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Gaucho Group Holdings, Inc's Wine Subsidiary Launches Shop Online in the U.S.

Argentine Wine Brand, Algodon Fine Wines, Announces Debut of E-Commerce and Continues Rollout of Its Wines Stateside

NEW YORK--(BUSINESS WIRE)-- Algodon Fine Wines, a wholly owned subsidiary of Gaucho Group Holdings, Inc. (OTCQB:VINO), and a premium wine brand from the San Rafael, Mendoza wine region of Argentina, has announced the launch of its e-commerce initiatives servicing the United States, starting with an opportunity with California based VinPorter Wine Merchants to create [AlgodonFineWines.com](https://www.algodonfinewines.com). The e-commerce store, powered by VinPorter, links to a virtual storefront showcasing the Algodon wines currently distributed in the U.S. This debut is part of an expanded U.S. rollout for Premium Malbec-based wines, as well as the rest of the Algodon portfolio of award-winning varietals and blends. In addition to the Algodon Fine Wines site powered by VinPorter, these wines are also available throughout the U.S. both in-store and online at such retailers as Spec's, Sherry-Lehmann, The Noble Grape and the Vivino Marketplace.

[AlgodonFineWines.com](https://www.algodonfinewines.com) features a Wine Club that offers benefits, including those with Gaucho Group Holdings, Inc's other subsidiaries, saving members 20% on wine subscription packages, as well as exclusive offers and discounts for products and experiences from its sister brands such as Algodon Hotels ([algodonhotels.com](https://www.algodonhotels.com)) and leather goods and accessories at Gaucho – Buenos Aires ([gauchobuenosaires.com](https://www.gauchobuenosaires.com)). Wine Club members receive a sign-up bonus gift of a Gaucho - Buenos Aires 4-bottle wine tote, a subscription to Algodon's digital newsletter featuring updates on the vineyards and new wine releases, tasting notes and invitations to virtual live streaming seminars with our winemaker, as well as exclusive wine pairing recipes, emphasizing authentic Argentine cuisine from Algodon Wine Estate's Executive Chef. For more information on Algodon Fine Wine's wine club, and to hear the complete list of membership benefits, please visit [algodonfinewines.com](https://www.algodonfinewines.com).

"The ability to sell our wines via e-commerce in the United States has been years in the making. We are excited about this long-awaited opportunity to reach consumers and gain exposure in the online and in-store marketplace," said Scott Mathis, CEO and Chairman of Algodon Fine Wines. "We believe the COVID-19 pandemic has greatly accelerated the e-commerce marketplace, and with this initiative our holding company Gaucho Group Holdings, Inc, continues to broaden its global reach and take advantage of the worldwide growth of the digital marketplace. The entire Algodon team is looking forward to supporting the e-commerce channels throughout the U.S. to share our unique and growing portfolio of wines with the world."

Algodon Fine Wines, founded in 2007 and with vineyards dating back to 1946, is one of the most exciting and dynamic wine brands emerging from Argentina. Located in San Rafael, Mendoza, Algodon produces a full range of premium wines from land holdings that include noted parcels of pre-phylloxera vineyards dating back to the 1940s. Algodon's premium wines have received a number of top awards and ratings from the world's foremost tasting competitions including Gold Medals from the prestigious Global Masters Wine Competition, comprised of master sommeliers. Algodon's Black Label Reserves represent the best selection from Algodon with 100% microvinified blends whose low yield produces full concentration of fruit and flavor. Algodon's complete portfolio of fine wines is currently available in distinguished wine bars, wine shops, restaurants and hotels in Buenos Aires, Mendoza, Germany, Switzerland, Guernsey, U.K., the Netherlands and the United States. Visit algodonfinewines.com.

About Algodon Fine Wines

Algodon Wine Estates is a boutique Mendoza winery located in the beautiful foothills of the Sierra Pintadas, in the southernmost region of Argentina's wine capital. Fed by the purest meltwater from the glacial Andes, our 325 acres of vines go back as far as 1946 and produce exceptional fruit on sandy and clay loam. Algodon Fine Wines are handcrafted by the brilliant winemaker Mauro Nosenzo, who is advised by Master of Wine, Anthony Foster. Our goal is to produce premium wines utilizing ecofriendly, organic inspired approaches, combined with the best modern winemaking technology. Brought together by Scott Mathis and his partners, Algodon Wine Estates' renowned winemakers bring decades of experience, as well as craftsmanship and tradition that have been passed down for generations. Algodon Fine Wines is a wholly owned subsidiary of Gaucho Group Holdings, Inc., which also owns and operates a growing collection of luxury assets including Gaucho - Buenos Aires, an e-commerce leather accessories and fashion brand that offers buyers around the world some of Argentina's best fashion and apparel items, including what the county is already well-known for: quality leather goods and accessories. Gaucho Group Holdings, Inc. is headquartered in New York City.

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