

William Hebrank

Adjunct Lecturer --- Wine History and Technology

Office: HM 312

Phone: 305-919-4543

Email: hebrank@bellsouth.net

Courses Offered and Course Description

HFT 3866

A course in oenology; learning to appreciate the culture of the vine and its varieties around the world, while learning the proper way of storing, serving and merchandising wine in a hotel or restaurant.

To learn the wines of the major vineyard areas of the world and as a buyer or manager the techniques of buying, selling and listing these wines.

HFT 3873

A course in oenology learning to appreciate the earliest stages of viticultural history and prehistory, while learning the beginnings of this consequential beverage.

To learn the domesticating of the Eurasian vine; how wine was made and preserved 7,000 years ago.

To learn how this viticulture affected early cultures of the developing world and laid the foundation of civilization and hospitality itself. To follow this viticultural development to the advent of the bottle and the cork.

Biography

William Hebrank graduated from the University of Illinois with a Bachelor's Degree in History. He began his wine career as a retail salesman at Flanigan's, Big Daddy's and then Crown Wine and Spirits. He comes to the classroom from the halls of industry, where for the last 18 years he has worked for TransAtlantic Wine, the fine wine division arm of Southern Wines and Spirits, the largest beverage wholesaler in the country.

His non-teaching days are spent on the road where he visits restaurants and retail outlets meeting his clients. He has learned to plan and research a wine selling campaign – where and when to visit, whom to see, what to propose, and how to assure success. Each visit is dependent on his creating a rapport with a potential client. He talks about wine as part of the meal experience, about its capabilities at making a meal a social occasion, about its enhancement of food and the prime importance wine plays in contributing to the success of a restaurant.

He conducts seminars throughout South Florida in all facets of wine, wine service and how to best create an atmosphere that will make a restaurant successful in today's crowded restaurant environment. He is also responsible for planning and conducting educational seminars for his work staff at TransAtlantic Wines.

In the classroom for the last 20 years at FIU he has had the opportunity to train new chefs, restaurateurs and hotel managers about the joys of wine; to influence new choices on restaurant wine lists. He has desired to promote wine in moderation as a healthy and inclusive beverage as opposed to an exclusive mystery. He has also contributed to the Wine Certificate program offered to professionals already working in the hospitality field.

Education

University of Illinois, Urbana, Illinois
Bachelor of Arts in History

Urbana High School, Urbana, Illinois

Employment History

Presently ---

Senior Sales Representative and Key Accounts Manager
TransAtlantic Suppliers,
Fine Wine Division of Southern Wines and Spirits, Miami, Florida.

Presently ---

Adjunct lecturer for Florida International University's School of
Hospitality Management, Bay Vista and formerly the South Campus

1994 - 1997 ---

Chief Operations Officer, TransAtlantic Suppliers, Miami.

1985-1989

Instructor for Florida International University's Continuing
Education Program, North Miami Campus, North Miami, Florida.

1989 -1992

Lecturer for S.O.P.E.X.A., Food and Wines from France, Inc.

1989 - 1990

Consultant and Wholesaler for N & T Import Company,

1986 - 1989

Retailer and Wine Director for Crown Wine Merchants
Director of Les Amis du Vin Ft. Lauderdale chapter

1982 - 1986

Wine Consultant for Big Daddy's/Flanigan's Liquors,

1981 - 1999

Tour Guide (self-employed).
Conducted eight tours of Europe and two tours of California.

Wine Areas Visited

Italy

Piemonte (5)
Franciacorta (2)
Veneto (4)
Trentino (1)
Friuli (1)
Tuscany (5)
Liguria (1)
Umbria (2)
Latium (3)
Campania (2)
Basilicata (1)
Sicily (3)

France

Champagne (10)
Bordeaux (7)
Cahors (1)
Cognac (3)
Loire Valley (8)
Bourgogne (7)
Beaujolais (2)
Maconnais (1)
Alsace (3)
Rhone (3)
Provence (2)

England

Bristol (1)

Canada

Okanagan (1)

Germany

Mosel Valley (4)

Rheinhessen (1)

Rheingau (2)

Nahe (1)

Pfalz (2)

Spain and Portugal

Oporto (2)

Penedes (3)

Rioja (1)

Valdepusa (1)

Jerez de la Frontera (1)

Galicia (2)

Toro (1)

California

Mendocino (3)

Sonoma (6)

Napa (6)

Monterey (1)

Santa Cruz (3)

Carmel Valley (1)

Paso Robles (1)

Washington and Oregon

Willamette Valley (1)

Yakima Valley (1)

Columbia River (1)

Walla-Walla (1)

Chile

Colchagua (1)

Casablanca (1)

New York

Long Island (2)

Hudson River Valley (1)

Australia and New Zealand

Swan River (1)

Margaret River (1)

Lower Great Southern (1)

McLaren Vale (1)

Barossa Valley (1)

Adelaide Hills (1)

Clare Valley (1)

Hunter Valley (1)

Yarra Valley (1)

Mornington Peninsula (1)

Gippsland (2)

Bellarine (1)

Geelong (1)

Tasmania (1)

Waihiki Island (1)

Martinborough (1)

Marlborough (1)

Nelson (1)