



## Sweet TV Treat

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By Diana Cowan

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'The Cupcake Girls' returns for a second delicious season



Warning: Watching *The Cupcake Girls* will induce sudden sugar cravings for frosting-laden desserts. But when has that ever been a bad thing?

This Wednesday, the half-hour reality series returns to the W Network with two back-to-back episodes beginning at 9 p.m. ET. Refreshingly unlike most other cake-inspired TV shows, *Cupcake Girls* isn't so much about the tasty treats (though they temptingly appear in almost every shot) as it is about two best friends-turned-business partners running a successful empire. If you loved all of the drama Season 1 brought (pregnancy, intense gym regimes and family squabbles), *Cupcake*'s sophomore run promises not to disappoint.

Just don't expect Lori Joyce's baby boy to make any cameos, aside from an adorable snapshot perched upon his mother's desk.

"Max, my son, isn't going to be on the show at all," reveals the new mom over the phone from B.C. "I've made that decision because the show isn't about him; it's about our business ... and I don't want to exploit him."

"What you'll see in Season 2 is how hard it is to be a working mom, I think," adds Heather White. "That would probably be one of Lori's biggest challenges this season." Challenge is putting it lightly — I've yet to experience the joys of motherhood myself, but two measly days of mat leave (otherwise known as the weekend) and breast-pumping at the office shows serious job commitment.

Hopefully White's taking notes because soon enough, she'll be in the same happy predicament. Once again, baby fever is invading the *Cupcake Girls*' lives, only this time around, White is the one who's expecting (congrats!). At this point, the ladies' whole "no marriage, no babies" policy has officially flown the coop.

Additionally, look for White's dad and *Cupcakes*' facilities manager, Brian, to become more involved with the business; two new faces — a Gordon Ramsay-wannabe who creates a man-friendly cupcake line and a designer who takes charge of refreshing the brand — to join the show; and more franchises to open up. Soon, it won't be just West Coasters indulging themselves in *Cupcakes* confections.

"We're hoping that within the year we'll be opened up in Toronto, which would be fantastic," enthuses Joyce. "Obviously, it's difficult to kind of juggle everything with baby and family and whatnot, but you'll notice in Season 2 that we're actually taking on a much larger, bigger picture — we're interviewing area developers, so that we can expand in different markets quicker. That's one of the great things about the show is that it's really introduced our brand to a very — well, a national customer base now."

The Toronto location would be the first outside of B.C. and the ladies have dreams of one day expanding into the U.S. market as well. It's not as lofty a goal as you might think, too. With the series now airing in America on WETV (not to mention 80 countries worldwide) and a Gemini Award now tucked under their aprons — er, belts — there seems to be no limits on the brand's success.

It's a good thing Joyce and White still love what they do. Despite other ventures that come their way (such as the huge job offer the latter received at the end of Season 1), these besties are in it for the long haul, which means both viewers and dessert lovers alike have lots to look forward to in the coming days. White credits their friendship as one of their driving forces.

"We're in this as a team. We treat our business partnership as a marriage. So you know what, if one of us goes through a rough day, we both do. Cupcakes by Heather OR Lori is not just Cupcakes by Heather OR Lori — it's both. It takes both of us to make this actually work," she notes.

"We still really enjoy [work] and that's a huge motivation for me," concurs Joyce. "If I like coming to work — and obviously there are better days than others 'cause I'm human — but we still really love the challenge and this whole cupcakes thing constantly brings us new opportunities, like the show. So now there's going to be more opportunities with the show because of the award. Now they're talking about doing a book and merchandise."

Sounds like a whole lot of sweet success to me.

In the Season 2 premiere, White discovers her pregnancy, Joyce begins her journey as both businesswoman and mother, and the girls help franchisee Claudia bake an order of 2,000 cupcakes.

*The Cupcake Girls* returns Wednesday, April 6 at 9 p.m. and 9:30 p.m. ET/PT on W Network.