



BORN TO TRAVEL

INTRO

Crack Open the World

THE STORY OF SCADS

Brewed from Bonfires and Boldness

THE SCADS RANGE

One Beer. Five Personalities.

DISTRIBUTION MAP

SCADS is on the Move

MARKETING PACK

Need Assets? We got you

CONTACT

Got thirst? Got volume? Let's move..

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SETTING A NEW STANDARD FOR PREMIUM BEER

SCADS is more than just a beer – it's redefining what bold, full-strength brewing should taste like. As a standout name in the premium beer category, SCADS is gaining serious momentum across global markets, driven by its distinctive range from crisp 3.4% to a fearless 20%.

In a landscape where consumers demand more character, more strength, and more substance, SCADS delivers with quality, consistency, and undeniable impact..



THE STORY OF SCADS



Long ago, nestled in the rugged spine of the Atlas Mountains, five childhood friends lived in a quiet village where adventure was only a dream whispered around campfires. They each had a different spirit: Luka was the calm wanderer, Eleni the bold explorer, Rafi the relentless climber, Mateo the desert runner, and Aya the fearless drifter. They shared one promise: never stop moving.

Years passed. The world called to them louder than ever. Luka surfed the icy fjords of Norway. Eleni motorbiked through the dust of the Sahara. Rafi scaled Himalayan peaks. Mateo sprinted barefoot through Amazon rains, and Aya slept under stars in the Mongolian steppe.

From every land, they collected stories, flavors, and moments – but what they craved was a way to can it all. One stormy night, they reunited atop a windswept mountain in Patagonia. There, with nothing but a campfire and old maps spread out, the idea was born: “Let’s brew something wild. Something that feels like everywhere.” And so SCADS was born – a series of bold beers crafted to match every traveler's soul:

Their motto was simple: “Born to Travel”. And now, wherever people gather – on beaches, rooftops, festival grounds, or quiet trails – a cold can of SCADS brings the world just a little closer.

BOLD. PREMIUM. SMOOTH.UNFORGETTABLE.



SCADS offers a dynamic range of beers crafted for every taste and occasion – from the crisp 3.4% DRIFTR to the fearless 20% XPLORE.

Each variant is brewed with precision, delivering smooth drinkability, bold flavour, and distinctive character.

Whether you're after light refreshment or high-strength impact, SCADS has the perfect pour.

THE SCADS RANGE OF PREMIUM BEER

3.4%

**REFRESHING
ELEGANCE**

5%

**EXCEPTIONAL
BALANCE**

8%

**CRAFTED
INTENSITY**

12%

**STRONG
CHARACTER**

16%

**BOLD
DISTINCTION**

20%

**MAJESTIC
STRENGTH**



DRIFTR CRUIZR TRAKR ESCAPR ROAMR XPLORE

SCADS 3.4% – Light in Strength, Rich in Experience

Smooth, refreshing, and perfectly balanced – SCADS 3.4% is brewed for those who seek full flavour without the extra punch. With its crisp finish and easygoing character, it's the ideal choice for relaxed moments, social gatherings, or casual adventures. This is a beer that delivers taste and quality in every sip – crafted for clarity, brewed for those who move light and live bold.



DRIFTR



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SCADS 5% – Balance of Strength and Smoothness

Bold yet refined, SCADS 5% delivers the ideal blend of character and drinkability. Crafted for those who appreciate a premium beer with elegant depth, it offers a satisfying taste that's never overpowering. Whether enjoyed at home, at a rooftop gathering, or on your next journey – SCADS 5% brings elevated refreshment to every occasion.



CRUIZR



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SCADS 8% – Bold Flavour, Full-Strength Character

Rich, robust, and unapologetically powerful – SCADS 8% is brewed for those who appreciate strength without sacrificing smoothness. With deep flavour and a bold finish, it's the perfect choice for serious beer lovers who want more from every pour. Whether shared among friends or savoured solo, SCADS 8% delivers a confident, full-bodied experience every time.



TRAKR



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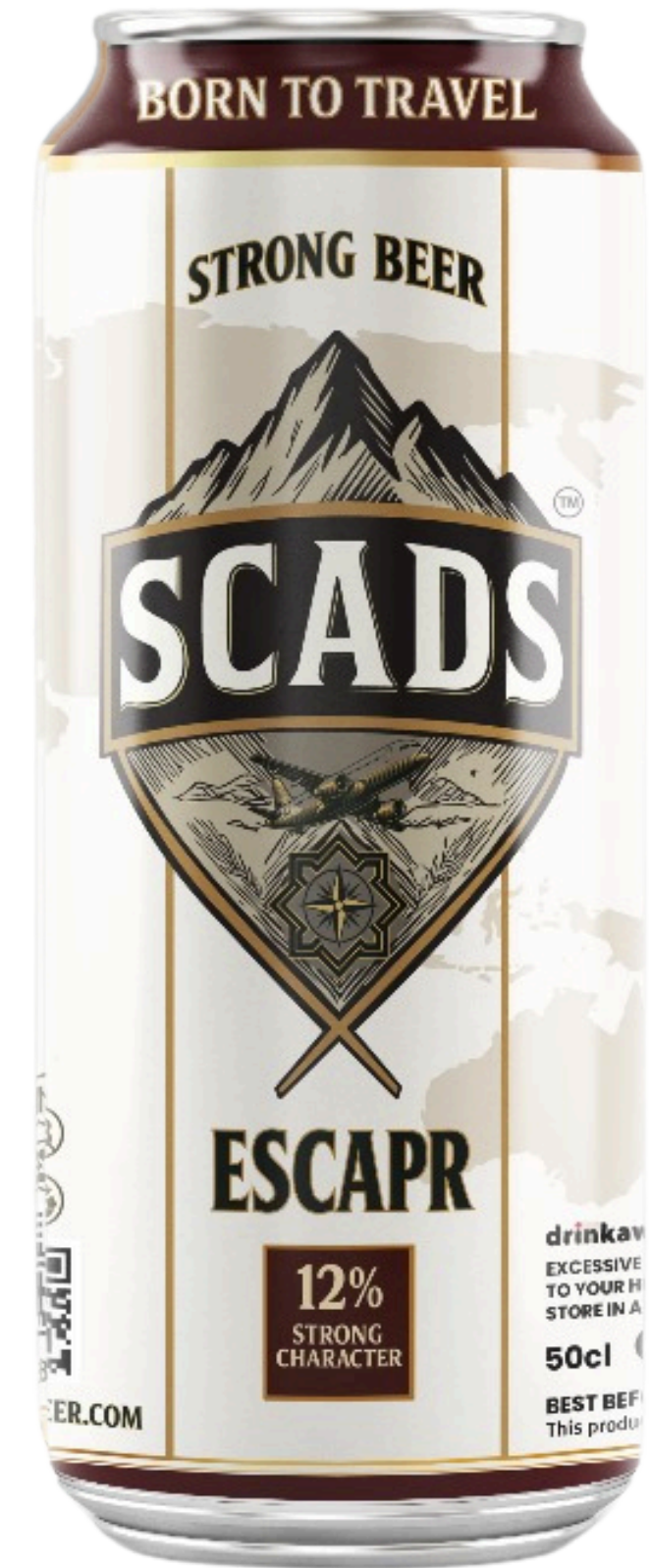
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SCADS 12% – Strong Pour, Bold Personality

Bold, smooth, and fiercely balanced – SCADS 12% is crafted for drinkers who demand intensity wrapped in refinement. With commanding depth and a clean finish, it stands tall among stronger brews without losing composure. Ideal for moments that call for impact, SCADS 12% brings undeniable presence to every can, rewarding those who crave boldness with sophistication.

12%
STRONG
CHARACTER

ESCAPR

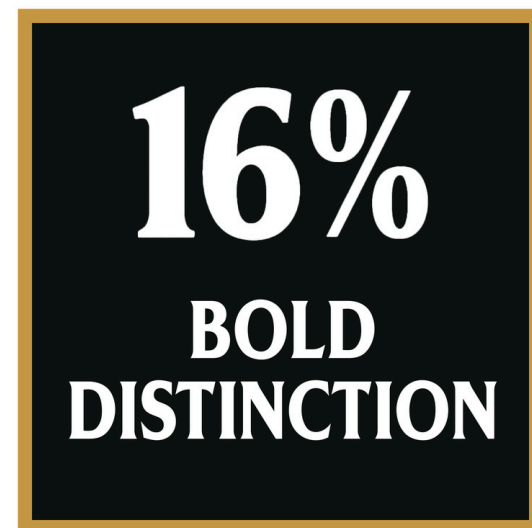


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SCADS 16% – Fearless Strength, Unforgettable Impact

SCADS 16% pushes the limits with bold intensity and a powerful character that stands tall. Crafted for those who demand more from their beer, it delivers deep, concentrated flavour with a smooth yet commanding finish. Whether you're chasing a legendary night or making a strong statement, SCADS 16% is brewed to leave a mark.



ROAMR



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SCADS 20% – Ultimate Power, Maximum Boldness

Unleashing unrivalled strength and fearless flavour, SCADS 20% is the peak of the range. Built for those who dare to go all in, it offers an intense, full-bodied taste with a smooth yet dominant finish. This is not just a beer – it's an experience for the boldest drinkers who live life without limits.

20%
MAJESTIC
STRENGTH

XPLORE



SCADS DISTRIBUTION WORLDWIDE

 England

 New Zealand

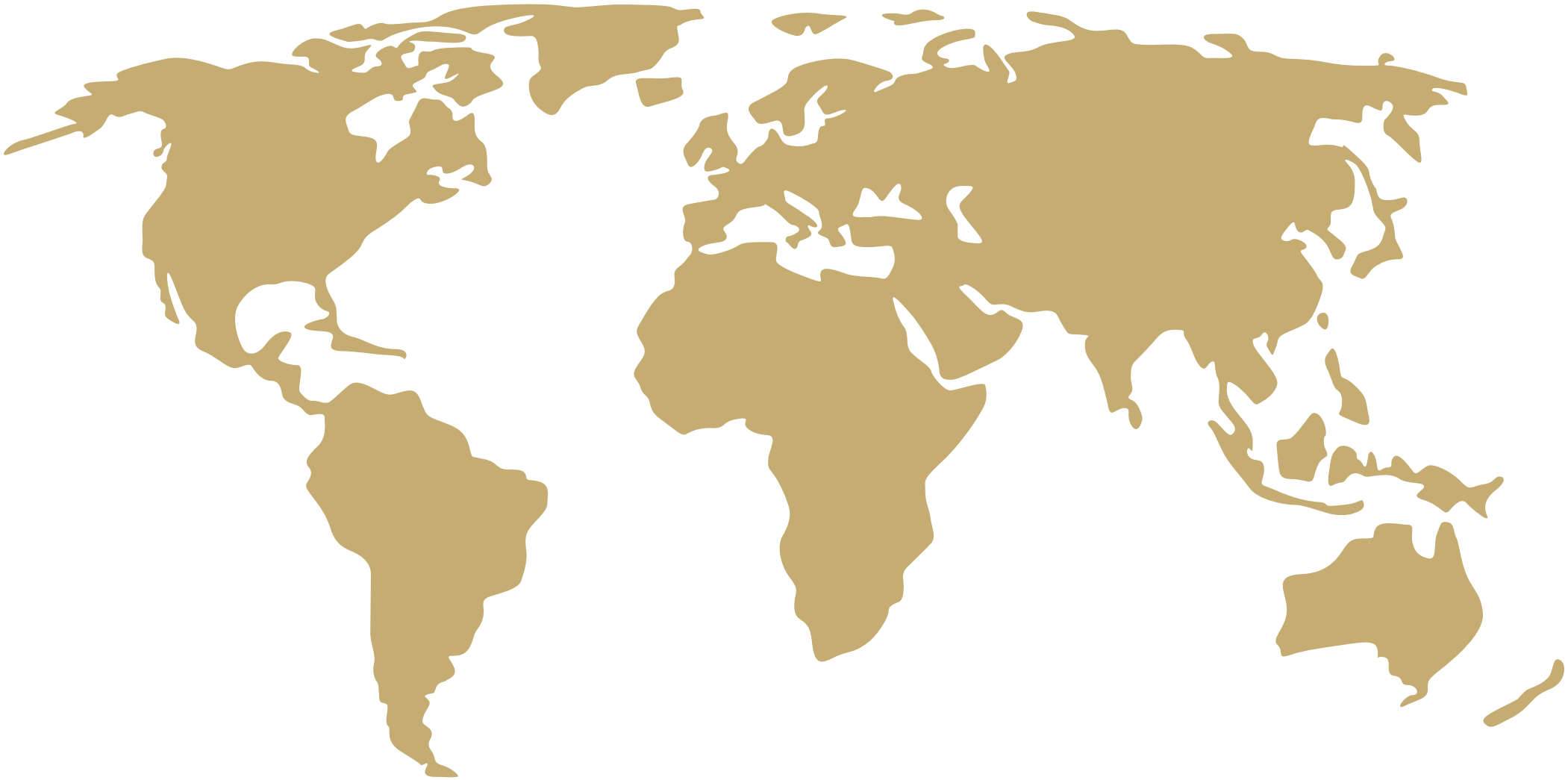
 Russia

 France

 Holland

 Spain

 Cyprus



Africa 

Georgia 

UAE 

Canada 

South America 

Africa 

Australia 

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MARKETING PACK



HOW WE SUPPORT YOUR MARKETING

We empower our partners and distributors with everything they need to bring SCADS to life in their market – fast, loud, and with impact.

High-Resolution Can Renders (All SKUs, all angles)

Lifestyle Campaign Photos (Festival, travel, rooftop, urban vibes)

Custom POS Visuals (Posters, table talkers, shelf strips, bar mats)

Motion Graphics & Animations (Reels, TikToks, ads, screen displays)

Branded Social Content Packs (Captions, templates, stories, hashtags)

Voiceover Scripts & Narration-Ready Brand Story

Co-Branded Distributor Graphics (Custom logos, location highlights)

Event Activation Support (Booth visuals, signage, giveaways)

Launch Campaign Strategy Templates (Pre-launch, live, post-launch)

Merch Design (Stickers, clothing, hats, glassware)



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