

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.

TENSIO

NS

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

CHARACTERISTICS

ICS

*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*