



WINES OF
BRITISH COLUMBIA

Adam Woodward, Privato Vineyard & Winery



Adam was born in Kamloops and raised on the farm that is now Privato Vineyard & Winery. Adam grew up working the land with his father where he gained hands on experience with farming and business practices.

Adam left the farm to attend university where he received a degree in Civil Engineering which provided him with a technical background and the fundamental tools to enable him to work in the business of construction. Adam spent 7 years managing and estimating large remote construction projects.

In 2018, Adam had the urge to return to the farm to help his parents with their business and he also wanted to start his own business which was launched in 2019: Woodward Cider Co.

Since returning to the farm, Adam has taken the role of operations and outside sales manager. In this role, Adam is responsible for farm operations, wine and cider production and ensuring the outside sales targets are met. Since getting involved in the wine industry, Adam gained the knowledge and love for BC Wine. Having travelled and experienced other wine regions around the world, Adam truly appreciates the branding, community, sustainability, excellence and diversity that the BC Wine growers has to offer.

Adam loves working back on the farm where he grew up with his parents and brothers. He enjoys mountain biking, reading, skiing and chilling at the lake with his wife.