Popmenu vs ShopLaunch — 2026

2026 comparison · $179–$499 a month, an unpriced ordering add-on, $1.00 an order · checked 11 Nov 2026

POPMENU STARTER, 3 YEARS

$6,444

$179/mo billed monthly ($159 prepaid annually)

POPMENU PREMIER, 3 YEARS

$17,964

$499/mo billed monthly ($449 prepaid annually)

SHOPLAUNCH, ONCE

$199

A static page and a QR menu. Nothing renews.

Online ordering is an add-on on all three tiers and Popmenu prints no price (reported ~$50/mo), plus a flat **$1.00 per online order** absorbed by you or paid by the guest. A shop at 200 orders a month: $6,444 + $1,800 + $7,200 + ~$1,300 onboarding ≈ **$16,744** over three years.

Side by side

	Popmenu	ShopLaunch
Subscription	$179 / $299 / $499 a month, per location	**$49 / $199 / $499, once**
Online ordering	Add-on on every tier, priced by quote	**Not offered**
Fee per order	$1.00, absorbed or passed to the guest	**None**
Minimum term	In your subscription agreement; early exit accelerates unpaid fees	**No contract**
Renewal	Auto one-year terms, 30 days' written notice	**Nothing renews**
Price increases	May raise fees on 60 days' notice after the term	**You paid once**
Includes	Interactive menu, dish reviews, SEO, email/SMS, waitlist	**Page, menu, QR, posters, posts**
Time to live	Onboarding project; ask for a date	**24 hours**
What you keep	A site inside Popmenu	**The files and the link**

Ask Popmenu these, in writing, before you sign

- What does the online ordering add-on cost on the tier I am choosing?
- How long is my minimum term, and what exactly do I owe if I leave early?
- When does my subscription renew, and by what date must I give notice?
- Is the $1.00 order fee absorbed by me or charged to my guests — and can I change that later?

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/popmenu
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.popmenu.com/pricing, checked 9 Nov 2026; contract terms and the $1.00 fee via menuline.ai/blog/popmenu-pricing (1 Oct 2026), quoting Popmenu's Client Terms of Service (3 Jan 2024); reported add-on and onboarding figures via menuhoster.com/vs/popmenu (Aug 2026).