

# MEET

# Cedric

*39 years old*

*Belgian*

*Lives alone in a condo in Villa Urquiza*

*Works as Commercial Director in a translation agency*

*His passion is rugby*

*He belongs to a progressive, cultured social sector*

Social in essence, Cedric is always surrounded by his friends and family. A single father, Cedric is highly dedicated to his son. Individually, *he feels very true to himself*, believing that *self-knowledge is key*, but is also very demanding, continually examining his choices and challenging himself.

He places *great value on the relationships he holds*, believing that friendship is based on honesty and constructive criticism. As a friend, Cedric tends to act as a leader, but prefers to be the “quiet organizer” of his social circle. Expressive and funny, he often adopts the role of the comic.

A *generous and engaged* individual, Cedric volunteers as a mentor for young athletes. Cedric is very concerned about the direction society is currently moving in, but doesn't consider himself and activist.

## CURRENT CHAPTER

*A Transitional Phase: A new father, he's entering into a more adult phase, with greater maturity and more comfort.*

## TENSION

*Fear of plateauing: he's accomplished many of his early goals, but worries about slowing down with age.*

## CHARACTERISTICS

*Cheerful  
Extroverted & funny  
Athletic  
Dynamic  
Honest  
Generous*

## MOTTO

*"I never lose. Either I win or I learn."*

## LEFFE

*"A must in the Belgian brewing tradition."*

*"Distinguished, charismatic and delicate."*

*"An accessible yet high-end product."*

*"A caring grandmother who wants us well and who watches over us--there is tenderness in her."*

## BEER

### OCCASIONS

- 1. Drinking after Rugby*
- 2. When hosting or visiting friends in their home*
- 3. When out for a drink with friends*