SHOPLAUNCH STUDIO · 2026 PRICE CHECK FOR TAPROOMS & BREWERIES

The pint economics of taproom software

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. Untappd for Business is licensed **per location**; its Essentials tier caps the account at **5 users and 20 non-beer menu items**, which is why a brewpub with a kitchen is usually quoted Premium. Toast's figures include its starter-kit hardware and run on a two-year agreement; Arryved's are core software only, hardware and processing separate, on a 12-month term.

Platform	Plan	Monthly	3 years	What the money buys
Untappd	Essentials — digital menus, TV boards, 5 users, 20 non-beer items	**$75/mo**	**$2,697**	The tap list and your presence in the consumer app. Per location, per year
Untappd	Premium — a kitchen or more than 5 logins	**$100/mo**	**$3,597**	Removes both caps, adds the wine database and the API
Arryved	Core POS, 1–9 devices, hardware extra	**$100/mo**	**$3,600**	Brewery-native register: tabs, card-on-file, mobile pouring
Toast	Basic — register and reports, plus the $1,153 kit	**$69/mo**	**$3,637**	A till. No online ordering, no website
Toast	Core — adds online ordering, plus the kit	**$219/mo**	**$9,037**	Online ordering and the delivery integrations
Toast	Core with the $1,113 handheld kit	**$219/mo**	**$8,997**	Same software; a handheld instead of a terminal
Toast	Growth — first pack with a website, plus the kit	**$578/mo**	**$21,961**	Website, gift cards, loyalty, SMS and email
Untappd + Toast	Essentials with Core and the kit — the usual two subscriptions	**$294/mo**	**$11,734**	A tap list in one product, a register and an ordering page in another
Untappd + Arryved	Essentials with Core POS — the taproom-native pairing	**$175/mo**	**$6,297**	Cheaper register, same two dashboards to keep updated
Square	Free — ordering page included on every tier	**$0/mo**	**$0**	Ordering page, reader $59, 2.6% + 15¢ in person, 3.3% + 30¢ online
ShopLaunch	Starter — the tap list, the trucks, the hours, the QR coasters	**$0/mo**	**$49**	The page itself: 16 taps with ABV and IBU, food-truck week, crowler preorder, print PDFs. Paid once
ShopLaunch	Local Pack — full list, weekly updates, three print pieces	**$0/mo**	**$199**	Up to 40 beers, tap-handle tags, table tents, coaster QR, five posts. Paid once

Toast: Basic $69, Core $219, Growth $578 a month on Traditional with the kit up front and a two-year agreement — Core is the first pack 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¢ instead. Arryved: Core POS from $99.99 a month for 1–9 devices, 10+ devices or 2+ locations quoted, 12-month term with 90 days' notice, hardware and processing separate. Untappd publishes no public price list; $899 and $1,199 a year are the figures its own sales page and customers report, and paying monthly adds about 20%.

The pint, worked out

A taproom pint sells for $6–$8 and the beer in it costs $1.20–$1.80 to make. At $7.50 a pint and $1.20 of beer, **$6.30 gross** is left before wages, rent and utilities — that is the unit every subscription is paid in. Toast Core plus Untappd Essentials is **$293.92 a month**.

$293.92 a month ÷ $6.30	46.7 pints of gross margin, every month
Three years, tap list + register	$10,581 — 1,680 pints
Add Toast's $1,153 kit	$11,734 — 1,867 pints
One half-barrel keg	About 124 pints: $180–$220 wholesale, or $930 at $7.50 a pint over your own bar
ShopLaunch Local Pack	$199 once — 32 pints, then $0 for as long as the page is up

Pint prices and pour costs are 2026 published ranges, not a single official figure; put your own two numbers in and the shape does not change. Card processing is excluded on both sides because it is paid to a processor either way. A subscription charges through a closed Monday; a page paid once does not.

Four questions before you sign a year

Which product does my tap list?	Untappd is a beer menu and a consumer app; Toast and Arryved are registers. Most taprooms end up paying for both, and the page a customer reads is neither. Ask what each line is for, and what it would cost to stop one.
How many people touch the account?	Untappd Essentials caps the account at 5 users and 20 non-beer items, so eight bartenders or a kitchen pushes you to Premium at $1,199 a year. Count the logins before you sign, not after.
What is per location?	Untappd licenses by venue. A second taproom is a second $899. Ask for the multi-site price in writing — it is not on the pricing page.
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 own address, with an edit key.

What the one payment is — and what it is not

Yes	No
You get: a mobile page with all 16 taps, ABV, IBU and a style tag on each pour · what just kicked, as a line you edit in a minute · this week's food trucks with times · a crowler and four-pack preorder that costs you no fee · hours, directions, tap-to-call · print-ready coaster QR, table tents and tap-handle tags · an edit key, so a tap change is your own thirty seconds. $49 Starter, $199 Local Pack, $499 Full Launch. Live the next business day.	**You do not get:** a register, card payments, tabs, offline mode, inventory, keg tracking, staff scheduling, a loyalty or mug-club programme, or a check-in network. Keep the POS you have — the page links into it, and nothing is migrated. We take no commission on a beer you pour and collect no customer data.

Prices are each vendor's published US list price on 11 November 2026 and change without notice — read theirs before you sign. Market size: Brewers Association, 9,578 operating US craft breweries at the end of 2025 (3,784 taprooms, 3,525 brewpubs) and 9,344 in June 2026. **shoplaunch-app.pages.dev/brewery** · ShopLaunch Studio, Busan, Republic of Korea · chonnom61482@gmail.com