Square for Restaurants vs ShopLaunch — 2026

2026 comparison · The least expensive subscription here, against a page paid once · checked 11 Nov 2026

SQUARE, 3 YRS AT PLUS

$1,764

$49/mo per location × 36
ordering page included

SQUARE, 3 YRS AT PREMIUM

$5,364

$149/mo × 36
coursing, seats, 24/7 phone

SHOPLAUNCH, ONCE

$49–$199

Page, menu, QR, posters.
Nothing recurs.

Square Free $0, Plus $49, Premium $149 a month per location: in person 2.6% / 2.5% / 2.4% + 15¢, online 3.3% / 2.9% / 2.9% + 30¢. Month to month, no term, 30-day trial on the paid plans, and the branded ordering page is on every tier — but you build the site in Square's editor yourself. Difference over three years at Plus: **$1,565**.

Side by side

	Square for Restaurants	ShopLaunch
List price	$0 / $49 / $149 a month, per location	**$49 / $199 / $499, once**
Year 2 cost	$588 at Plus · $1,788 at Premium	**$0 — nothing recurs**
Card rates	2.6/2.5/2.4% + 15¢ in person 3.3/2.9/2.9% + 30¢ online	**We process nothing**
Contract	Month to month; 30-day trial on paid plans	**No contract**
Hardware	Square readers sold separately; app on your own device	**None**
The website	A builder and an ordering page you maintain	**Built for you in 24 hours**
Print: QR menu, posters	You generate them	**Included, print-ready**
Time to live	Same day, if you build it the same day	**24 hours**
Ordering / POS	Yes — commission-free ordering and a POS	**Neither. We take no payments**

Ask Square these before you sign

- Which plan set is my account on — Free/Plus/Premium, or the older $60 Plus plus $29 Square Online?
- What will I have to maintain myself in the site builder, and how long does that take?
- Is my online rate 3.3% or 2.9% + 30¢, and does a plan change lower it?
- What do the KDS and Kiosk apps add per device at my plan?

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/square
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: squareup.com/point-of-sale/restaurants/pricing, read 11 Nov 2026; fee table cross-checked with squareup.com/payments/our-fees; third-party summaries (orderitto.com, 21 Aug 2026; swipesum.com, 23 Oct 2026) list the same plans and rates. Square Pro is a custom quote above $250,000/yr. Card processing is extra on both sides and is not part of the totals above.