SHOPLAUNCH STUDIO · 2026 PRICE CHECK

What eleven restaurant platforms cost over three years

Three years of the software, the setup or hardware, and any per-order fee the restaurant pays — at **250 online orders a month** and a **$30 average order** ($7,500 a month in sales). Card processing is excluded on both sides: it is paid to the platform's processor either way, and a static page does not remove it. Prices are each vendor's own, read 11 November 2026.

Platform	Plan	Monthly	Setup / hardware	Per order	3 years
Toast	Core (online ordering)	**$219/mo**	$1,153 kit	no platform order fee	**$9,037**
Toast	Growth (website + marketing)	**$578/mo**	$1,153 kit	no platform order fee	**$21,961**
Owner.com	Flat Rate	**$499/mo**	none published	5% Flexible: $13,500 at this volume	**$17,964**
ChowNow	Launch (annual billing)	**$229/mo**	$119–$499 setup	2.95% + 29¢ (processing)	**$8,743**
BentoBox	Essentials — last list, 2023	**$149/mo**	$1,000 setup	$0.99/order reported	**$6,364**
Clover	Full-service Starter · 36 mo	**$179/mo**	hardware inside	2.3% + 10¢ (processing)	**$6,444**
Popmenu	Starter	**$179/mo**	none published	$1.00 an order (can be passed on)	**$6,444**
SpotOn	POS Essentials, per station	**$55/mo**	$750–$995 station	2.45% + 15¢ (processing)	**$2,730**
Square	Plus, per location	**$49/mo**	readers extra	2.9% + 30¢ online (processing)	**$1,764**
Slice	Online Growth, pizzerias	**$39/mo**	tablet display in	$3.00 an order, paid by the shop	**$28,404**
TouchBistro	POS + online ordering	**$119/mo**	iPad kit extra	none on online orders	**$4,284**
Lightspeed	Essential, restaurant	**$189/mo**	hardware separate · KDS $30/screen	no order fee	**$6,804**
ShopLaunch	Local Pack — one payment	**$0/mo**	$0	0% commission	**$199**

Owner.com is shown at the cheaper of its two plans for this volume (Flat Rate); Flexible is $249/mo + 5% of orders, which is $22,464 here. BentoBox's figures are the last list it printed (2023) — it is now sold only to Clover POS customers and quotes on request. Popmenu's $1.00 an order, if the restaurant absorbs it, adds $9,000 over three years at this volume. Square Free is $0 a month; you build the page yourself in its editor. Slice's Complete Growth plan ($99/mo + $2.00 an order + a $1,000 implementation fee) is $22,564 here. TouchBistro's online ordering at $50 a month and its $229 reservations are third-party reports, not its own published prices.

The five questions before you renew

What is this line on my bill for?	Ask for the website and menu line as its own number, in writing. It is usually inside a pack you cannot split.
What happens to my site if I stop paying?	On a subscription, it stops, and so do the QR codes. Ask what you keep: the files, the URL, the guest list.
Is there a term, and what does leaving cost?	Toast: 2-year software agreement. Clover: 36 months, non-cancelable. SpotOn All-In: 2 years. Get the early-exit total in writing before you sign.
Does the price change with my volume?	A subscription does not — a slow month costs the same as a good one. Owner.com's 5% does; so does SpotOn's 0.20% Core Bundle.
What am I paying for that a page cannot do?	Ordering, payment, kitchen tickets, the guest list, loyalty. If you need those, keep the platform. If you need a page, you are buying it twice.

What the $199 is — and what it is not

Yes	No
You get: a mobile page on a real URL with hours, prices, photos, tap-to-call and directions · a digital menu with one QR per table, print-ready · three posters (window hours, counter QR, menu board) · five Instagram posts with captions · an edit key so you change a price yourself. Live the next business day.	**You do not get:** a register, card processing, online ordering with payment, reservations, loyalty, kitchen tickets, or a guest list. We collect no guest data at all. If you need those, keep the platform and take only the website and menu line off its bill — that is the line this sheet prices.

Run it with your own numbers

Two sliders — your monthly online orders and your average order — and the same table recalculates in the browser.

shoplaunch-app.pages.dev/calc · nothing to sign up for, nothing sent to us.

ShopLaunch Studio builds the page, the menu with a QR per table, three posters and five social posts and hands them back the next business day: $49, $199 or $499, paid once. No subscription, no commission, no hardware, and we do not take orders or payments — which is exactly why this comparison is only about software.
shoplaunch-app.pages.dev