

SCADS

OFFICIAL BROCHURE 2026



WELCOME TO SCADS

Official

SCADS is a premium beer brand designed for large-scale distribution, volume and sustained turnover.

Structured around seven alcohol levels –3.4%, 5%, 8%, 12%, 16%, 18% and 20% – the range covers all consumption occasions under a single brand: from an accessible and thirst-quenching experience to more intense and assertive profiles.

Distributors thus expand their market coverage while offering a clear, consistent and easy-to-reference product range.

The brand relies on a strong visual identity, precise positioning and consistent product performance, particularly suited to bars, clubs and retail circuits where visibility and speed of sale are crucial.

Today, SCADS continues its development in several international markets, driven by concrete marketing tools and a flexible approach to distribution partnerships.

Designed to perform. Designed to grow.

BORN TO TRAVEL

Hello, **ABOUT**

Every great story begins with a journey.

SCADS wasn't created for one country, one city or one culture. It was created for the people who are always looking for what's next—the next destination, the next adventure, the next conversation and the next unforgettable moment.

Whether you're sitting on a beach in Thailand, watching the sunset in Dubai, celebrating in London, relaxing in Sydney or discovering somewhere you've never been before, one thing connects us all: sharing great moments with great people.

SCADS was born to be part of those moments.

We believe that the best memories aren't made at home—they're made while exploring the world, meeting new people and experiencing different cultures.

That's why every SCADS carries one simple message:

BORN TO TRAVEL

Not because the beer travels.

Because you do.





Quality
INGREDIENTS

Made from carefully selected ingredients – refined malts and quality hops – SCADS beers are brewed to offer consistency, balance and broad commercial appeal.

Designed for today's consumers, the range is distinguished by consistent quality and a smooth, balanced taste profile, regardless of the degree.

Looking for a product that sells?

Discover the entire SCADS range and identify the reference that suits your market.

BORN TO TRAVEL

OUR SCADS RANGE

The SCADS range is designed to cover a wide spectrum of market needs, giving distributors a powerful commercial lever across multiple consumer segments.

From the light and refreshing 5%, to the balanced 8%, the iconic 12%, the bold 16%, and through to the high-impact 18% and ultra-strong 20%, each reference is strategically positioned to perform within its own consumption occasion, while remaining unified under one strong and consistent brand identity.

This structured range approach allows for broader market coverage, faster turnover and the creation of recurring sales – a versatile, high-impact portfolio designed to support volume, premiumisation and long-term growth.

BORN TO TRAVEL



SCADS DRIFTR

Designed to maximise reach and generate consistent volume sales, the SCADS DRIFTR 3.4% delivers strong performance across retail, bars, events, and distribution. Its lighter profile and refreshing character appeal to consumers seeking an easy-drinking beer experience, encouraging repeat purchases and broader everyday consumption.

Its accessible strength, clean positioning, and premium presentation enhance its visibility in competitive environments. Backed by reliable quality and a strong price point, the SCADS DRIFTR supports steady turnover while maintaining healthy margins—a key advantage for retailers focused on volume, consistency, and long-term brand growth.





SCADS CRUIZR

Designed to optimize margins and accelerate turnover, SCADS CRUIZR 5% delivers consistent performance in bars, clubs, and distribution channels, available in cans and bottles. Its easy-drinking profile and broad appeal to consumers encourage repeat purchases and generate volume.

Its strong presence at the point of sale, reinforced by the complementarity of its formats, ensures optimal visibility in competitive environments. Combined with reliable quality and controlled pricing, the SCADS CRUIZR supports solid margins while guaranteeing rapid turnover—a sure choice for retailers focused on profitability and growth.



SCADS TRAKR

Designed to maximize impact and generate value-added sales, the SCADS TRAKR 8% delivers solid performance in bars, clubs, and distribution. Its powerful profile and distinctive character appeal to consumers seeking a more intense experience, encouraging premiumization and higher-value purchases.

Its strong presence at the point of sale and clear positioning enhance its visibility in competitive environments. Backed by reliable quality and a strong price point, the SCADS TRAKR generates high margins while maintaining steady turnover—a key advantage for retailers focused on profitability and brand impact.





SCADS ESCAPR

Designed to enhance shelf presence and drive high-value sales, SCADS ESCAPR 12% delivers solid performance in bars, clubs, and retail. Its intense profile and assertive positioning meet the expectations of consumers seeking a bold experience, encouraging premium consumption and upsells.

Its high visibility at the point of sale and distinctive identity allow it to stand out in competitive environments. Backed by consistent quality and a premium price positioning, the SCADS ESCAPR generates high margins while ensuring reliable turnover—a strategic choice for retailers focused on profitability and differentiation.



SCADS ROAMR

Designed to elevate shelf presence and drive premium sales, SCADS ROAMR 16% delivers strong performance in bars, clubs, and retail. Its extra-strong profile and commanding positioning appeal to consumers seeking a bold, full-bodied experience, encouraging premium consumption and higher-value purchases.

Its standout visibility at the point of sale and distinctive identity allow it to compete strongly in busy environments. Backed by consistent quality and premium price positioning, SCADS ROAMR generates high margins while supporting reliable turnover—a strategic choice for retailers focused on profitability, strength, and brand impact.





SCADS ADVTR

Designed to strengthen shelf impact and drive premium sales, SCADS 18% delivers powerful performance in bars, clubs, and retail. Its extra-strong profile and confident positioning appeal to consumers seeking a more elevated, full-strength experience, encouraging premium consumption and higher-value purchases.

Its bold visibility at the point of sale and distinctive identity allow it to stand out in competitive environments. Backed by consistent quality and strong price positioning, SCADS 18% generates high margins while supporting reliable turnover—a strategic choice for retailers focused on profitability, impact, and differentiation.



SCADS XPLOR

Designed to command attention and drive high-value sales, SCADS XPLORE 20% delivers exceptional performance in bars, clubs, and retail. Its ultra-strong profile and powerful positioning appeal to consumers seeking a bold, high-impact experience, encouraging premium consumption and stronger-value purchases.

Its dominant presence at the point of sale and distinctive identity allow it to stand out in competitive environments. Backed by consistent quality and premium price positioning, SCADS XPLORE generates high margins while supporting reliable turnover—a strategic choice for retailers focused on profitability, strength, and brand differentiation.



SCADS





WHY BECOME A PARTNER

with us

▶▶ COLLABORATION DURABLE

We are committed to developing SCADS in your local market through a long-term partnership. Together, we identify key segments, analyze market dynamics, and build consistent growth year after year. Our expertise in branding, digital marketing, and design allows us to strengthen brand awareness both locally and internationally, providing you with the tools and support you need to fully leverage SCADS' potential.

▶▶ WE OFFER A COMPLETE SOLUTION

Our range is targeted, versatile, and designed for performance: a balanced 5%, an iconic 8%, and a powerful, assertive 12%, covering all consumption occasions. Thanks to clear positioning by alcohol content and consistent quality, SCADS offers strong consumer appeal and reliable turnover—a solution tailored to every market and every profile.

▶▶ LOGISTICS AT YOUR SERVICE

With extensive experience in international distribution, we control every step of the chain to efficiently deliver SCADS worldwide, leveraging our own warehouse based in France. This ensures you benefit from a fully controlled supply chain, from production to delivery.

▶▶ A MEMORABLE BRAND

We offer a targeted range of premium beers, structured around 3.4% 5%, 8%, 12%, 16%, 18% and 20% references, each with a clear profile and positioning, designed to meet a real market demand.



IMPORTED

PREMIUM BEER



SCADS

CRUIZR

5%
EXCEPTIONAL
BALANCE

WWW.SCADS.COM

IMPORTED

STRONG BEER



SCADS

TRAKR

8%
COATED
INTERNTY

WWW.SCADS.COM

IMPORTED

PREMIUM BEER



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IMPORTED

STRONG BEER



SCADS

TRAKR

8%
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SCADS

TRAKR

SCADS

TRAKR

DESIGNED FOR *Impact*

▶▶ TARGETED CAMPAIGNS

Our campaigns are targeted, scalable, and designed for performance. We activate the right channels and audiences to support distribution and generate consistent demand in key markets. Through clear messaging and strong positioning, SCADS builds brand awareness and accelerates turnover, ensuring a measurable impact in every market and across every consumer profile.

▶▶ DIGITAL SUPPORT & SOCIAL MEDIA

Our digital support is consistent, structured, and performance-driven. We ensure strong visibility on key platforms, attract new customers, and encourage repeat purchases. Through clear communication and continuous activity, SCADS remains active and relevant, supporting demand across all markets.

▶▶ ACTIVATION ON-TRADE

Our activations are targeted, engaging, and designed to generate tangible results. We create a strong presence in bars and clubs, encouraging trial and repeat consumption. Through consistent execution and clear positioning, SCADS supports steady volume growth and ensures strong, long-term visibility in the on-trade.

▶▶ READY-TO-USE MATERIALS

Our materials are practical, flexible, and designed for performance. We provide turnkey tools that enable rapid deployment and consistent brand execution. Clear visuals and structured content facilitate market entry and maximize impact across channels and regions.







IMPORTED
LIGHT BEER
SCADS
DRIFTR
3.4%
ALCOHOL BY VOLUME

IMPORTED
STRONG BEER
SCADS
TRAKR
5%
ALCOHOL BY VOLUME

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LET'S WORK TOGETHER

Let's collaborate

SCADS, a rapidly growing brand in the premium beer segment, leverages a strong identity and clear positioning to offer a range designed for distribution. We are proud to present SCADS to our international partners.



READY TO MOVE ON TO

the action?



Email: hello@scadsbeer.com
Website: scadsbeer.com



