2026 Independent Restaurant Tech Cost Cheat Sheet

Toast POS vs. BentoBox vs. Owner.com vs. ShopLaunch — The True 3-Year Math

Cost / Feature	Toast (POS+Web)	BentoBox	Owner.com	ShopLaunch (Ours)
Monthly Software Fee	$69 – $578/mo	Quote only ($149–$249 last list)	$249 + 5% · $499 flat	**$0 (never recurs)**
Setup / Kit	$1,153 kit	$1,000 – $1,500 (2023)	None published	**$0 (included)**
Fee on each order	No order fee; cards 2.49%+15¢ / 3.50%+15¢	$0.99/order reported	5% Flexible; guests 5% both	**0% commission**
Hardware required	Approved Toast terminals only	Clover POS required	None published	**None**
Table QR menus	Growth pack / add-on	Paid module	Included	**Included (PDF)**
Time to live	Install scheduled; no timeline published	Under a week once started	Guided migration	**24 hours**
Contract	2-year agreement	Ask for the Clover term	Month to month	**None**
Year 1 total	$3,781	$2,788	$5,988	**$49 – $199**
3-year total	$9,037	$6,364	$17,964	**$49 – $199**
Guest and order data	In Toast's platform	In their platform	In their platform	**Files are yours; no guest data**

3 Truths Every Restaurant Owner Needs to Know in 2026

1. The monthly rent never ends: $219 a month is $7,884 over three years, before the $1,153 terminal kit. Stop paying and the site, the QR menus and the ordering page stop with the subscription.

2. The platform decides what you may use: Toast's terms restrict its services to approved Toast hardware. BentoBox's pricing page states its products are available only to Clover POS customers. Changing register can mean rebuilding the website.

3. The turnkey alternative: many independent restaurants, cafes and bars need a fast mobile page with hours, prices, tap-to-call and a printable QR menu — not a $249-a-month growth platform. ShopLaunch builds that for you and delivers it in 24 hours for a one-time $49 to $199. No subscription, no commission, no hardware. We do not take orders or payments, and we collect no guest data.

Get Your Shop Online in 24 Hours Without Monthly Software Rent

Visit **shoplaunch-app.pages.dev/compare** or scan the QR code. Delivered in 1 business day from $49 one-time.