ChowNow vs ShopLaunch — 2026

2026 comparison · $229–$409 a month, $119–$499 setup, 2.95% + 29¢ an order · checked 11 Nov 2026

CHOWNOW, 3 YRS AT LAUNCH

$8,244

$229/mo on annual billing, × 36
before the $119–$499 setup

CHOWNOW, 3 YRS AT ELEVATE

$14,724

$409/mo annual × 36
before setup and the app fee

SHOPLAUNCH, ONCE

$199

Page, menu, QR, posters.
No fee per order.

ChowNow lists Launch $229, Grow $319 and Elevate $409 a month on annual billing ($249 / $349 / $449 monthly), a one-time setup of $119–$499, and 2.95% + 29¢ on every order. Commission-free applies to direct orders; marketplace orders carry a 7.5% diner fee and discovery-network orders 15.5% unless Profit Protector is on. Difference at Launch over three years: **$8,544**.

Side by side

	ChowNow	ShopLaunch
Subscription	$229 / $319 / $409 a month (annual billing)	**$49 / $199 / $499, once**
Monthly billing	$249 / $349 / $449 a month	**n/a — paid once**
Setup	$119 – $499 one time	**$0**
Per transaction	2.95% + 29¢ on every order (processing)	**None**
Commission	None on direct orders; 7.5% diner fee on marketplace	**No orders at all**
Term	12-month prepaid on annual; monthly bills 30 days past cancel	**No contract**
Extras	$99/yr Apple fee · $250–$420 printer · $7.98 Flex Delivery	**None of these**
Includes	Ordering site, branded app, marketing, fraud cover	**Page, menu, QR, posters, posts**
Time to live	Onboarding with an advisor; ask for a date	**24 hours**

Ask ChowNow these before you sign

- Which setup fee applies to me — the $119 on the pricing page or the $499 in your Restaurant Agreement?
- Is my term annual prepaid or monthly, and what do I owe if I cancel early?
- What do marketplace and discovery-network orders cost me, and is Profit Protector on?
- Does the 2.95% + 29¢ replace card processing, or sit on top of a processor?

What $199 buys, delivered in 24 hours

A mobile page on a real URL (hours, prices, photos, tap-to-call, directions) · a digital menu with one QR code per table, print-ready · three print-ready posters (window hours, counter QR, menu board) · five Instagram posts with captions · an edit key so you change prices yourself. $49 is the page alone; $499 builds a menu of up to 60 items and 30 days of small updates. No subscription, no commission, no hardware.

ShopLaunch Studio · shoplaunch-app.pages.dev/vs/chownow
One form, five minutes, live the next business day. Payments by Polar Software, Inc. (merchant of record). ShopLaunch does not sell POS hardware, card processing, reservations or online ordering with payment.

Sources: get.chownow.com/pricing, read 11 Nov 2026 (plans, annual/monthly pairs, setup range, 2.95% + 29¢, printer and Apple fees). Contract terms, the $499 implementation fee and the channel fees: orderitto.com/compare/chownow-pricing (3 Oct 2026) and directorders.com (19 Jan 2026), quoting ChowNow's Restaurant Agreement dated 6 Aug 2026. Card processing is included in the per-order rate and is not part of the totals above.