



The Globe and Mail
Critic's Picks; THIS WEEK / HIGHLIGHTS

April 12, 2010

W, 9 p.m.

Strange and occasionally surreal, this reality series follows the lives of best friends and business partners Heather and Lori, who somehow make a living selling cupcakes. In the tradition of most reality shows, there's more emphasis on their personal lives than the business model, which means more time spent covering Lori's fertility treatments and Heather's fitness obsession. Two episodes air tonight. In the first, the women hire Cheryl, a quality-control manager to oversee their 50 or so employees; in the second, Lori begins her in vitro fertilization process.