SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR FOOD TRUCKS & STREET FOOD

What truck tech costs one truck over three years

Thirty-six months at each vendor's **own published US price, read 11 November 2026**. Before tax, before card processing, before installs and optional add-ons — those are paid on top and are the same whether or not the truck has a page. Toast's figures include its starter-kit hardware ($1,153 countertop, or the $1,113 handheld a truck actually uses) and run on a two-year agreement.

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	Core with the $1,113 handheld kit — the truck's device	**$219/mo**	**$8,997**	Same software; a handheld instead of a countertop terminal
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**	Reader $59, ordering page, 2.6% + 15¢ in person, 3.3% + 30¢ online
Square	Free + the $399 handheld	**$0/mo**	**$399**	The handheld is the whole hardware bill, bought once
Square	Plus — per location	**$49/mo**	**$1,764**	Inventory and close-of-day reporting; card rate 2.5% + 15¢
Square	Premium — per location	**$149/mo**	**$5,364**	Coursing, seat management, 24/7 phone support
ShopLaunch	Starter — today's spot, the menu, the window QR	**$0/mo**	**$49**	The page itself, built for you: spot, hours, menu, sold-out line, sticker PDF
ShopLaunch	Local Pack — full menu and three print pieces	**$0/mo**	**$199**	40 items, window sticker, A5 board, table cards, five posts. Paid once

Toast: three software packs — Basic $69, Core $219 and Growth $578 a month on Traditional, with the kit up front and a two-year agreement; Core is the first with online ordering, Growth the first with a website. 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 on all three, handheld $399, terminal $299, reader $59. Toast does not publish a standalone list price for the handheld; the $1,113 figure is the starter-kit price reported in August 2026.

The $13 ticket, worked out

A truck sells $13 tickets (the 2026 median) and about a third of that is food, leaving roughly $8.85 before propane, commissary and wages. That is the unit the software is paid in.

Toast Core at $219/mo	25 tickets a month — under one a day, before a single tank of propane
Toast Core + handheld kit, three years	$8,997 — 1,017 tickets
Eight dark weeks a year at Toast Core	$404 a year; $1,213 over three years, for weeks the window was shut
ShopLaunch Local Pack	$199 once — 23 tickets, then $0 for as long as the page is up

A third of the ticket in food cost is an assumption — a taco is nearer 30%, a loaded fries box nearer 35%. Put your own in and the shape does not change. Card processing is excluded on both sides because it is paid either way. A subscription charges through a closed week; a page paid once does not.

Four questions before you sign a two-year term

Is the page in the plan I am on?	At Toast the website starts at Growth, $578 a month. At Square the ordering page is on every tier including Free. Ask which line is the page, and what it costs on its own.
Does the kit fit my counter?	A countertop kit is a 14-inch screen, a reader and a router, on a counter you prep and pass food across. The handheld is the right device in a truck — and neither of them tells a customer which corner you are on today.
What happens when I close for a week?	A subscription charges through a rained-off week and through February. Count the weeks a year your window is shut, multiply by the monthly fee, and see what the software earned in them.
What do I keep if I stop paying?	On a subscription: not the page. Ask for the files and the URL, in writing. 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 that says where the truck is today, with one-tap directions, the hours and an “open now” badge, a sold-out line, the menu with prices, tap-to-call, your photos and reviews, and buttons to your Instagram and the ordering link you already use · a print-ready window QR sticker and counter card · an edit key so today's corner is thirty seconds of your own time. $49 Starter, $199 Local Pack (adds a full menu up to 40 items, three print pieces, five Instagram posts, Google Business Profile text) or $499 Full Launch. Live the next business day.	**You do not get:** a till, card payments, offline mode, online ordering, inventory, staff hours, a loyalty programme, route planning or permit paperwork. 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/food-truck** · ShopLaunch Studio, Busan, Republic of Korea · chonnom61482@gmail.com