



DIVISION OF  
CORPORATION FINANCE

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

March 22, 2021

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

**Re: NewAge, Inc.**  
**Registration Statement on Form S-3**  
**Filed March 18, 2021**  
**File No. 333-254467**

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 Sherry Haywood, Staff Attorney at (202) 551-3345 with any questions.

Sincerely,

Division of Corporation Finance  
Office of Manufacturing