

# FORM 4

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

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

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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 <b>Sauermann Robert</b>			2. Issuer Name and Ticker or Trading Symbol <b>Better Choice Co Inc. [BTTR]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ Officer (give title below) _____ <input checked="" type="checkbox"/> Other (specify below) <b>EVP, Strategy</b>		
(Last) <b>12400 RACE TRACK ROAD</b>	(First) <b></b>	(Middle) <b></b>	3. Date of Earliest Transaction (Month/Day/Year) <b>02/01/2022</b>					
(Street) <b>TAMPA, FL 33626</b>			4. If Amendment, Date Original Filed(Month/Day/Year)			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		
(City)	(State)	(Zip)	<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>					

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								9,300	D	
Common Stock								86,879	I	Shares held by SFV Holdings LLC of which Mr. Sauermann is the President

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		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Purchase Warrants - Right to Buy	\$ 25.50						12/19/2019	06/30/2030	Common Stock	1,203.00		1,203	I	Warrants held by SFV Holdings LLC of which Mr. Sauermann is the President
Purchase Warrants - Right to Buy	\$ 4.50						10/01/2020	10/01/2026	Common Stock	33,334.00		33,334	I	Warrants held by SFV Holdings LLC of which Mr. Sauermann is the President

Purchase Warrants - Right to Buy	\$ 7.50							01/22/2021	01/22/2027	Common Stock	3,334.00		3,334	I	Warrants held by SFV Holdings LLC of which Mr. Sauer mann is the President
Stock Options - Right to Buy	\$ 3.60							(1)	12/19/2029	Common Stock	66,667.00		66,667	D	
Stock Options - Right to Buy	\$ 3.60							(1)	10/08/2030	Common Stock	16,667.00		16,667	D	
Stock Options - Right to Buy	\$ 7.74							(1)	01/08/2031	Common Stock	16,667.00		16,667	D	
Stock Options - Right to Buy	\$ 8.82							(1)	03/03/2031	Common Stock	75,000.00		75,000	D	
Stock Options - Right to Buy	\$ 5.00							(1)	07/08/2031	Common Stock	33,333.00		33,333	D	
Stock Options - Right to Buy	\$ 5.00							(1)	08/19/2031	Common Stock	15,000.00		15,000	D	
Stock Options - Right to Buy	\$ 2.29	02/01/2022		A		50,000		(2)	02/01/2032	Common Stock	50,000.00	\$ 0	50,000	D	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Sauer mann Robert 12400 RACE TRACK ROAD TAMPA, FL 33626				EVP, Strategy

## Signatures

Becky Pickett, Attorney-in-Fact for Robert Sauer mann	02/03/2022
<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).

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

(2) Options granted on February 1, 2022 and are to 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.

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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