

# Kadyrov's Son Is Now Selling Energy Drinks, and Nobody Knows Why

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Ramzan Kadyrov sips a can of K-13. @RKadyrov\_95 / Telegram

Ramzan Kadyrov's 18-year-old son, Adam, is known for a lot of things: [roundhouse-kicking](#) a defenseless teenager jailed for burning the Quran, [firing](#) dual golden machine guns, collecting a seemingly endless stream of state awards and being [appointed](#) to oversee security and tax collection in the republic of Chechnya.

Now, the heir apparent to Kadyrov's de facto throne is selling, of all things, energy drinks.

Under his personal brand, K-13, Adam Kadyrov launched the fizzy stimulant bomb this week. In a video [posted](#) online earlier, the elder Kadyrov, who has ruled Chechnya since 2007, is seen sampling the energy drink at a new big-box store in the Chechen capital of Grozny.

Those with a long memory will appreciate the irony. In 2012, Ramzan Kadyrov [called for a ban](#) on energy drinks, declaring that "intoxicating drugs are unacceptable in a Muslim society."

Adam Kadyrov [shared](#) a slick K-13 ad video on Instagram this week — a platform he and other

officials in Russia continue to use despite the government labeling it “extremist.” The clip features a BMW furiously spinning around in circles, presumably because a Russian-made Lada would not be able to handle the G-force.

Astute observers will also notice that the K-13 logo bears a striking resemblance to the claw-like design of Monster Energy.

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Why the younger Kadyrov decided to pivot into the beverage industry is anyone’s guess.

In 2013, Chechen lawmakers [banned](#) the sale of energy drinks. If those laws were changed ahead of the K-13 launch, it has not been officially announced.

According to the exiled Russian news outlet [Vyorstka](#), the companies managing K-13 were set up by Kadyrov family insiders.

The energy drink is just the latest personal branding exercise for Adam Kadyrov, who has been thrust into the limelight with a flurry of high-level government [appointments](#) in recent years, fueling speculation that his father may be preparing him to rule the North Caucasus republic after he leaves office.

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