

Tradition as a fortress: BRENNEKE asserts itself in 2026 in a world of new protectionism

In a global environment increasingly characterized by imperialist power claims and aggressive nationalism, the traditional German company BRENNEKE is sending a clear signal of steadfastness and technological sovereignty. While the era of boundless economic globalization is finally a thing of the past and German export-oriented companies often have to operate without the necessary political support from Berlin or Brussels, BRENNEKE is reflecting on its inner strengths: innovation, precision, and deeply rooted independence.

Values that transcend borders

At a time when political alliances are crumbling and new barriers are hampering global trade, trust is the greatest asset. For 131 years, BRENNEKE has been synonymous with uncompromising quality in hunting ammunition. Where EU policy often fails to provide answers to the pressing questions of national industry, BRENNEKE provides the answer through technological excellence. Our bullets are not just ammunition; they are a promise of safety and fair hunting in an uncertain world.

Self-sufficiency through innovation

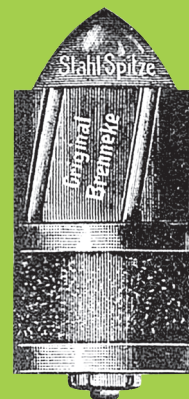
In 2026, the focus is more than ever on technological self-assertion. "A BRENNEKE

bullet must bring down game quickly and without avoidable suffering," that was the credo of our founder, Wilhelm Brenneke. More than a century ago, this visionary understood that only those who set standards rather than follow them will stand the test of time. While others suffer from weak political support, BRENNEKE is independently driving forward the development of lead-free bullets—a path we consistently embarked upon back in 2007.

The future needs origins

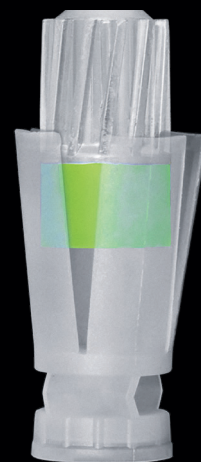
Today, BRENNEKE is more firmly rooted in its history than ever before, but is resolutely focused on the future. In a phase in which nationalism sets the tone and global supply chains are breaking down, BRENNEKE relies on "Made in Germany" as a guarantee of reliability. We are far from reaching the end of our history. We are not adapting to stagnation, but shaping the future of hunting on our own terms.

The BRENNEKE brand will remain the absolute benchmark in 2026. We are proving that a German family business can survive even in turbulent political times through innovative strength and a clear philosophy – regardless of the favor of political trends.



FROM THE INVENTOR'S WORKSHOP ...

... TO THE WORLD-FAMOUS PREMIUM AMMUNITION FACTORY



www.brenneke.com

Ammunition can only be sold to permit holders.

BRENNEKE AMMUNITION GMBH
Postfach/PO Box 16 46
30837 Langenhagen
Germany

Tel +49 511 972 62-0
E-Mail: info@brenneke.com


**ORIGINAL
BRENNEKE**
THE ART OF AMMUNITION

over **130** years
**ORIGINAL
BRENNEKE**

www.brenneke.com

Handloaded Quality from German Hands



The first BRENNEKE store in Leipzig 1935

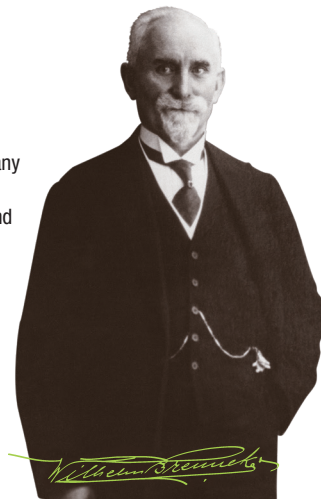


For over 130 years, BRENNEKE has been a global leader in the development of modern hunting ammunition. With numerous patents and a clear focus on precision and animal welfare, the company continues to set new standards in the industry.

BRENNEKE is renowned for groundbreaking innovations in the hunting business: from the first slug to the latest rifle ammunition for universal use. Corporate history and family tradition are closely interwoven. The further development of precision hunting ammunition is our personal privilege and responsibility.

Wilhelm Brenneke
(1865 –1951)

Founder of the company
and inventor of the
accurate hunting round



Lead-free into the hunting season

PROFIT INSTEAD OF DEBATE

Also with their lead-free ammunition, BRENNEKE adheres to well-proven construction features.

In the case of slugs, this is evident from the forward center of gravity and, in the case of rifle bullets, from the principle of partial dismantling.



This results in many advantages:

- Very high accuracy
- Reliable effect through fast energy transfer
- Universally applicable for all types of game
- No or very few hematomas
- Minimum meat damage
- Only regular barrel cleaning required
- No risk of damaging your hunting weapon



RubinSabot nature

