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Best ROI Media's pixel-art cooking game Feed the Lemon is out now on Google Play

One chef, one giant lemon with an enormous mouth, and twelve ways for a shift to end: the free Android game asks players to keep a very demanding customer fed.

HOUSTON, TX, November 17, 2026 - Best ROI Media today announced that Feed the Lemon, its pixel-art cooking game, is available now on Google Play for Android phones and tablets. The game is free to download, with optional reward videos and occasional ads between completed shifts; a single USD 1.99 purchase removes the automatic ads. Versions for iPhone and iPad, and a separate ad-free edition for Mac, have been prepared and will follow; their release dates are to be announced.

Watch the official trailer

Watch Feed the Lemon on YouTube

"I wanted a cooking game where the kitchen is the challenge and the customer is the joke: one enormous lemon who never stops asking for pie. What I cared about most were the endings, so that a burnt pie or a cricket filling takes you somewhere just as worth seeing as a perfect shift," said Mitchell Clay, founder of Best ROI Media.

In Feed the Lemon the player runs a tiny bakery for one impossible customer: a giant lemon with one enormous mouth and no eyes, ears or hands, who speaks only through his order bubbles. Baskets of ingredients ride past on a conveyor belt. The chef catches them, carries them to the bowl, measures out the recipe card, mixes with a timing meter called Whisk It Right, bakes in one of two ovens and carries the pie across the kitchen before the lemon's patience runs out. Five orders make a shift.

How the shift ends is up to the player. Serve five good pies and the lemon is happy. Serve the wrong filling, leave a pie in the oven three times too long, serve one unbaked or try the cricket filling, and the shift ends very differently. There are twelve endings in all, from Pie King to a frozen lemon, and each plays its own four-second pixel-art animation in the game's illustrated recipe book. Endings go into a collection, and coins earned in the kitchen buy better ovens, better tools, new fillings and decorations.

The whole development of the game is public: Best ROI Media's development board for Feed the Lemon, with every concept, animation clip and the notes pinned to them, is on the studio's website.

Key features

- **Run the kitchen:** catch ingredient baskets from a moving conveyor, then carry, measure, mix, bake and serve.
- **Five recipes and two dares:** apple, cherry, pumpkin, lemon and chocolate on the order cards, plus orange and cricket fillings to unlock.
- **Whisk It Right:** lock the moving marker in the green for a full-value pie; amber and red pies are worth less.
- **Twelve endings:** each with its own four-second pixel-art animation, collected and replayable.

- **Upgrades from earned coins:** two oven levels, two tool levels, experimental fillings and decorations.
- **Play your way:** landscape touch controls with controller support, local saves, no account, and core play that works offline.

At a glance

- **Title:** Feed the Lemon
- **Developer and publisher:** Best ROI Media
- **Genre:** Pixel-art cooking game
- **Platforms:** Android phones and tablets (available now); iPhone and iPad, and a paid ad-free Mac edition (to be announced)
- **Status:** Released on Google Play; Apple versions prepared, not yet released
- **Release date:** Google Play: available now. iPhone, iPad and Mac: to be announced
- **Price:** Free on Google Play, with ads; optional USD 1.99 purchase removes automatic ads
- **Google Play:** https://play.google.com/store/apps/details?id=com.bestroimedia.feedthelemon
- **Website:** https://bestroi.media/games/feed-the-lemon
- **Press kit (screenshots, logo, icon, character art, ending animations):** https://bestroi.media/press/feed-the-lemon

About Best ROI Media

Best ROI Media is an independent studio founded in October 2025 and based in Houston, Texas, making games and software for iPhone, iPad, Android and the web. Website: https://bestroi.media

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