



Sprinkles everywhere!

Our love affair with the sweet treat is over.

The Cupcake Bubble Has Finally Burst

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The fancy-cupcake bubble has finally burst, says The Wall Street Journal. Crumbs Bakery, one of the rather dainty industry's leaders, has seen its stock price crumble to \$1.43. In the summer of 2011, Crumbs was trading above \$13 per share. Is this the end of a delicious era?

It started, as all good things in the last 20 years have, on HBO. Your typical scene from *Sex and the City* showed Carrie and Miranda sitting on a bench or in a trendy brunch joint chatting about sex and relationships. But in an industry-launching exception, the bench/brunch place in one scene were replaced by the exterior of Magnolia Bakery on Manhattan's Bleeker Street... and the characters were eating cupcakes.

