

FORM 4

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

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * Lerner Scott			2. Issuer Name and Ticker or Trading Symbol Better Choice Co Inc. [BTTR]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) CEO		
(Last) 12400 RACE TRACK ROAD	(First) TAMPA, FL 33626	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/19/2021			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(Street)			4. If Amendment, Date Original Filed (Month/Day/Year)					
(City) (State) (Zip)			Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned					

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/20/2021		P		1,445	A	\$ 3.5	12,746	D	
Common Stock								2,667	I	Mother
Common Stock								20	I	Son

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 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Options - Right to Buy	\$ 5.00	08/19/2021		A		25,000	(1)	(2)	08/19/2031	Common Stock	25,000.00	\$ 0	25,000	D	
Stock Options - Right to Buy	\$ 5.00							(2)	07/08/2031	Common Stock	33,333.00		33,333	D	
Purchase Warrants - Right to Buy	\$ 7.50								01/22/2021 01/22/2027	Common Stock	4,000.00		4,000	D	
Purchase Warrants - Right to Buy	\$ 7.50								01/22/2021 01/22/2027	Common Stock	2,667.00		2,667	I	Mother
Stock Options - Right to Buy	\$ 8.82							(2)	03/03/2031	Common Stock	200,000.00		200,000	D	
Stock Options - Right to Buy	\$ 6.78							(2)	12/28/2030	Common Stock	83,334.00		83,334	D	

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Lerner Scott 12400 RACE TRACK ROAD TAMPA, FL 33626			CEO	

Signatures

Becky Pickett, Attorney-in-Fact for Scott Lerner		08/23/2021
<small>**Signature of Reporting Person</small>		<small>Date</small>

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).

Options granted on August 19, 2021 and 67% of the options shall vest as to 1/3rd of the shares on the first annual anniversary of the grant date and 1/36th of the shares to vest on each monthly anniversary thereafter, and 33% of the options shall vest as to 1/3rd of the shares on the 18 month anniversary of the grant date and 1/36th of the shares to vest on each monthly anniversary thereafter.

(2) Options exercisable according to the vesting terms in the related option agreement.

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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