SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR COFFEE SHOPS & BAKERIES

What café tech costs one shop over three years

Thirty-six months at each vendor's **own published US price, read 11 November 2026**. Before tax, before card processing, before terminals and optional add-ons — those are paid on top and are the same whether or not the shop has a menu page. Toast's figures include its $1,153 countertop kit and run on a two-year agreement; BentoBox's figure is its last published list price and it is now sold only to Clover POS customers.

Platform	Plan	Monthly	3 years	What the money buys
Toast	Basic — Traditional, plus the $1,153 countertop kit	**$69/mo**	**$3,637**	Register and reports; no online ordering, no website
Toast	Core — first pack with online ordering, plus the kit	**$219/mo**	**$9,037**	Online ordering, delivery integrations (DoorDash, Uber Eats, Grubhub)
Toast	Growth — first pack with a website, plus the kit	**$578/mo**	**$21,961**	Website, gift cards, loyalty, SMS and email
Toast	Core on Pay-as-you-Go — $0 software, $0 kit	**$0/mo**	**$0**	Then 3.39% + 15¢ on every card payment instead (3.69% on Growth)
Square	Free — ordering page included	**$0/mo**	**$0**	Register and ordering page, 2.6% + 15¢ in person, 3.3% + 30¢ online
Square	Plus — per location	**$49/mo**	**$1,764**	Inventory and close-of-day reporting; KDS app $30
Square	Premium — per location	**$149/mo**	**$5,364**	Coursing, seat management, 24/7 phone support
BentoBox	Essentials — last published list (2023), Clover only	**$149/mo**	**$6,364**	Website plus $1,000 setup; ordering is a paid module
ShopLaunch	Local Pack — one payment, the page and the menu	**$0/mo**	**$199**	The menu page itself, built for you. No register, no card processing, no commission

Toast: the countertop starter kit is sold in three feature packs — Basic $69, Core $219 and Growth $578 a month on Traditional, with the $1,153 kit up front and a two-year agreement; on Pay-as-you-Go the software and kit are $0 and the card rate rises to 3.09%–3.69% + 15¢. Square for Restaurants: Free, Plus $49 and Premium $149 a month per location, ordering page included on all three. BentoBox: $149 (Essentials) to $249 (Plus) a month on its last published list, plus $1,000–$1,500 setup, and only if you already run Clover.

The $6 problem, worked out

One $6.00 drink, about 30% in milk, cup and beans, leaves roughly $4.20 before rent and wages. That is the unit a café pays its software in.

Toast Core at $219/mo	52 drinks a month — about 1.7 a day, before rent, wages or a bag of beans
Toast Core + kit over three years	2,152 drinks
A $6 drink on a 30% delivery commission	$1.80 gone per order; 20 orders a day is $36 a day, $1,080 a month
ShopLaunch Local Pack	47 drinks, once — then $0 for as long as the page is up

The 30% cost of goods is an assumption, not a published figure — put your own in and the shape does not change. No page removes a delivery commission, and this one does not pretend to: it gives a customer a direct way to find you, read the menu and walk in, which is the channel where nobody takes a percentage.

Five questions before you renew

What am I paying the register for?	Card payments, ordering, inventory, reports. If that is all you want from it, buy the cheapest plan that does those — not the pack that also rents you a website.
Is the website in the plan I am on?	At Toast it starts at Growth, $578 a month. At Square the ordering page is on every tier including Free. Ask which line is the page.
What does the kit cost, and whose is it?	Toast's countertop kit is $1,153 up front on Traditional (yours to keep), or $0 on Pay-as-you-Go with a higher card rate. Do both sums at your own monthly card volume.
What happens if I close for a week?	A subscription charges through a closed week. A page paid once does not. Count how many weeks a year you are dark.
What do I keep if I stop paying?	On a subscription: not the page. Ask for the files and the URL. The page we sell is yours, on its address, with an edit key.

What the one payment is — and what it is not

Yes	No
You get: a mobile page with every drink and its milk, size and decaf options, today's bread, hours and an “open now” badge, tap-to-call, one-tap directions, your photos, reviews, and buttons that open your Instagram and the ordering link you already use · a print-ready QR stand PDF for the counter · an edit key so today's origin is a minute of your own time. $49 Starter, $199 Local Pack (adds a full menu up to 30 items, 3 print pieces, 5 Instagram posts, Google Business Profile text) or $499 Full Launch. Live the next business day.	**You do not get:** a till, card payments, online ordering, inventory, staff hours, a loyalty programme or a delivery platform. We take no commission and collect no customer data. Keep the register — the page links straight into it, and nothing is migrated or double-charged.

Prices are each vendor's published US list price on 11 November 2026 and change without notice — read theirs before you sign. Card processing is excluded on both sides: it is paid to the platform's processor either way, and moving the page off a subscription does not remove it. **shoplaunch-app.pages.dev/cafe** · ShopLaunch Studio, Busan, Republic of Korea · chonnom61482@gmail.com