. With its ambitious couture, ready-to-wear and high-street fashion offering, this is the brand in which Argentine luxury finds its contemporary expression. Gaucho Group Holdings, Inc. is excited to partner with Bergen Logistics to enhance their ascent into the luxury brand world.

Bergen Logistics is a rapidly-growing, global-leading order fulfillment provider, primarily focused in the fashion and lifestyle sectors. Being on the forefront in technology and automation, Bergen Logistics provides order fulfillment, retail distribution, warehousing and pick & pack services in fashion, footwear, handbags, accessories, cosmetics, home goods and supplements. Bergen Logistics has over 20 years of experience in the industry, and multiple locations worldwide, including over 1,000,000 square feet of working space in Northern New Jersey alone. Bergen Logistics will aid in bringing Gaucho - Buenos Aires to the forefront of the e-commerce fashion industry by using its quick implementation and order fulfillment solution.

"We are so excited to take this next step towards our objective of becoming the top luxury, fashion and leather accessories brand out of Argentina," said Scott Mathis, Gaucho Group Holdings, Inc.'s Founder & Chairman. "Bergen Logistics' reputation is second to none in their industry, and is capable of meeting the modern, global consumer's wants and needs with efficiency and care. It's extremely exciting to think that customers from New York to Tokyo and everywhere in between can experience our brand with the help of Bergen Logistics, because of this, we could not be more pleased with the opportunity to work with them."

"Gaucho - Buenos Aires is an exciting new brand that brings innovative Argentine luxury to

the global stage," said Ron Roman, President of Bergen Logistics. "We look forward to accompanying them on their journey ahead as they grow their brand."

Please follow the brand on Instagram [@gauchobuenosaires](#) and visit [GauchoBuenosAires.com](#) today to sign up for insider fashion news, behind-the-brand stories, exclusive invitations, and special access to wait lists and pre-ordering.

About Gaucho - Buenos Aires

Drawing on the cosmopolitan vibe of Buenos Aires and the spirit of traditional gaucho culture, Gaucho - Buenos Aires (<http://www.gauchobuenosaires.com>) is a new destination for luxury ready-to-wear and leather accessories. Weaving artisan techniques and materials into innovative contemporary designs, Gaucho is gaining traction as an emerging designer brand to watch.

About Gaucho Group Holdings, Inc.

Gaucho Group Holdings, Inc. owns and operates Gaucho - Buenos Aires, the e-commerce luxury fashion and leather accessories brand that offers buyers around the world some of Argentina's best fashion and apparel items, including what the county is well-known for: quality leather goods and accessories. For more than ten years, our mission has been to source and develop opportunities in Argentina's undervalued luxury real estate and consumer marketplace. With our proprietary collection of wine, hospitality, fashion brands, and real estate holdings as a foundation, we seek to build our luxury brands of Gaucho - Buenos Aires and ALGODON; brands of prestige, distinction and elegance. We begin with a focus on the quality and reputation of Algodon's award-winning wines, which serve as ambassador for our luxury lifestyle properties and other real estate assets. As we continue to produce the ultra-fine wines for which we have become recognized, we expect that our reputation for quality will continue to grow and accordingly increase the value of our brand and real estate holdings. For more information, please visit www.gauchogroupholdings.com.

About Bergen Logistics

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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 (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934 (the "Exchange Act"). 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. These forward-looking statements are identified by their use of terms and phrases such as "may," "expect," "estimate," "project," "plan," "believe," "intend," "achievable," "anticipate," "will," "continue," "potential," "should," "could," and similar terms and phrases. 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. Among these risks are those set forth in a Form 10-K filed on April 1, 2019. It is important that each person reviewing this release understand the significant risks attendant to the operations of Gaucho Group Holdings. Gaucho Group Holdings disclaims any obligation to update any forward-looking statement made herein.

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