

Alpha Returns in Publicly Traded Wine and Spirit Companies Worldwide*

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Abstract

We provide estimates of alpha returns for a sample of worldwide public firms in the wine and spirit industry sector. We use an unbalanced panel with quarterly data ranging from 1998q3 to 2016q2 of 414 worldwide publicly traded companies. We find that robust determinants of alpha returns are U.S. dollar skewness, climate extreme index and temperature changes to low extremes, Google query terms “global warming” and “renewable energy,” and environmental regulation in the US. In our sample, companies that are in the wine business do not command a significant alpha return.

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1 INTRODUCTION

The wine and spirit industry is well-established worldwide with several publicly traded traditional firms producing a wide array of alcoholic beverages from wine to sake to champagne and other liquors. The risk-return trade-offs in this industry may be investigated in the framework of the capital asset pricing model (CAPM) of Sharpe (1964), Lintner (1965) and Mossin (1966). In this paper, we provide empirical evidence on the potential alpha returns of companies in the wine and spirit industry worldwide.

In particular, we engage in estimations of alpha returns for a sample of worldwide public firms in the wine and spirit industry sector. We use an unbalanced panel with quarterly data ranging from 1998q3 to 2017q2 of 414 worldwide publicly traded companies that operate in the spirits production, distribution and related activities, and that include wineries and wine related activities. We estimate alpha returns by subtracting beta returns from well-established Fama and French (1993, 2004, 2015) three and five factors. We then test hypothesis for a set of potential determinants of alpha returns, including firm diversification of products, the trade weighted US dollar index, variables measuring climate extremes and environmental concerns and weather, controlling for business cycles and time and firm heterogeneity.

We find that robust determinants of alpha returns in the wine and spirit industry worldwide across all model with well-established beta factors are U.S. dollar skewness, climate extreme index and temperature changes to low extremes, environmental concerns via Google query terms “global warming” and “renewable energy,” and a dynamic factor of environmental regulations in the U.S. In our sample, companies that are in the wine business do not command a significant alpha return relative to the ones that do not, but the more complex the description of the company activity the higher the abnormal returns in one specification.

Our results indicate that increases in abnormal returns are obtained via US dollar skewness, where crash risk matters in a potential export sector; and U.S. environmental regulation increase abnormal returns via increased confidence of market participants. Decreases in abnormal returns are obtained via extreme temperatures so that extreme weather matters for abnormal returns in this industry; and Google query terms “global warming” and “renewable energy” so that environmental sentiments and environmental concerns may affect the industry abnormal returns negatively.

TBC...

The remainder of the paper is as follows. Section 2 provides a literature review. Section 3 describes the methodology and section 4 describes the data. Section 5 is the core econometric analysis of the estimation and section 6 concludes.

2 LITERATURE REVIEW

According to the classic capital asset pricing model of Sharpe (1964), Lintner (1965) and Mossin (1966) the premium of equity is proportional to the market premium. Early empirical tests of the CAPM by Lintner (1965), Black, Jensen and Scholes (1972), Fama and MacBeth (1973, 1974) provided evidence of rejection of the model. Fama and MacBeth (1973, 1974), and Fama and French (1993, 2004, 2015) provided convincing evidence that additional factors should be included for an empirical explanation of the equity premium.

Our basic approach is to use panel data methods. Barnes and Hughes (2001) focus on the panel nature of financial data and find that the panel approach for the CAPM yields more precise parameter estimates and greater understanding of the significance of both conditional variables and multi-factors. Cheng, Lai, and Lu (2005) use panel methods for a sample of Taiwanese firms and find that they lead to more explanatory power than the traditional OLS methods. In the context of panel data for asset prices, Pesaran and Yamagata (2012) suggest that abnormal profits are earned during episodes of crisis and market inefficiencies.

To be completed...

3 METHODOLOGY

The traditional CAPM shows that the expected return of equity i is related to the expected market premium as

$$E[r_{ei}] = r_f + \beta_{ei}(E[r_M] - r_f)$$

where $E[r_{ei}]$ is the expected equity nominal return of company i , r_f is the risk free nominal interest rate, $E[r_M]$ is the expected nominal return on the market and $\beta_{ei} = \frac{cov(r_{ei}, r_M)}{var(r_M)}$ is the beta of the equity.

In this paper, we focus on estimating forms of the CAPM empirically to obtain estimates of abnormal returns. The standard CAPM can be estimated, using ex-post observed data, as

$$r_e - r_f = \alpha + \beta_1\{r_M - r_f\} + u$$

thus, it uncovers α as an estimate of the average abnormal returns of the company. We estimate the equation using simple OLS

$$r_{eit} - r_{ft} = \alpha + \beta_1 \{r_{Mt} - r_{ft}\} + u_{it} \quad (1)$$

for firm i and period t . Given the estimated parameters of the model, we subtract the market risk factor to obtain a noise measure of abnormal returns (alpha) as

$$\hat{\alpha}_{it} = \{r_{eit} - r_{ft}\} - \widehat{\beta}_1 \{r_{Mt} - r_{ft}\} \quad (2)$$

for firm i and period t .

We proceed to explain the variation of the abnormal returns with a set of company characteristics and aggregate factors relating to potential determinants of firm performance in the wine and spirit industry. We estimate regressions using Newey-West standard errors to adjust for the noise of the predicted abnormal returns,¹ as

$$\hat{\alpha}_{it} = \delta_o + \sum \delta_i \text{company characteristics}_{it} + \sum \delta_j \text{aggregate factors}_t + \sum \delta_k \text{other factors}_t + e_{it} \quad (3)$$

where the coefficients, δ_k represent the effect of the explanatory variable on the average abnormal return of firm i in period t .

We repeat procedure (1)-(3) for the Fama-French 3-factor model including value and size, the Fama-French 5-factor model adding profitability and investment.

4. DATA

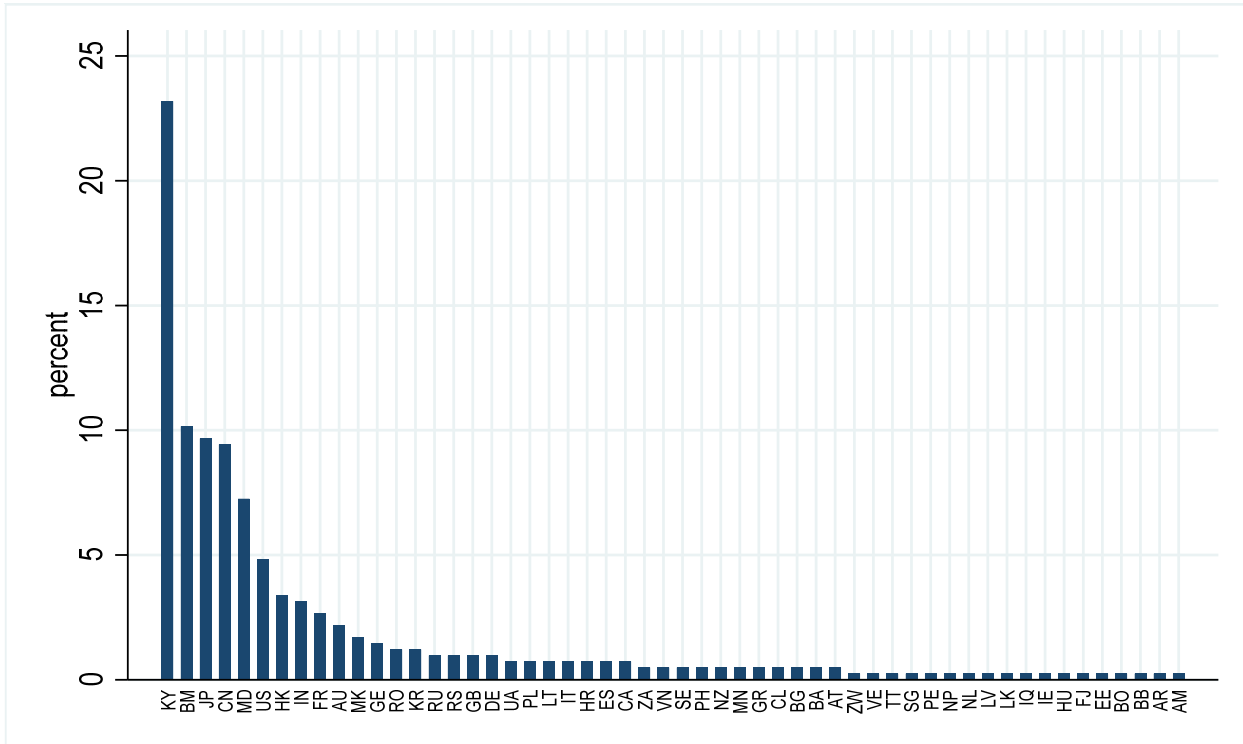
We have an unbalanced panel with quarterly data ranging from 1998q3 to 2017q2 of 414 worldwide publicly traded companies that operate in the spirits production, distribution and related activities, and that include wineries and wine related activities.² Table A1 shows the companies with their respective country of incorporation and country of issue of stock (to be added...). There are a total of 54 countries of incorporation and 53 countries of issue of stock. The table (to be added) also provides a short description of their activities. Figure 1a shows the distribution of countries of incorporation ordered by

¹ Merton (1980) shows that in estimating CAPM models of the expected market return, estimators which use realized returns should be adjusted for heteroscedasticity. We proceed in a two-stage fashion to mitigate bias at the cost of some loss in efficiency.

² The panel is from Bloomberg data services.

frequency. The countries with largest number of incorporated firms are Cayman Islands, Japan, China, Moldova, U.S., Hong Kong, India, France, and Australia.

Figure 1a: Distribution of Country of Incorporation

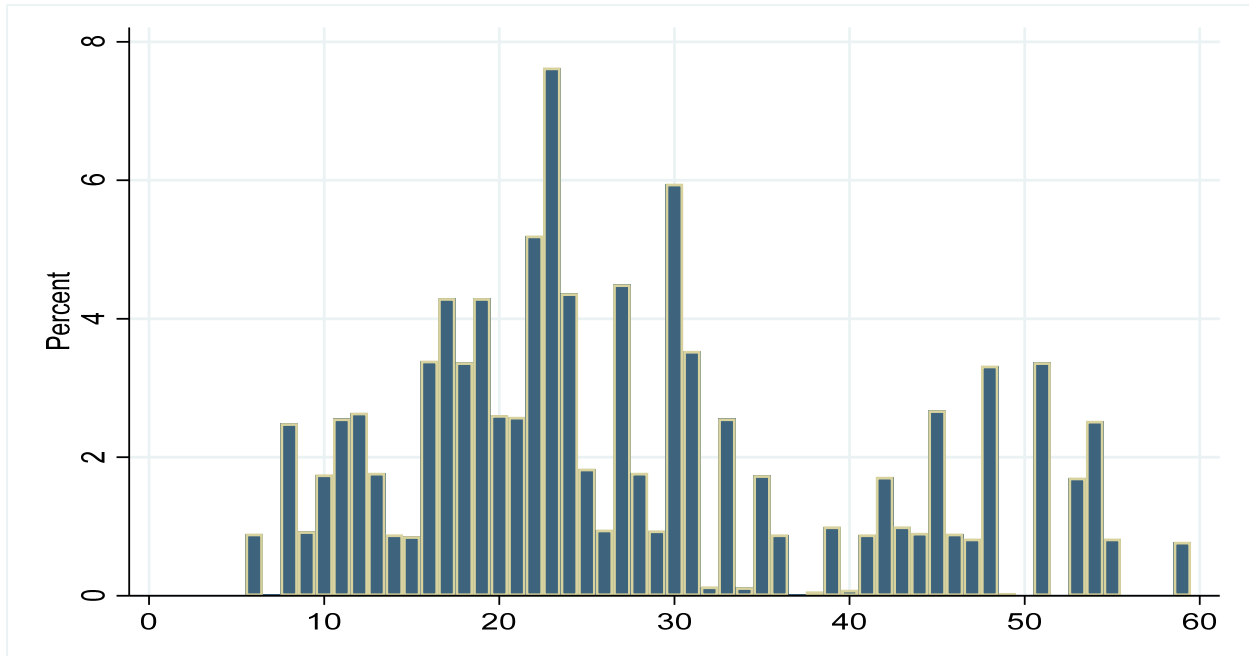


Based on the description of the activities, we compile a textual word count to capture how complex and diversified the company is. We assume that a more detailed and longer description of a firm implies more activities and potentially more complex. We also compile a dummy variable which is one if the company is in the wine business and zero otherwise.

Table 1 provides the summary statistics of the variables used in the empirical analysis. All nominal variables are denominated in US dollars. The variable *prem_co* is the quarterly return of the stock minus the one month US Treasury return, or the company stock market premium. The *prem_mkt* is the return on a region's value-weight market portfolio minus one-month US Treasury return, or the market stock market premium. The *prem_mkt* and the next variables were obtained directly from Kenneth French's data library and represent global Fama and French (1993, 2004, 2015) factors for size (*smb*), value (*hml*), profitability (*rmw*), and investment (*cma*).

The variable *count* is the compiled word count of the company description that captures complexity, where the median firm has about 24 words of description and the standard deviation is about 13. Figure 1 shows the distribution of *count*. We note that The *wine* variable is 1 if the company is in the wine business and we note that about 50% of the companies in our sample are in the wine business.

Figure 1b: Distribution of the Textual Description of Firm Activity



The next four variables refer to the trade weighted US dollar index from FRED. A higher (lower) value of the index indicates an appreciation (depreciation) of the dollar. This is a weighted average of the foreign exchange value of the US dollar against the Euro Area, Canada, Japan, United Kingdom, Switzerland, Australia, and Sweden. The moments refer to samples of rates of change of daily observations (FX) within each quarter: *_mean* is the average, *_sd* is the standard deviation, *_skewness* is the third moment and *_kurtosis* is the fourth moment.

The next set of variables refer to environmental concern and weather. First, we have quarterly averages of the weekly Google compilations of frequency of terms in the subject of environmental concerns. *term_clim_ch* is the term “climate change,” *term_glo_w~g* is the term “global warming,” and *term_renew~y* is the term “renewable energy.”³ The variable *ch_temp_be~w* is from the National Centers for Environmental Information (NOAA) and is an indicator of occurrences of

³ We also included a “term pollution,” but this proved to be correlated with the other terms and statistically irrelevant.

temperatures that are much below normal (outside the 10th percentile value) over a period of record. *cei* is the index of climate extremes of NOAA as well. Finally, the variable *f_RGL* is a dynamic factor estimation of three indicators of regulation stringency in the US: number of enforcement cases on civil cleanup, the Clean Air Act and the Clean Water Act.

Table 1: Variables in the Sample and Descriptive Statistics

Variable	Mean	Median	StdDev	Skewness	Kurtosis	N
prem_co	0.002179	0.002387	0.32371	0.6223	54.2681	5519
prem_mkt	-0.001567	0.0019396	0.02814	-0.7268	3.34457	8426
smb	0.4039845	0.2866667	1.4427	0.11077	2.72769	65
hml	0.3164255	0.2666667	2.1301	0.83588	5.25308	65
rmw	0.407614	0.15	1.87594	1.09255	7.25495	65
cma	0.3648387	0.2633333	1.4712	1.23639	5.785	65
count	27.58081	24	12.996	0.6275	2.4601	125
wine	0.4992963	0	0.50003	0.00281	1.00001	125
FX_mean	-7.00E-06	6.80E-05	0.00061	-0.084	2.49696	65
FX_sd	0.00441	0.00418	0.00145	1.73245	8.84835	65
FX_skewness	-0.0266	-0.029	0.32636	-0.436	3.30906	65
FX_kurtosis	2.94346	2.73014	0.61064	1.25497	4.72162	65
term_clim_ch	8.31333	8.16667	3.33429	0.73355	3.35771	50
term_glo_w~g	24.6333	18.5	16.7775	1.60926	5.44108	50
cei	25.196	23.9	8.16998	0.54648	2.84604	65
term_renew~y	5.60667	5.33333	1.44073	0.75513	3.08552	50
f_RGL	0.304269	0.483574	1.7371	-0.0985	2.25951	49
lpe_ratio	3.169388	3.085893	1.22355	0.20864	7.36521	2343
lev_ebitda	2.333453	2.311693	0.74062	-0.0818	11.7817	1420
lfin_lev	0.665126	0.54893	0.46991	2.46448	16.7457	2635
z_normaliz~e	0	-0.02742	1	33.7642	1198.25	2345
ch_wti_r	0.00002	0.0295	0.12211	-0.7144	4.99509	65
f_econ	-0.1273	0.61115	2.22641	-2.2932	8.04939	65

Legend:

prem_co=quarterly return of the stock minus the three month US Treasury return
 prem_mkt= excess return on the region market index (from Kenneth French global data)

smb=small minus big

hml=high minus low

rmw=robust minus weak

cma=conservative minus active

count= compiled textual count

wine= 1 if the company is in the wine business

FX_mean= average dollar exchange rate change

FX_sd=standard deviation of exchange rate change

FX_skewness=skewness of exchange rate change

FX_kurtosis=kurtosis of exchange rate change

term_clim_ch=term "climate change"
 term_glo_w~g=term "global warming"
 term_pollu~n=term "pollution"
 term_renew~y= term "renewable energy"
 cei=climate extreme index
 f_RGL=environmental regulation stringency in the US
 lpe_ratio=the price to earnings ratio (in logarithms)
 lev_ebitda= the (logarithm of) the enterprise value over earnings before
 interest taxes, depreciation and amortization
 lfin_lev= the logarithm of financial leverage
 z_normaliz~e= z-score of the company return on equity
 ch_wti_r=quarterly change of West Texas Intermediate crude oil deflated by US
 energy core price index.
 f_econ= dynamic factor of the macroeconomic factors in the US: the unemployment
 rate, GDP growth, inflation of the CPI.

The variables idiosyncratic to each company are the financial multiples *lpe_ratio*, the price to earnings ratio (in logarithms), *lev_ebitda* is the (logarithm of) the enterprise value over earnings before interest taxes, depreciation and amortization, *lfin_lev* is the logarithm of financial leverage since companies that are highly leveraged may have a greater risk of bankruptcy, and *z_normaliz~e* is the z-score of the company return on equity.

Finally, the variable *f_econ* is a dynamic factor of the macroeconomic factors in the US: the unemployment rate, GDP growth, inflation of the CPI; and the variable *ch_wti_r* is the quarterly change of the West Texas Intermediate crude oil price deflated by the core energy U.S. price index.

5. ECONOMETRIC ESTIMATIONS

In this section we present the basic alternative estimations and results of our econometric models for the abnormal returns.

5.1 Estimation of Abnormal Returns

We estimate abnormal returns with two alternative models via OLS. The results are shown in table 2a. The first column refers to the traditional Fama-French 3-factor CAPM where the market premium is projected on the company premiums,

$$prem_{co_{it}} = \alpha_2 + \beta_1 prem_{sp500_t} + \beta_2 smb_t + \beta_3 hml_t + u_{it}. \quad (4a)$$

The estimated β_1 is small and marginally significant and well below unity and the alpha is statistically significant. Following the procedure in expressions (1)-(3), we obtain the noise alpha from this model, denoted *alpha~3f*, whose descriptive statistics are presented in the second column of table 2b and its distribution in the right side of Figure 2. The abnormal return predicted by this model has an average of positive 0.3% per quarter and a standard deviation of 32%, the distribution is mildly skewed to the right with heavy tails.

Table 2a: OLS Regressions for mapping risks on company returns - CAPM FF-3 Factors, FF-5 Factors
Weighted by Size

	(1)	(2)
Dependent Variable		
Model	prem_co FF-3 Factors	prem_co FF-5 Factors
prem_mkt	0.264+	-0.156
smb	-0.0135**	-0.0175***
hml	0.0110***	0.0137***
rmw		-0.0128***
cma		0.00280
_cons	0.0347***	0.0393***
N	4455	4455
r2_a	0.0125	0.0163
aic	-1215.0	-1230.3
bic	-1189.4	-1191.9

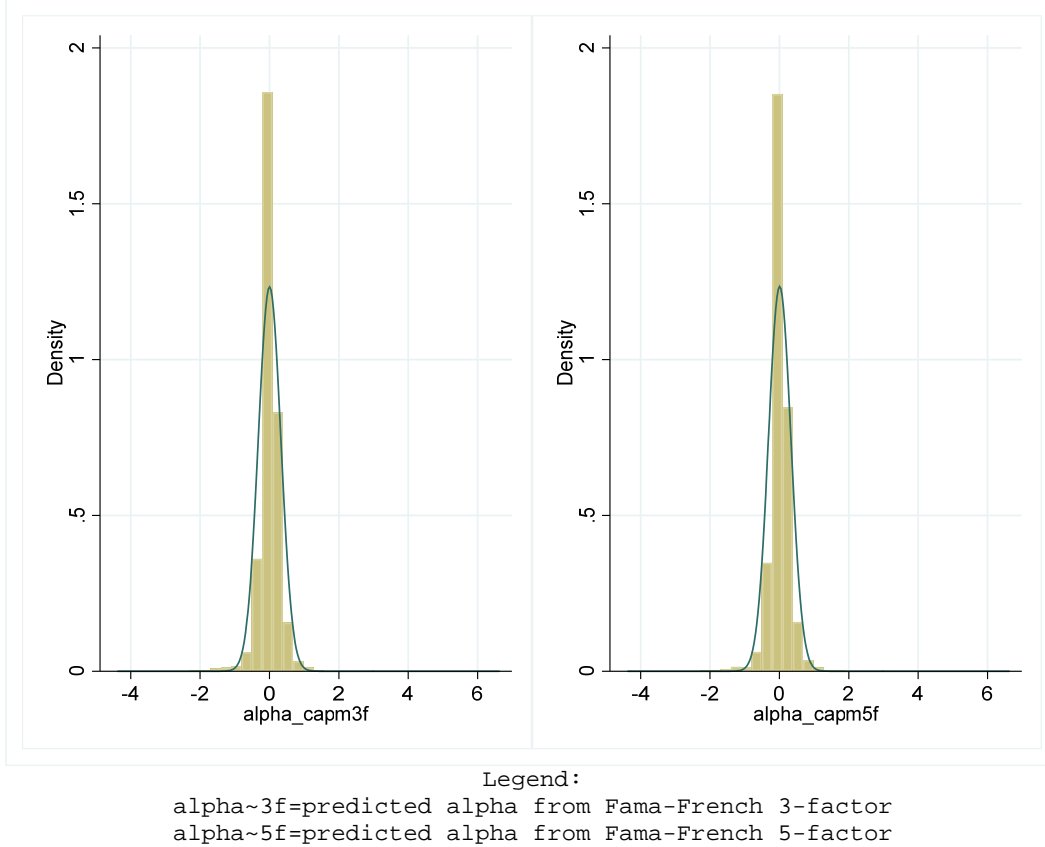
+ p<0.10, * p<0.05, ** p<0.025, *** p<0.001
Standard errors clustered by firm
Legend:
prem_co=quarterly return of the stock minus the three month US Treasury return
prem_mkt= return on the US broad Russell 2000 minus the three month US Treasury return
smb=small minus big
hml=high minus low
rmw=robust minus weak
cma=conservative minus active

Table 2b: Descriptive Statistics of Predicted Alphas

	alpha~3f	alpha~5f
mean	.0033176	.0081239
median	.0040144	.0094431
sd	.3234607	.3231216
skewness	.680488	.6723452
kurtosis	55.18516	55.11248
N	5418	5418

Legend:
alpha~3f=predicted alpha from Fama-French 3-factor
alpha~5f=predicted alpha from Fama-French 5-factor

Figure 2: Distributions of Noisy Alphas



The second column of table 2a refers to the Fama-French 5-factor model,

$$prem_co_{it} = \alpha_3 + \beta_1 prem_sp500_t + \beta_2 smb_t + \beta_3 hml_t + \beta_4 rmw_t + \beta_5 cma_t + u_{it}. \quad (4b)$$

The estimated β_1 is not statistically significant, the alpha is statistically significant and the noise alpha from this model, denoted $alpha\sim 5f$, has an average of positive 0.8% per quarter and a standard deviation of 32%, the distribution is mildly skewed to the right with heavy tails.

5.2 Determinants of the Abnormal Returns

We estimate the abnormal returns of the sample of wine and spirit companies by subtracting the market risk and well-established risk factors suggested by Fama and French. We proceed by proposing and testing several potential determinants of the estimated abnormal returns for the alcoholic beverages sector.

Specifically, we use the dummy variable whether the company is in the wine business or not, the measure of complexity of the company in terms of the array of products and business it operates, the interaction between them and several other interactions. We also use company fixed effects to control for other firm heterogeneity in the panel estimation and control for size in the

Newey-West estimator. Other potential factors influencing the firms in the sector is exchange rates. We use first and higher order moments of the U.S. dollar index to capture potential gains associated with changes in the terms of trade and risks associated with those changes, we also add interactions of skewness with the wine dummy and the measure of complexity. Temperature changes may influence the quality of crops for wineries and the consumption of alcoholic beverage in general, thus we use one measure of change in temperature below averages and an index of extreme climate, and interactions with the wine dummy and complexity.

Environmental concerns may affect how consumers perceive the quality of the different wine brands and other industry concerns, and we use several measures of environmental concerns and environmental regulation, and interactions with the wine dummy and complexity. We use the change in the oil prices capturing a potential transportation cost channel since many of the brands are for both domestic and export markets. Finally, we use an index of macroeconomic factors for the US economy and time fixed effects as a control for business cycles.

In the estimation, we weight observations by the firm average market capitalization in the period denominated *size*. The regressions take the general form

$$\begin{aligned} \hat{\alpha}_{it} = & \delta_0 + \delta_1 wine_i + \delta_2 count_i + \delta_3 wine * count_i + \delta_4 FX_{mean_t} + \delta_5 FX_{sd_t} + \\ & \delta_6 FX_{skewness_t} + \delta_7 FX_{kurtosis_t} + \delta_8 FX_{skewness} * wine_{it} + \delta_9 FX_{skewness} * wine * count_{it} + \\ & \delta_{10} ch_{temp_{be}} \sim w_t + \delta_{11} ch_{temp_{be}} * wine_{it} + \delta_{12} ch_{temp_{be}} * wine * count_{it} + \delta_{13} term_{glow} \sim g_t + \\ & \delta_{14} term_{glow} * wine_{it} + \delta_{15} term_{glow} * wine * count_{it} + \delta_{16} term_{renew} \sim y_t + \delta_{17} term_{clim_{ch_t}} + \\ & \delta_{18} f_{RGL_t} + \delta_{19} f_{RGL} * wine_t + \delta_{20} f_{RGL} * wine * count_t + \delta_{21} ch_{wti_r_t} + \delta_{22} f_{econ_t} + \gamma_{1i} + \gamma_{2t} + \\ & u_{it} \end{aligned} \quad (5)$$

where γ_{1i} , γ_{2t} are company and time fixed effects (when appropriate), and $\hat{\alpha}_{it}$ is *alpha~3f* the predicted alpha from Fama-French 3-factor and *alpha~5f* is the predicted alpha from Fama-French 5-factor. We estimate six separate models for each abnormal return by imposing restrictions on the δ 's.

Table 3a shows the results for the alphas predicted by the Fama-French 3-factors model where coefficients are all standardized to reflect statistical and economic significance. The first column focusses on the dollar exchange rate and climate factors. On average, the stronger the mean dollar exchange rate the lower the abnormal returns, but skewness of the dollar exchange rate commands a positive effect on abnormal returns.⁴ Extreme climate index, extreme lower temperatures, the terms

⁴ The recent paper by Bianconi and Sammon (2017) present thorough evidence of the US dollar as a pricing factor.

global warming, renewables and the weather factor all have a statistically and most have an economic significant negative effect on abnormal returns. The term climate change, the environmental regulation factor and emissions of CO2 have statistically significant and, most have a significant economic positive effect on abnormal returns. The second column adds the firm idiosyncratic factors as controls for general economic activity of the firms. The exchange rate effects are absent when firm idiosyncratic factors are included. The third column includes the wine activity and the complexity measure which are not statistically significant. The fourth column adds idiosyncratic factors to the third column, making the complexity effect positive and statistically and economically significant. The last two columns include several interaction terms which render the wine and complexity effects irrelevant.

In summary, the abnormal returns are mostly negatively impacted by extreme climate index, extreme lower temperatures, the terms global warming, and renewables. The abnormal returns are positively impacted by exchange rate skewness, the term climate change, and the U.S. environmental regulation factor. The overall results of each column are compatible both qualitatively and quantitatively with each separate column thus confirming the key results that dollar skewness and U.S. environmental regulation increase abnormal returns, and extreme temperatures, quirky terms “global warming” and “renewable energy” all decrease abnormal returns.

Table 3a: Alpha predicted via FF 3-factors
Weighted by Size

	(1)	(2)	(3)	(4)	(5)	(6)
	alpha_capm3f Panel FE	alpha_capm3f Panel FE	alpha_capm3f Newey-West	alpha_capm3f Newey-West	alpha_capm3f Newey-West	alpha_capm3f Newey-West
FX						
_mean	-0.104*	-0.021	-0.108+	-0.023	-0.109+	-0.007
_sd	0.061	-0.029	0.054	-0.061	0.052	-0.045
_skewness	0.140**	0.035	0.141**	0.022	0.175**	0.281+
skew_wine					0.037	-0.167
skew_wine_-t					-0.094	-0.135
_kurtosis	-0.021	-0.069	-0.031	-0.065	-0.032	-0.047
cei	-2.998***	-3.565**	-2.982***	-3.478***	-2.954***	-3.318***
cei_wine					-0.327	-0.487
cei_wine_c-t					0.337	0.071
ch_temp_be-w	-0.248***	0.006	-0.245***	0.013	-0.301***	-0.063
cbt_wine					0.042	0.069
cbt_wine_c-t					0.046	0.004
term_clim_ch	0.242+	0.592**	0.243*	0.560**	0.242+	0.561**
term_glo_w-g	-0.331**	-0.736**	-0.338**	-0.691***	-0.139	-0.367+
tgw_wine					-0.195	-0.336
tgw_wine_c-t					-0.243	-0.093
term_renew-y	-0.904***	-0.470*	-0.912***	-0.467*	-0.998***	-0.318
tre_wine					0.251	0.153
tre_wine_c-t					0.155	-0.441
f_RGL	1.422***	0.888+	1.416***	0.849+	1.420***	0.835+
f_RGL_wine					0.130+	-0.003
f_RGL_wine-t					-0.150*	-0.056
f_weather	-0.102**	-0.162	-0.096+	-0.161+	-0.095+	-0.148+
ch_co2emis-n	0.248***	0.058	0.232**	0.043	0.233**	0.076
wine			-0.017	0.117	0.221	0.694
count			0.017	0.234***	0.040	0.263
count_wine					-0.320	0.269
lpe_ratio		0.155		-0.062		-0.064
lev_ebitda		0.000		0.169+		0.167+
lfin_lev		-0.156+		-0.420***		-0.346**
z_normaliz-e		0.186***		0.231***		0.239***
ch_wti_r	-0.016	-0.154	-0.028	-0.167	-0.029	-0.133
size			0.083**	0.270***	0.092**	0.272***
macro_f	-0.444*	-0.122	-0.470**	-0.181	-0.467**	-0.114
N	3205	743	3205	743	3205	743
F	167.1	15884314.7	7.835	144.2	9.521	80.54

Standardized beta coefficients
+ p<0.10, * p<0.05, ** p<0.025, *** p<0.001
Newey-West standard error with truncation parameter=3

Legend:
alpha~3f=predicted alpha from Fama-French 3-factor
complexity-x= compiled complexity index
wine= 1 if the company is in the wine business

comp_wine=interaction complexity*wine
 FX_mean= average dollar exchange rate change
 FX_sd=standard deviation of exchange rate change
 FX_skewness=skewness of exchange rate change
 FX_kurtosis=kurtosis of exchange rate change
 skew_wine=FX skewness*wine dummy
 skew_wine~p=FX skewness*wine dummy*complexity
 term_glo_w~g=term "global warming"
 tgw_wine= term"global warming" * wine dummy
 tgw_wine_c~p=term "global warming" * wine dummy * complexity
 term_pollu~n=term "pollution"
 term_renew~y= term "renewable energy"
 term_clim_ch=term "climate change"
 cei=climate extreme index
 cei_wine= change temperature below average*wine dummy
 cei_wine_c~p=change temperature below average * wine dummy * complexity
 f_RGL=environmental regulation stringency in the US
 f_RGL_wine= environmental regulation stringency in the US*wine dummy
 f_RGL_wine~p= environmental regulation stringency in the US*wine dummy*complexity
 ch_wti_r=quarterly change of West Texas Intermediate crude oil deflated by US energy core price index.
 f_econ= dynamic factor of the macroeconomic factors in the US: the unemployment rate, GDP growth, inflation of the CPI.

Table 3b shows the results for the alphas predicted by the Fama-French 5-factors model where coefficients are all standardized to reflect statistical and economic significance. The results are very much comparable to the 3-factor case that dollar skewness and U.S. environmental regulation increase abnormal returns, and extreme temperatures, query terms “global warming” and “renewable energy” all decrease abnormal returns.

To sum, controlling for firm heterogeneity, time fixed effects and business cycles, the robust determinants of alpha returns in the wine and spirit industry worldwide across all models with well-established beta factors in tables 3a-3b are U.S. dollar skewness, climate extreme index and temperature changes to low extremes, Google query terms “global warming” and “renewable energy,” environmental regulation in the U.S. In our sample, companies that are in the wine business do not command a significant alpha return, but the more complex the description of the company activity the higher the abnormal returns in one specification.

Table 3b: Alpha predicted via FF 5-factors
Weighted by Size

	(1)	(2)	(3)	(4)	(5)	(6)
	alpha_capm5f Panel FE	alpha_capm5f Panel FE	alpha_capm5f Newey-West	alpha_capm5f Newey-West	alpha_capm5f Newey-West	alpha_capm5f Newey-West
FX:						
_mean	-0.103+	-0.010	-0.107+	-0.012	-0.108+	0.004
_sd	0.067	-0.021	0.060	-0.054	0.058	-0.038
_skewness	0.128**	0.019	0.129**	0.006	0.164**	0.266+
skew_wine					0.037	-0.167
skew_wine_-t					-0.094	-0.136
_kurtosis	-0.040	-0.089	-0.050	-0.085	-0.051	-0.067
cei	-2.961***	-3.584**	-2.945***	-3.502***	-2.917***	-3.341***
cei_wine					-0.327	-0.485
cei_wine_c-t					0.338	0.068
ch_temp_be-w	-0.261***	-0.009	-0.258***	-0.001	-0.314***	-0.078
cbt_wine					0.042	0.071
cbt_wine_c-t					0.046	0.003
term_clim_ch	0.237+	0.595**	0.238+	0.563**	0.237+	0.564**
term_glo_w-g	-0.309**	-0.725**	-0.316**	-0.679***	-0.117	-0.353+
tgw_wine					-0.196	-0.335
tgw_wine_c-t					-0.244	-0.097
term_renew-y	-0.867***	-0.450*	-0.874***	-0.448*	-0.961***	-0.299
tre_wine					0.254	0.147
tre_wine_c-t					0.154	-0.432
f_RGL	1.356***	0.827+	1.350***	0.787+	1.355***	0.773+
f_RGL_wine					0.131+	-0.004
f_RGL_wine-t					-0.150*	-0.055
f_weather	-0.091**	-0.151	-0.084	-0.150+	-0.084+	-0.136+
ch_co2emis-n	0.270***	0.081	0.253**	0.066	0.255**	0.099
wine			-0.017	0.119	0.219	0.696
count			0.017	0.236***	0.040	0.261
count_wine					-0.319	0.271
lpe_ratio		0.148		-0.063		-0.066
lev_ebitda		-0.004		0.168+		0.164+
lfin_lev		-0.158+		-0.423***		-0.350***
z_normaliz-e		0.183***		0.230***		0.237***
size			0.083**	0.272***	0.092**	0.273***
ch_wti_r	-0.013	-0.146	-0.025	-0.160	-0.026	-0.125
macro_f	-0.394+	-0.068	-0.420**	-0.127	-0.417**	-0.060
N	3205	743	3205	743	3205	743
F	148.9	14232421.5	8.624	142.4	10.05	78.71

Standardized beta coefficients
+ p<0.10, * p<0.05, ** p<0.025, *** p<0.001
Newey-West standard error with truncation parameter=3

Legend:
alpha~3f=predicted alpha from Fama-French 3-factor
count= compiled complexity index
wine= 1 if the company is in the wine business
count_wine=interaction complexity*wine
FX_mean= average dollar exchange rate change
FX_sd=standard deviation of exchange rate change

FX_skewness=skewness of exchange rate change
 FX_kurtosis=kurtosis of exchange rate change
 skew_wine=FX skewness*wine dummy
 skew_wine~p=FX skewness*wine dummy*complexity
 term_glo_w-g=term "global warming"
 tgw_wine= term"global warming" * wine dummy
 tgw_wine_c~p=term "global warming" * wine dummy * complexity
 term_pollu~n=term "pollution"
 term_renew~y= term "renewable energy"
 term_clim_ch=term "climate change"
 cei_r=temperatures that are much below normal
 cei_wine= change temperature below average*wine dummy
 cei_wine_c~p=change temperature below average * wine dummy * complexity
 f_RGL=environmental regulation stringency in the US
 f_RGL_wine= environmental regulation stringency in the US*wine dummy
 f_RGL_wine~p= environmental regulation stringency in the US*wine dummy*complexity
 ch_wti_r=quarterly change of West Texas Intermediate crude oil deflated by US energy core price index.
 f_econ= dynamic factor of the macroeconomic factors in the US: the unemployment rate, GDP growth, inflation of the CPI.

4. SUMMARY AND CONCLUSIONS

We find that the robust determinants of alpha returns in the wine and spirit industry worldwide across all models with well-established beta factors are U.S. dollar skewness, climate extreme index and temperature changes to low extremes, Google query terms "global warming" and "renewable energy," environmental regulation in the US. Surprisingly, companies that are in the wine business do not command a significant alpha return, but the more complex the description of the company activity the higher the abnormal returns in one specification. Our results imply that more US dollar skewness increases abnormal returns indicating that crash risk matters in export sector. Extreme temperature and low extremes shows that extreme weather impacts on the abnormal returns. Environmental sentiment via the terms Google query terms "global warming" and "renewable energy" impact substantively on abnormal returns. Finally, the environmental regulation in the U.S. effect indicates that market participants increase confidence impacting in firm abnormal returns.

There are several potential avenues for future research...

TBC...

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APPENDIX**Table A1: Firms in the Sample**

1 AID Partners Technology Holdings Ltd
2 AWG Ltd
3 Abrau-Durso PJSC
4 AcrossAsia Ltd
5 Advini
6 African Distillers Ltd
7 Agrofirma Cimisia SA
8 Agromedimurje dd Cakovec
9 Agrovin Bulboaca SA
10 Akhmeta Winery JSC
11 Alita Group AB
12 Ambra SA
13 Andrew Peller Ltd
14 Angostura Holdings Ltd
15 Anhui Golden Seed Winery Co Ltd
16 Anhui Gujing Distillery Co Ltd
17 Anhui Kouzi Distillery Co Ltd
18 Anhui Yingjia Distillery Co Ltd
19 Anyksciu Vynas
20 Api SA
21 Apu JSC
22 Asahi Soft Drinks Co Ltd
23 Auscann Group Holdings Ltd
24 Australian Vintage Ltd
25 Badel 1862 d.d.
26 Baguio Green Group Ltd
27 Bank of Jinzhou Co Ltd
28 Baron de Ley
29 Beijing Beida Jade Bird Universal Sci-Tech Co Ltd
30 Beijing Enterprises Holdings Ltd
31 Berentzen-Gruppe AG
32 Bodegas Bilbainas SA
33 Bodegas Esmeralda SA
34 Bodegas Riojanas SA
35 Bodegas y Vinedos de la Concepcion SA
36 Bohae Brewery Co Ltd
37 Boso Oil & Fat Co Ltd
38 Boutaris J & Sons Holdings
39 Boyaa Interactive International Ltd
40 Bright Smart Securities & Commodities Group Ltd

41 Brown-Forman Corp
42 Byte Power Group Ltd
43 C&C Group PLC
44 CA Ron Santa Teresa SACA
45 CITIC Guoan Wine Co Ltd
46 CL Group Holdings Ltd
47 Calpis Co Ltd
48 Capevin Holdings Ltd
49 Castle Brands Inc
50 Century Sage Scientific Holdings Ltd
51 Cheuk Nang Holdings Ltd
52 Chigo Holding Ltd
53 China 33 Media Group Ltd
54 China Assurance Finance Group Ltd
55 China Bio Cassava Holdings Ltd
56 China Daye Non-Ferrous Metals Mining Ltd
57 China Demeter Financial Investments Ltd
58 China Fire Safety Enterprise Group Ltd
59 China Fortune Investments Holding Ltd
60 China Ground Source Energy Industry Group Ltd
61 China Innovationpay Group Ltd
62 China Innovative Finance Group Ltd
63 China Netcom Technology Holdings Ltd
64 China New Borun Corp
65 China Ouhua Winery Holdings Ltd
66 China Packaging Holdings Development Ltd
67 China Primary Energy Holdings Ltd
68 China Railway Group Ltd
69 China Shengmu Organic Milk Ltd
70 China Technology Solar Power Holdings Ltd
71 China Tontine Wines Group Ltd
72 China Wood Optimization Holding Ltd
73 Chinese Strategic Holdings Ltd
74 Chuan Holdings Ltd
75 Chukyo Coca-Cola Bottling
76 Cinderella Media Group Ltd
77 Coca-Cola Bottlers Japan Inc
78 Coca-Cola East Japan Co Ltd
79 Cogobuy Group
80 Combinatul de Vinuri din Taraclia SA
81 Constellation Brands Inc
82 Corby Spirit and Wine Ltd
83 Cowell e Holdings Inc

84 Crimson Wine Group Ltd
85 Crystal-1887 JSC
86 Cuidao Holding Corp
87 DG-Tikves Kavadarci Inc
88 DTD Nistru SA
89 DX.com Holdings Ltd
90 Dah Sing Financial Holdings Ltd
91 Davide Campari-Milano SpA
92 Dawine Ltd
93 Delegat Group Ltd
94 Denox Environmental & Technology Holdings Ltd
95 Devoran SA
96 Diageo PLC
97 Diamond Estates Wines & Spirits Ltd
98 Diaset-Vin SA
99 Dionisimus SA
100 Dionysos-Mereni SA
101 Distell Group Ltd
102 Distil PLC
103 Distilleries Co of Sri Lanka PLC
104 Duggans Distillers Products Corp
105 Dukang Distillers Holdings Ltd
106 DyDo Group Holdings Inc
107 Dynasty Fine Wines Group Ltd
108 EFT Solutions Holdings Ltd
109 ELL Environmental Holdings Ltd
110 Easy Repay Finance & Investment Ltd
111 Empee Distilleries Ltd
112 Emperador Inc
113 Emperial Americas
114 FASTBRICK ROBOTICS Ltd
115 Fabrica de Vin Cojusna SA
116 Feodosiyskiy Zavod Conyakiv ta Vin OJSC
117 Fersped Skopje
118 First China Financial Network Holdings Ltd
119 Focus Media Network Ltd
120 Foley Family Wines Ltd
121 Founder Holdings Ltd
122 Fountain SET Holdings Ltd
123 Fruta Fruta Inc
124 Fu Shou Yuan International Group Ltd
125 Fuji Coca-Cola Bottling Co
126 Fuji Oil Holdings Inc

127 Fulum Group Holdings Ltd
128 GA Holdings Ltd
129 GCL New Energy Holdings Ltd
130 GET Holdings Ltd
131 GM Breweries Ltd
132 GOLD PAK Co Ltd
133 Gansu Huangtai Wine-Marketing Industry Co Ltd
134 Global Link Communications Holdings Ltd
135 Global Mastermind Holdings Ltd
136 Globus Spirits Ltd
137 Glorious Sun Enterprises Ltd
138 Glory Flame Holdings Ltd
139 Gold-Finance Holdings Ltd
140 Grand Marnier
141 Grand Peace Group Holdings Ltd
142 Greater China Financial Holdings Ltd
143 Grozd AD Strumica
144 Guolian Securities Co Ltd
145 Gurktaler AG
146 Guru Online Holdings Ltd
147 Gusbourne PLC
148 HVM Digital China Group Ltd
149 Hainan Yedao Co Ltd
150 Hang Ten Group Holdings Ltd
151 Hebei Hengshui Laobaigan Liquor Co Ltd
152 Hepok DD Mostar
153 Hi-Level Technology Holdings Ltd
154 Hidili Industry International Development Ltd
155 Himalayan Distillery Ltd
156 Hing Lee HK Holdings Ltd
157 Hite Jinro Co Ltd
158 Hokkaido Coca-Cola Bottling Co Ltd
159 Honen Corp
160 Hong Kong Economic Times Holdings Ltd
161 Hong Kong Life Sciences and Technologies Group Ltd
162 Hsin Chong Group Holdings Ltd
163 Huayi Tencent Entertainment Co Ltd
164 Huge China Holdings Ltd
165 Human Health Holdings Ltd
166 Hung Fook Tong Group Holdings Ltd
167 Hung Hing Printing Group Ltd
168 Hydoo International Holding Ltd
169 ICO Group Ltd

170 IM Ceba-Vin SA
171 IM Ciumai SA
172 IRICO Group New Energy Company Ltd
173 ITE Holdings Ltd
174 Ilustrato Pictures International Inc
175 Imperial Vin SA
176 Indage Vintners Ltd
177 Industrial & Commercial Bank of China Ltd
178 Innovative Pharmaceutical Biotech Ltd
179 Interactive Entertainment China Cultural Technology Investment Ltd
180 International Entertainment Corp
181 Intreprinderea Mixta Fabrica de Vinuri Vinaria Bardar SA
182 Italian Wine Brands SpA
183 Ito En Ltd
184 Jagatjit Industries Ltd
185 Japan Food & Liquor Alliance Inc
186 Japan Foods Co Ltd
187 Javgurvin SA
188 Jia Meng Holdings Ltd
189 Jiande International Holdings Ltd
190 Jiangsu King's Luck Brewery JSC Ltd
191 Jiangsu Yanghe Brewery Joint-Stock Co Ltd
192 Jinhui Liquor Co Ltd
193 Jinro Distillers Co Ltd
194 JiuGui Liquor Co Ltd
195 Jujiang Construction Group Co Ltd
196 Jun Yang Financial Holdings Ltd
197 KTL International Holdings Group Ltd
198 KVB Kunlun Financial Group Ltd
199 Kadoya Sesame Mills Inc
200 Kazayak-Vin SA
201 Keen Ocean International Holding Ltd
202 Key Coffee Inc
203 Kingbo Strike Ltd
204 Kinki Coca-Cola Bottling Co Ltd
205 Kirin Beverage Corp
206 Kirin Group Holdings Ltd
207 Kniazia Trubeckoho PJSC
208 Kook Soon Dang Brewery Co Ltd
209 Ktima Kostas Lazaridis SA
210 Kuaijishan Shaoxing Wine Co Ltd
211 KuangChi Science Ltd
212 Kumazawa Seiyu Sangyo Co Ltd

213 Kweichow Moutai Co Ltd
214 LT Group Inc
215 Lam Soon Hong Kong Ltd
216 Lanson-BCC
217 Latvijas Balzams AS
218 Laurent-Perrier
219 Leovin SA
220 Li Bao Ge Group Ltd
221 Linda Nektar AS
222 Lombard et Medot
223 Lucas Bols NV
224 Luzheng Futures Co Ltd
225 Luzhou Laojiao Co Ltd
226 Mackmyra Svensk Whisky AB
227 Madison Wine Holdings Ltd
228 Major Holdings Ltd
229 Marani Brands Inc
230 Maraska dd Zadar
231 Marie Brizard Wine & Spirits SA
232 Martens SA Galati
233 Marusan-Ai Co Ltd
234 Masi Agricola SpA
235 Media Asia Group Holdings Ltd
236 Mei Ah Entertainment Group Ltd
237 Mercian Corp
238 Messan for Food Industries
239 Midland IC&I Ltd
240 Mikasa Coca-Cola Bottling
241 Mikuni Coca-Cola Bottling Co Ltd
242 Milesti - Vin SA
243 Minth Group Ltd
244 Miramar Hotel & Investment
245 Montalvo Spirits Inc
246 Muhak Co Ltd
247 Natural Dairy NZ Holdings Ltd
248 New City Development Group Ltd
249 New Silkroad Culturaltainment Ltd
250 New Universe Environmental Group Ltd
251 Nikka Fats & Oil Co Ltd
252 Nikka Whiskey Distilling Co Ltd/The
253 Ningxia Western Venture Industrial Co Ltd
254 Nirvana Asia Ltd
255 Nisshin Oillio Group Ltd/The

256 North Asia Strategic Holdings Ltd
257 North Mining Shares Co Ltd
258 O2Micro International Ltd
259 OOH Holdings Ltd
260 Odella Leather Holdings Ltd
261 Oenon Holdings Inc
262 One Media Group Ltd
263 Oppmann Immobilien AG
264 Oriental Explorer Holdings Ltd
265 Oriental University City Holdings HK Ltd
266 Oriental Watch Holdings
267 Pacific Century Premium Developments Ltd
268 Paradise Beverages Fiji Ltd
269 Peace Map Holding Ltd
270 Pernod Ricard SA
271 Pervomaiscoe - Vin SA
272 Phoenitron Holdings Ltd
273 Pincon Spirit Ltd
274 Pinestone Capital Ltd
275 Pioneer Distilleries Ltd
276 Pokka Sapporo Food & Beverage Ltd
277 Pol Roger et Cie
278 Popova Kula Demir Kapija
279 Premium Water Holdings Inc
280 Prijedorcanka AD Prijedor
281 Prodvinalco
282 Public Holdings Australia Ltd
283 Q'SAI Co Ltd
284 Qinghai Huzhu Barley Wine Co Ltd
285 Radico Khaitan Ltd
286 Raphael Michel SA
287 Ravi Kumar Distilleries Ltd
288 Remy Cointreau SA
289 Resourcehouse Pty Ltd
290 Roma Group Ltd
291 Royal Century Resources Holdings Ltd
292 Rubin AD Krusevac
293 Ruifeng Petroleum Chemical Holdings Ltd
294 SFK Construction Holdings Ltd
295 SHOT Spirits Corp
296 SOHO China Ltd
297 SOM Distilleries And Breweries Ltd
298 SPI-RVVC

299 Sage International Group Ltd
300 Saigon Beer Western JSC
301 Sanyo Coca-Cola Bottling
302 Sarajishvili JSC
303 Schagrins Inc
304 Scheid Vineyards Inc
305 Schloss Wachenheim AG
306 Schlumberger AG
307 Scud Group Ltd
308 Season Pacific Holdings Ltd
309 Sektkellerei J. Oppmann AG/New
310 Settsu Oil Mill Inc
311 Shandong Hiking International Co Ltd
312 Shandong Luoxin Pharmaceutical Group Stock Co Ltd
313 Shanghai Qingpu Fire-Fighting Equipment Co Ltd
314 Shanxi Xinghuacun Fen Wine Factory Co Ltd
315 Shengda Mining Co Ltd
316 Shikoku Coca-Cola Bottling Co Ltd
317 Sichuan Swellfun Co Ltd
318 Sichuan Tuopai Shede Wine Co Ltd
319 Sihuan Pharmaceutical Holdings Group Ltd
320 Silver Base Group Holdings Ltd
321 Sincere Watch Hong Kong Ltd
322 Sing Lee Software Group Ltd
323 Sino Haijing Holdings Ltd
324 Sinomax Group Ltd
325 Skovin Skopje
326 Smartac Group China Holdings Ltd
327 Societatea pe Actiuni Vinaria Volintir
328 South China Holdings Co Ltd
329 Spirt Bal Buram JSC
330 Spring Real Estate Investment Trust
331 Starlite Holdings Ltd
332 Stock Spirits Group PLC
333 Stone Group Holdings Ltd
334 Straight Up Brands Inc
335 Strumicko pole s Vasilevo
336 Suchuang Gas Corp Ltd
337 Sunlight Real Estate Investment Trust
338 Sunrise Distilleries Ltd
339 Suntory Beverage & Food Ltd
340 Swift International Inc
341 Swisslion Miloduh ad Kragujevac

342 Synergy Group Holdings International Ltd
343 Synergy PJSC
344 Takara Holdings Inc
345 Talvis PJSC
346 Tbilghvino JSC
347 Teliani Valley JSC
348 Teliani Valley Polska SA
349 Thang Long Wine JSC
350 Thelloy Development Group Ltd
351 Thiz Technology Group Ltd
352 Tianda Pharmaceuticals Ltd
353 Tilaknagar Industries Ltd
354 Todoroff AD-Sofia
355 Tomizone Ltd
356 Tonghua Grape Wine Co Ltd
357 Treasury Wine Estates Ltd
358 Trillion Grand Corporate Co Ltd
359 Tristate Holdings Ltd
360 Truett-Hurst Inc
361 Tse Sui Luen Jewellery International Ltd
362 Tsyurupinske PJSC
363 Tyme Technologies Inc
364 U Banquet Group Holding Ltd
365 Umida Group AB
366 Ungheni-Vin SA
367 Unicafe Inc
368 Union de Cervecerias Peruanas Backus y Johnston SAA
369 United Spirits Ltd
370 Vaziani
371 Vietnam Manufacturing & Export Processing Holdings Ltd
372 Vilniaus Degtine
373 Vina Concha y Toro SA
374 Vinalcool Arges SA Pitesti
375 Vinar Glia SA
376 Vinaria SA
377 Vinarska Vizba Tikves Skopje
378 Vindecea LG SA
379 Vinedos Emiliana SA
380 Vinia Traian SA
381 Viniris SA
382 Vinis - NLG SA
383 Vino Zupa ad Aleksandrovac
384 Vinul Codrilor SA

385 Vinuri - Ialoveni SA
386 Vinuri De Comrat SA
387 Vinuri Si Bauturi SA Miercurea Ciuc
388 Vinzavod AD-Asenovgrad
389 Vitis Hincesti SA
390 Vitis-Lux-SI SA
391 Vodka Brands Corp
392 Vranken-Pommery Monopole SA
393 Vrsacki vinogradi AD Vrsac
394 WWPKG Holdings Co Ltd
395 Wang Tai Holdings Ltd
396 Wanjia Group Holdings Ltd
397 Wei Long Grape Wine Co Ltd
398 West Indies Rum Distillery Ltd/The
399 Willamette Valley Vineyards Inc
400 Wuliangye Yibin Co Ltd
401 Xinjiang Yilite Industry Co Ltd
402 Yantai Changyu Pioneer Wine Co Ltd
403 Yau Lee Holdings Ltd
404 Yerevan Factory of Champagne Wines OJSC
405 Yip's Chemical Holdings Ltd
406 Yomeishu Seizo Co Ltd
407 Yoshihara Oil Mill Ltd
408 YuanShengTai Dairy Farm Ltd
409 Yuexiu Real Estate Investment Trust
410 Zheda Lande Scitech Ltd
411 Zhejiang Guyuelongshan Shaoxing Wine Co Ltd
412 Zhou Hei Ya International Holdings Co Ltd
413 Zwack Unicum Rt
414 econtext Asia Ltd