



# US alcohol rankings 2024

Exploring the top beer, spirit, hard seltzer, and ready-to-drink brands in the US based on consideration.

---

Living Consumer Intelligence | [yougov.com/business](https://yougov.com/business)





- 01 Introduction**
- 02 Who are America's alcohol drinkers?**
- 03 Beer rankings**
- 04 Liquor rankings**
- 05 Hard seltzer & spiked lemonade rankings**
- 06 Ready-to-drink rankings**
- 07 Methodology**



# Introduction

YouGov's alcohol rankings report highlights the beer, spirit, hard seltzer, spiked lemonade, and ready-to-drink brands that are registering the highest consideration scores in the US, as well as the most improved brands based on year-on-year scores.

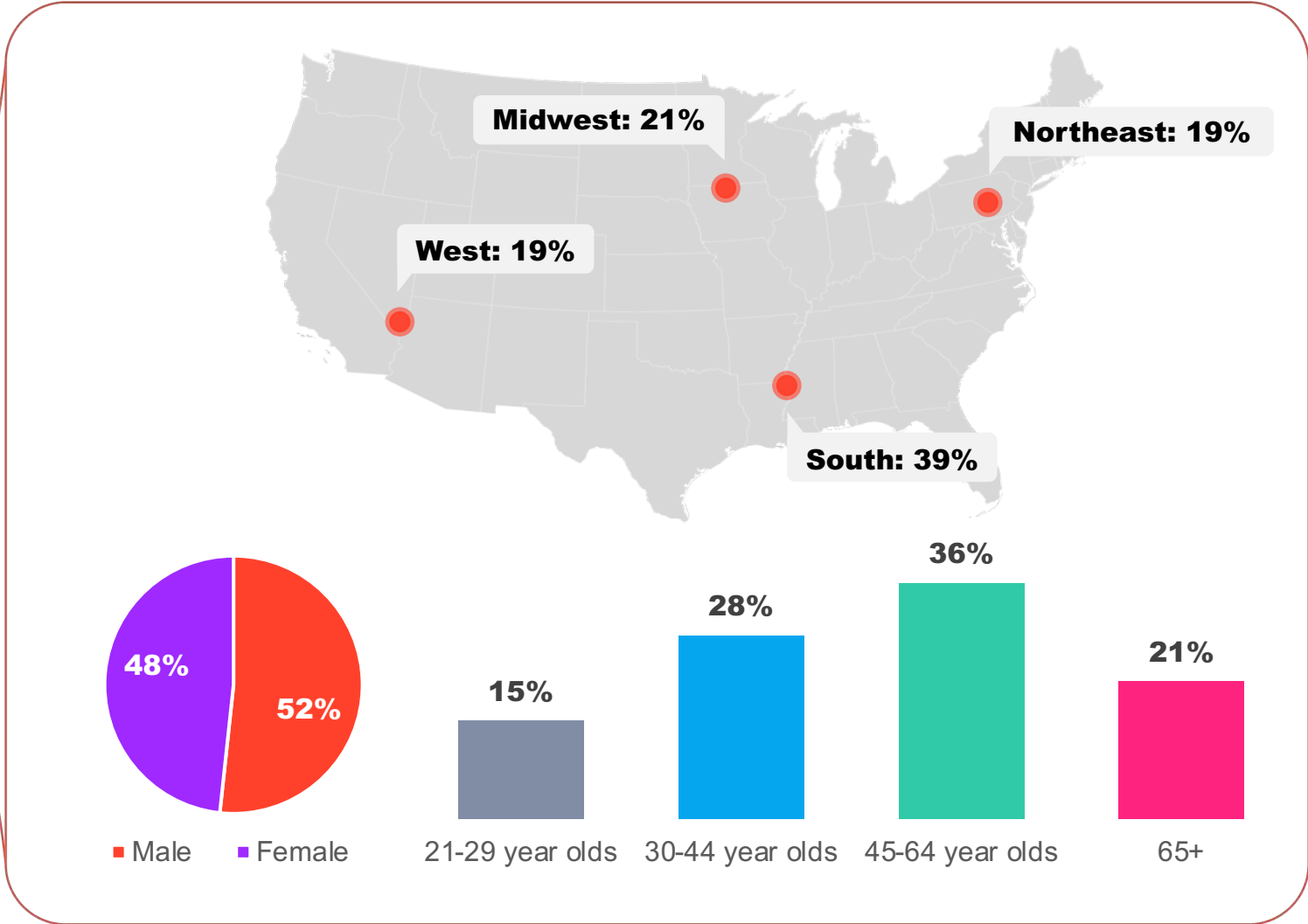
Using insights from [YouGov CategoryView: Beer & Hard Seltzers](#) and [YouGov BrandIndex](#), we explore alcohol consumption trends in the US – as well as taking a deep dive look at the brands performing best by generation, gender, and political preference.

Explore brand tracking

# Who are America's alcohol drinkers?

**67%**  
of Americans  
drink alcohol

[Explore more data](#)



YouGov CategoryView: Beer & Hard Seltzers (March 20, 2024, to June 30, 2024) n> 5,000. Based on US adults 21+.

# 67%

Of those who drink alcohol say they drink beer

# 29%

Of those who drink alcohol report beer as their favorite alcohol type

## Top four occasions for beer drinkers to drink a beer:

1. Hanging out with friends **(64%)**
2. Special occasions **(55%)**
3. Family get-togethers **(50%)**
4. Watching sports games **(37%)**



## Beer drinkers



## Hard seltzer drinkers

# 23%

Of those who drink alcohol say they drink hard seltzer

# 5%

Of those who drink alcohol report hard seltzer as their favorite alcohol type

## Top four occasions for hard seltzer drinkers to drink a hard seltzer:

1. Hanging out with friends **(75%)**
2. Special occasions **(68%)**
3. Family get-togethers **(54%)**
4. Attending live events **(39%)**



# Introducing: Beer & Hard Seltzer CategoryView

Explore detailed insights from the alcoholic drinks sector with our brand-new tool.

- Beer choice: Explore preferred variants, spending habits, and purchase drivers.
- Hard seltzer preferences: Discover what drives consumer interest, price sensitivity, and flavor preferences for hard seltzers and ready-to-drink cocktails.
- Non-alcoholic options: Understand the growing trend of non-alcoholic beverages and the motivations behind consumers choosing alcohol-free alternatives.
- Consumer behavior: Dive deep into the "why" and "how" of consumer drinking patterns across key demographics and regions.

[Get started](#)





# 01 Beer rankings



**Which of the following beer brands do Americans consider buying when in the market to purchase?**

[Explore more data](#)

## America's most considered beers

Rank	Brand name	Consideration (Gen pop)
1	Corona	18.4%
2	Heineken	18.1%
3	Guinness	15.8%
4	Samuel Adams	15.8%
5	Blue Moon	14.3%
6	Modelo	13.2%
7	Budweiser	12.7%
8	Stella Artois	12.3%
9	Coors Light	12.1%
10	Bud Light	11.5%

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).



**Which of the following beer brands are Americans increasingly considering when in the market to purchase?**

[Explore more data](#)

## America's increasingly considered beers

Rank	Brand name	2024 consideration (Gen pop)	2023 consideration (Gen pop)	Change in consideration
1	Heineken	18.1%	15%	<b>+3.1</b>
2	Guinness	15.8%	13.6%	<b>+2.2</b>
3	Modelo	13.2%	11.4%	<b>+1.8</b>
4	Corona Premier	6.1%	4.5%	<b>+1.6</b>
5	Amstel	6.1%	4.5%	<b>+1.6</b>
6	Victoria	2.6%	1.2%	<b>+1.4</b>
7	Corona	18.4%	17.1%	<b>+1.3</b>
8	Natural Light	4.5%	3.3%	<b>+1.2</b>
9	Pacifico	5.2%	4.2%	<b>+1</b>
10	Blue Moon	14.3%	13.4%	<b>+0.9</b>

YouGov BrandIndex (July 1, 2023 to June 30, 2024 vs July 1, 2022 to June 30, 2023) n> 300. Based on US adults 21+ per audience segment. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).

# Most considered beers by gender

## Male

Rank	Brand name	Consideration
1	Heineken ▲	23.7%
2	Guinness ▲	22.0%
3	Samuel Adams ▲	21.6%
4	Corona	19.9%
5	Modelo ▲	16.9%
6	Blue Moon ▲	16.5%
7	Budweiser ▲	15.4%
8	Yuengling ▲	15%
9	Stella Artois ▲	14.6%
10	Coors Light ▲	13.7%

## Female

Rank	Brand name	Consideration
1	Corona	17.1%
2	Heineken ▼	13.4%
3	Blue Moon ▼	12.5%
4	Samuel Adams ▼	11.0%
5	Bud Light	10.9%
6	Coors Light ▼	10.7%
7	Guinness ▼	10.6%
8	Budweiser ▼	10.5%
9	Stella Artois ▼	10.4%
10	Modelo ▼	10.2%

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). ▲ ▼ = +10% difference from gen pop (21+). Q: When you are in the market next to purchase alcoholic beverages... from which of the following would you consider purchasing?



# Most considered beers by generation

## Gen Z (1997-2003)

Rank	Brand name	Consideration
1	Heineken ▲	28.0%
2	Guinness ▲	26.8%
3	Corona ▲	20.5%
4	Budweiser ▲	18.5%
5	Amstel ▲	15.0%
6	Blue Moon	13.6%
7	Bud Light ▲	12.9%
8	Modelo ▼	9.5%
9	Victoria ▲	9.1%
10	Busch ▲	8.6%

## Millennial (1981-1996)

Rank	Brand name	Consideration
1	Heineken ▲	23.2%
2	Corona ▲	20.8%
3	Blue Moon ▲	19.4%
4	Guinness ▲	18.6%
5	Budweiser ▲	17.2%
6	Samuel Adams	15.3%
7	Bud Light ▲	14.4%
8	Modelo	13.5%
9	Stella Artois	12.2%
10	Miller Lite	10.9%

## Gen X (1965-1980)

Rank	Brand name	Consideration
1	Corona	19.6%
2	Samuel Adams	17.3%
3	Heineken	16.7%
4	Guinness	16.1%
5	Modelo ▲	15.0%
6	Blue Moon	14.4%
7	Budweiser	13.2%
8	Stella Artois	12.6%
9	Coors Light	11.6%
10	Yuengling	11.5%

## Baby Boomer (1946-1964)

Rank	Brand name	Consideration
1	Corona ▼	16.1%
2	Samuel Adams	16.0%
3	Heineken ▼	14.7%
4	Coors Light ▲	13.3%
5	Guinness ▼	13.1%
6	Yuengling ▲	13.0%
7	Stella Artois	12.9%
8	Modelo	12.8%
9	Blue Moon ▼	11.9%
10	Miller Lite	11.1%

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). ▲ ▼ = +10% difference from gen pop (21+). Q: When you are in the market next to purchase alcoholic beverages... from which of the following would you consider purchasing?

# Most considered beers by party affiliation

## Democrats

Rank	Brand name	Consideration
1	Heineken ▲	20.4%
2	Corona	19.7%
3	Guinness	16.6%
4	Blue Moon	15.7%
5	Bud Light ▲	15.4%
6	Samuel Adams	15.3%
7	Budweiser ▲	15.3%
8	Stella Artois ▲	14.1%
9	Modelo	13.3%
10	Miller Lite	10.4%

## Republicans

Rank	Brand name	Consideration
1	Heineken	17.6%
2	Corona	17.2%
3	Coors Light ▲	16.0%
4	Samuel Adams	15.1%
5	Guinness	14.5%
6	Blue Moon	13.6%
7	Yuengling ▲	13.0%
8	Miller Lite ▲	13.0%
9	Modelo	12.0%
10	Michelob ULTRA ▲	11.3%

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). ▲ ▼ = +10% difference from gen pop (21+). Q: When you are in the market next to purchase alcoholic beverages... from which of the following would you consider purchasing?



**Which of the following beer brands do monthly drinkers consider buying when in the market to purchase?**

Segment your audience

## US beer drinkers' most considered beers

Rank	Brand name	Consideration (Beer drinkers)
1	Samuel Adams	<b>29.9%</b>
2	Yuengling	<b>24.1%</b>
3	Guinness	<b>23.4%</b>
4	Heineken	<b>20.6%</b>
5	Stella Artois	<b>20.1%</b>
6	Corona	<b>19.6%</b>
7	Coors Light	<b>19.4%</b>
8	Modelo	<b>18.9%</b>
9	Dos Equis	<b>18.0%</b>
10	Blue Moon	<b>17.1%</b>

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ who drink beer at least once a month. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

A woman with dark hair, wearing a white and black patterned top, is looking at a small, dark bottle in a liquor store. The background is blurred, showing shelves of various bottles. The text '02 Liquor rankings' is overlaid on the left side of the image.

# 02 Liquor rankings



**Which of the following liquor brands do Americans consider buying when in the market to purchase?**

[Explore more data](#)

## America's most considered liquor brands

Rank	Brand name	Consideration (Gen pop)
1	Baileys	<b>19.5%</b>
2	Jack Daniel's	<b>17.2%</b>
3	Smirnoff	<b>17.0%</b>
4	Bacardi	<b>15.9%</b>
5	Crown Royal	<b>14.8%</b>
6	Captain Morgan	<b>13.9%</b>
7	Tito's	<b>12.6%</b>
8	Grey Goose	<b>12.6%</b>
9	Absolut	<b>11.8%</b>
10	Maker's Mark	<b>10.3%</b>

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).

**Which of the following liquor brands are Americans increasingly considering when in the market to purchase?**

[Explore more data](#)

## America's increasingly considered liquor brands

Rank	Brand name	2024 consideration (Gen pop)	2023 consideration (Gen pop)	Change in consideration
1	Hennessy	9.8%	7.4%	<b>+2.4</b>
2	1800 Tequila	9.1%	6.8%	<b>+2.3</b>
3	Jameson	10.3%	8.7%	<b>+1.6</b>
4	Tito's	12.6%	11.1%	<b>+1.5</b>
5	Johnnie Walker	9.5%	8.2%	<b>+1.3</b>
6	Captain Morgan	13.9%	12.7%	<b>+1.2</b>
7	New Amsterdam Vodka	4.5%	3.4%	<b>+1.1</b>
8	Smirnoff	17.0%	16.0%	<b>+1.0</b>
9	Martini & Rossi	6.3%	5.4%	<b>+0.9</b>
10	Casamigos	3.8%	2.9%	<b>+0.9</b>

YouGov BrandIndex (July 1, 2023 to June 30, 2024 vs July 1, 2022 to June 30, 2023) n> 300. Based on US adults 21+ per audience segment. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days).



# Most considered liquor brands by gender

## Male

Rank	Brand name	Consideration
1	Jack Daniel's ▲	21.2%
2	Smirnoff	16.6%
3	Crown Royal ▲	16.6%
4	Baileys ▼	16.4%
5	Bacardi	15.0%
6	Captain Morgan	14.7%
7	Jameson ▲	14.4%
8	Johnnie Walker ▲	14.1%
9	Maker's Mark ▲	13.9%
10	Jim Beam ▲	13.8%

## Female

Rank	Brand name	Consideration
1	Baileys ▲	22.1%
2	Smirnoff	17.4%
3	Bacardi	16.6%
4	Jack Daniel's ▼	13.9%
5	Crown Royal ▼	13.2%
6	Captain Morgan	13.2%
7	Tito's	12.9%
8	Grey Goose	12.3%
9	Absolut	11.4%
10	Patrón	10.0%

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). ▲ ▼ = +10% difference from gen pop (21+). Q: When you are in the market next to purchase alcoholic beverages... from which of the following would you consider purchasing?

# Most considered liquor brands by generation

## Gen Z (1997-2003)

Rank	Brand name	Consideration
1	Smirnoff ▲	24.7%
2	Hennessy ▲	23.8%
3	Jack Daniel's	18.6%
4	Baileys	17.7%
5	Captain Morgan	14.4%
6	Crown Royal	14.2%
7	1800 Tequila ▲	13.7%
8	Bacardi ▼	13.0%
9	Jameson ▲	11.8%
10	Johnnie Walker ▲	11.7%

## Millennial (1981-1996)

Rank	Brand name	Consideration
1	Smirnoff ▲	22.9%
2	Jack Daniel's ▲	21.7%
3	Crown Royal ▲	17.8%
4	Baileys ▼	17.4%
5	Bacardi	16.7%
6	Hennessy ▲	16.7%
7	Captain Morgan ▲	16.2%
8	Tito's ▲	15.0%
9	Johnnie Walker ▲	14.9%
10	1800 Tequila ▲	14.6%

## Gen X (1965-1980)

Rank	Brand name	Consideration
1	Baileys	19.6%
2	Jack Daniel's ▲	19.4%
3	Smirnoff ▲	18.9%
4	Bacardi ▲	18.5%
5	Crown Royal ▲	17.7%
6	Captain Morgan ▲	17.6%
7	Grey Goose ▲	16.1%
8	Tito's ▲	15.3%
9	Absolut ▲	14.4%
10	Patrón ▲	12.5%

## Baby Boomer (1946-1964)

Rank	Brand name	Consideration
1	Baileys	20.9%
2	Bacardi	14.7%
3	Jack Daniel's ▼	13.6%
4	Smirnoff ▼	11.9%
5	Crown Royal ▼	11.8%
6	Grey Goose	11.7%
7	Captain Morgan ▼	11.3%
8	Absolut	11.1%
9	Tito's ▼	10.6%
10	Maker's Mark	10.4%

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). ▲ ▼ = +10% difference from gen pop (21+). Q: When you are in the market next to purchase alcoholic beverages... from which of the following would you consider purchasing?

**Which of the following liquor brands do monthly drinkers consider buying when in the market to purchase?**

Segment your audience

## US liquor drinkers' most considered liquor brands

Rank	Brand name	Consideration (Liquor drinkers)
1	Baileys	24.4%
2	Jack Daniel's	23.0%
3	Smirnoff	22.2%
4	Bacardi	21.1%
5	Crown Royal	19.6%
6	Tito's	19.5%
7	Captain Morgan	18.5%
8	Grey Goose	18.1%
9	Absolut	16.6%
10	Jameson	16.1%

YouGov BrandIndex (July 1, 2023 to June 30, 2024) n> 300. Based on US adults 21+ who drink liquor at least once a month. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).



A man with dark hair, wearing a green polo shirt and a black backpack, is standing in a grocery store aisle. He is holding a green can of hard seltzer in his right hand and a black shopping basket in his left. The background shows shelves stocked with various products, including bags of snacks and boxes of cereal. The lighting is bright, typical of a grocery store.

# 03 Hard seltzer & spiked lemonade rankings

**Which of the following hard seltzers & spiked lemonades do Americans consider buying when in the market to purchase?**

[Explore more data](#)

## America's top hard seltzers & spiked lemonades

Rank	Brand name	Consideration (Gen pop)
1	Mike's Hard Lemonade	<b>16.5%</b>
2	White Claw	<b>10.2%</b>
3	Smirnoff Spiked Seltzer	<b>7.1%</b>
4	Truly Hard Seltzer	<b>6.8%</b>
5	Simply Spiked Lemonade	<b>6.7%</b>
6	Bud Light Seltzer	<b>4.1%</b>
7	Corona Hard Seltzer	<b>4.1%</b>
8	Topo Chico Hard Seltzer	<b>4.0%</b>
9	Vizzy	<b>3.1%</b>
10	Nectar	<b>3.0%</b>

YouGov BrandIndex (March 1, 2024 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 100 days.

# Most considered hard seltzer & spiked lemonade brands by gender

## Male

Rank	Brand name	Consideration
1	Mike's Hard Lemonade ▼	14.2%
2	White Claw ▼	8.5%
3	Smirnoff Spiked Seltzer	6.6%
4	Truly Hard Seltzer	6.3%
5	Bud Light Seltzer ▲	5.0%
6	Simply Spiked Lemonade ▼	4.7%
7	Nectar ▲	4.1%
8	Corona Hard Seltzer	4.1%
9	Topo Chico Hard Seltzer ▼	3.3%
10	Vizzy	3.0%

## Female

Rank	Brand name	Consideration
1	Mike's Hard Lemonade ▲	18.5%
2	White Claw ▲	11.6%
3	Simply Spiked Lemonade ▲	8.4%
4	Smirnoff Spiked Seltzer	7.5%
5	Truly Hard Seltzer	7.3%
6	Topo Chico Hard Seltzer ▲	4.6%
7	Corona Hard Seltzer	4.0%
8	Bud Light Seltzer ▼	3.4%
9	Vizzy	3.2%
10	Barefoot Spritzer ▲	2.8%

YouGov BrandIndex (March 1, 2024 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 100 days.

▲ ▼ = +10% difference from gen pop (21+). Q: When you are in the market next to purchase alcoholic beverages... from which of the following would you consider purchasing?



# Most considered hard seltzer & spiked lemonade brands by generation

## Gen Z (1997-2003)

Rank	Brand name	Consideration
1	Mike's Hard Lemonade	17.2%
2	Smirnoff Spiked Seltzer	11.6% ▲
3	Simply Spiked Lemonade	11.1% ▲
4	White Claw	10.8%
5	Nectar	10.5% ▲
6	Truly Hard Seltzer	9.1% ▲
7	Bud Light Seltzer	8.9% ▲
8	Topo Chico Hard Seltzer	6.5% ▲
9	Corona Hard Seltzer	6.0% ▲
10	Hornitos Tequila Seltzer	5.4% ▲

## Millennial (1981-1996)

Rank	Brand name	Consideration
1	Mike's Hard Lemonade	19.9% ▲
2	White Claw	16.9% ▲
3	Smirnoff Spiked Seltzer	12.3% ▲
4	Truly Hard Seltzer	11.9% ▲
5	Simply Spiked Lemonade	11.5% ▲
6	Bud Light Seltzer	9.3% ▲
7	Topo Chico Hard Seltzer	8.2% ▲
8	Corona Hard Seltzer	7.5% ▲
9	Nectar	6.7% ▲
10	Vizy	6.6% ▲

## Gen X (1965-1980)

Rank	Brand name	Consideration
1	Mike's Hard Lemonade	20.1% ▲
2	White Claw	10.7%
3	Truly Hard Seltzer	7.8% ▲
4	Smirnoff Spiked Seltzer	7.5%
5	Simply Spiked Lemonade	7.3%
6	Corona Hard Seltzer	5.2% ▲
7	Topo Chico Hard Seltzer	4.0%
8	Bud Light Seltzer	3.2% ▼
9	Vizy	2.6% ▼
10	Michelob Ultra Hard Seltzer	2.6%

## Baby Boomer (1946-1964)

Rank	Brand name	Consideration
1	Mike's Hard Lemonade	13.4% ▼
2	White Claw	6.4% ▼
3	Truly Hard Seltzer	3.1% ▼
4	Smirnoff Spiked Seltzer	3.1% ▼
5	Simply Spiked Lemonade	2.9% ▼
6	Topo Chico Hard Seltzer	1.3% ▼
7	Corona Hard Seltzer	1.2% ▼
8	Vizy	1.1% ▼
9	Barefoot Spritzer	1.0% ▼
10	Michelob Ultra Hard Seltzer	0.9% ▼

YouGov BrandIndex (March 1, 2024 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 100 days. ▲ ▼ = +10% difference from gen pop (21+). Q: When you are in the market next to purchase alcoholic beverages... from which of the following would you consider purchasing?

**Which of the following hard seltzers & spiked lemonades do monthly drinkers consider buying when in the market to purchase?**

Segment your audience

## US hard seltzer drinkers' most considered hard seltzer & spiked lemonade brands

Rank	Brand name	Consideration (Hard seltzer drinkers)
1	White Claw	30.4%
2	Truly Hard Seltzer	29.8%
3	Mike's Hard Lemonade	26.3%
4	Smirnoff Spiked Seltzer	20.2%
5	Bud Light Seltzer	19.9%
6	Simply Spiked Lemonade	16.5%
7	Topo Chico Hard Seltzer	14.0%
8	Vizzy	13.7%
9	Corona Hard Seltzer	13.4%
10	Nectar	13.1%

YouGov BrandIndex (March 1, 2024 to June 30, 2024) n> 300. Based on US adults 21+ who drink hard seltzers at least once a month. To qualify as top ranked, brands have held tracked scores for at least 100 days.





# 04 Ready-to-drink rankings



**Which of the following ready-to-drink beverages do Americans consider buying when in the market to purchase?**

[Go in-depth with RTD drinkers](#)

## America's top considered ready-to-drink cocktails

Rank	Brand name	Consideration (Gen pop)
1	High Noon	<b>4.6%</b>
2	BuzzBallz	<b>3.9%</b>
3	Cutwater	<b>2.5%</b>
4	The Long Drink	<b>2.2%</b>
5	Teapot	<b>1.9%</b>

YouGov BrandIndex (March 1, 2024 to June 30, 2024) n> 300. Based on US adults 21+ per audience segment. To qualify as top ranked, brands have held tracked scores for at least 100 days.

# Methodology

The insights in this report come from [YouGov CategoryView: Beer & Hard Seltzers](#) and [YouGov BrandIndex](#).

YouGov Beer and Hard Seltzers CategoryView collects data on brands & consumers across the US every month. The data is based on the interviews of 5,000+ American adults aged 21+ between March 20 and June 30, 2024.

YouGov BrandIndex is our always-on brand tracker. In this report, we have highlighted the top performing beer, hard seltzer and lemonades, and liquor brands that are winning over Americans aged 21+ in the US based on consideration scores. A brand's consideration score is based on the question: "When you are in the market next to purchase alcoholic beverages, spirits or liquor, from which of the following would you consider purchasing?"

- To qualify as a top ranked brand, brands must have scores available for at least 183 days (with the exception of hard seltzer and RTD brands, which must have scores available for 100 days) between July 1, 2023 and June 30, 2024. A minimum base size of 300 (N) is required.
- To qualify as a top improver, brands must have scores for at least 18 months (548 days) between July 1, 2022 and June 30, 2024. Top improvers are ranked based on the change to their consideration scores. In cases where the change in scores is the same, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (N) is required.
- Get in touch to request insights about wine drinkers or go more in depth on data from this report.

[Explore brand tracking](#)

[Talk to a researcher](#)

# Thank you

---

**Living Consumer Intelligence | [yougov.com/business](https://yougov.com/business)**

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is proprietary and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.