



DIVISION OF
CORPORATION FINANCE

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

February 4, 2021

Gregory Gould
Chief Financial Officer
NewAge, Inc.
2420 17th Street, Suite 220
Denver, Colorado 80202

Re: NewAge, Inc.
Registration Statement on Form S-3
Filed February 1, 2021
File No. 333-252620

Dear Mr. Gould:

This is to advise you that we have not reviewed and will not review your registration statement.

Please refer to Rules 460 and 461 regarding requests for acceleration. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact Geoff Kruczek at (202) 551-3641 with any questions.

Sincerely,

Division of Corporation Finance
Office of Manufacturing

cc: Jeffrey Sherman