

# 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 * Word John M III		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 checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)	
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/17/2021		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
12400 RACE TRACK ROAD			4. If Amendment, Date Original Filed (Month/Day/Year)		
(Street) TAMPA, FL 33626			(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	08/17/2021		P		25,000	A	\$ 3.36	3,207,614	D	
Common Stock								14,335	I	Spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. SEC 1474 (9-02)

**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)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Purchase Warrants - Right to Buy	\$ 7.50					06/24/2020	06/30/2030	Common Stock	83,334.00		83,334	D	
Purchase Warrants - Right to Buy	\$ 7.50					01/22/2021	01/22/2027	Common Stock	4,167.00		4,167	I	Spouse
Purchase Warrants - Right to Buy	\$ 7.50					01/22/2021	01/22/2027	Common Stock	83,334.00		83,334	D	
Purchase Warrants - Right to Buy	\$ 6.30					07/20/2020	06/30/2030	Common Stock	50,000.00		50,000	D	
Purchase Warrants - Right to Buy	\$ 4.50					10/01/2020	10/01/2026	Common Stock	1,666,667.00		1,666,667	D	
Stock Options - Right to Buy	\$ 7.74					<a href="#">(1)</a>	01/08/2031	Common Stock	16,667.00		16,667	D	

Purchase Warrants - Right to Buy	\$ 10.92						12/19/2019	06/30/2030	Common Stock	812,500.00		812,500	D	
Stock Options - Right to Buy	\$ 5.00						<a href="#">(1)</a>	07/08/2031	Common Stock	20,000.00		20,000	D	
Purchase Warrants - Right to Buy	\$ 4.50						10/01/2020	10/01/2026	Common Stock	4,334.00		4,334	I	Spouse
Purchase Warrants - Right to Buy	\$ 25.50						11/04/2019	06/30/2030	Common Stock	917.00		917	D	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Word John M III 12400 RACE TRACK ROAD TAMPA, FL 33626	X	X		

## Signatures

Sharla Cook, Attorney-in-Fact for John M Word III		09/01/2021
 Signature of Reporting Person		Date

## 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).
- (1) 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.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.