# Rising Energy Drink Consumption Fuels Ukrainian Soldiers Amid Conflict



In the midst of ongoing conflict, Ukraine has experienced a significant surge in energy drink consumption among its military personnel, particularly at the front lines. In western Ukraine, the Morshynska beverage factory now produces 16,000 cans of the energy drink Volia every hour. Volia, along with other popular brands such as Red Bull, Monster, and Pit Bull, has become essential for Ukrainian soldiers as they navigate the harsh realities of war.

A soldier known as "Psycho" described relying heavily on these energy drinks to maintain alertness and endurance, highlighting their practicality over beverages like coffee, which require more preparation. The demand extends to the civilian population, spurred by constant missile attacks and anxiety. Companies like IDS Ukraine, which produces Volia, and Carlsberg Ukraine have responded to this demand by increasing production and even donating thousands of cans to military units.

Meanwhile, in northern Kharkiv, the Ukrainian military has stabilized the front after a recent Russian offensive, aided significantly by Western weaponry and permission to target positions within Russia. The U.S. HIMARS system has been particularly effective, though glide bombs remain a challenge due to their high-altitude deployment, rendering them out of Ukrainian defensive reach.

The ongoing conflict has necessitated the redirection of Ukrainian forces and equipment from other front lines in Donetsk and Luhansk. The UN has reported a 31% increase in civilian casualties in May, primarily in the northern front and Kharkiv, due to air-dropped bombs and missiles.

With continuous Western support, including expected NATO F16 fighter jets and more ground troops, Ukraine aims to counter Russian advances and regain territorial control.