SHOPLAUNCH STUDIO · HEAD TO HEAD · 11 NOVEMBER 2026

Toast vs BentoBox: one sells a website with a register, the other won't sell one without

Toast's website is in its $578 Growth pack on a two-year term: $21,961 over three years. BentoBox now sells only to Clover POS customers and publishes no price. Both make the page a register decision.

TOAST, 3 YRS AT GROWTH
$21,961
$578 x 36 = $20,808 software
+ $1,153 kit, 2-year term

BENTOBOX, VIA CLOVER
$6,444+
Clover Starter $179 x 36
+ BentoBox modules: quote only

SHOPLAUNCH, ONCE
$199
Page, menu, QR posters
No register, nothing recurs

WHAT TOAST CHARGES, ON TRADITIONAL

Basic Register, reports, 24/7 support - no online ordering	**$69/mo**
Core Online ordering, delivery, DoorDash / Uber Eats / Grubhub	**$219/mo**
Growth The Toast website, gift cards, loyalty, SMS and email	**$578/mo**
Pay-as-You-Go No software fee; 3.09-3.69% + 15c a card instead	**$0/mo**
Countertop kit Terminal, Tap reader, router - yours, not leased	**$1,153**

WHAT BENTOBOX LEAVES TO PRICE

Essentials Last list printed (2023), website only - no 2026 price	**$149/mo**
Plus Last list (2023): website, ordering, marketing modules	**$249/mo**
Setup The same 2023 list: $1,000 / $1,500 per concept	**$1,000-1,500**
Today "Only available to Clover POS customers"; no price	**quote**
Clover Starter The register you must buy first: 36 months	**$179/mo**
Clover Advanced 36 months, or $4,447 + $129.85/mo; 2.3% + 10c	**$354/mo**

THREE YEARS, SOFTWARE AND HARDWARE

Toast Growth: 36 x $578 + $1,153 kit	**$21,961**
Toast Core without the website: 36 x $219 + kit	**$9,037**
Clover Starter bundle: 36 x $179	**$6,444**
Clover Standard / Advanced: 36 x $239 / $354	**$8,604 / $12,744**
Last BentoBox list (2023): $149 or $249 x 36 + setup	$6,364 / $10,464
BentoBox website modules today	quote only
ShopLaunch Local Pack, paid once	**$199**
Still in your account, against Toast Growth	**$21,762**

THE TRAP THEY SHARE: THE WEBSITE IS A CONSEQUENCE OF THE REGISTER

Toast

The website is sold inside Growth at $578 a month, on a two-year agreement that restricts the service to approved Toast hardware - leave 14 months early and the software left in the term is $8,092 at Growth. Cancel, downgrade or change register and the site goes with the pack.

BentoBox

Its pricing page now answers with "BentoBox is now Clover" and "only available to Clover POS customers". A shop already on Toast or Square must replace its register, on a 36-month non-cancelable Clover subscription, to qualify - then negotiate the modules.

WHAT THE $199 IS

A mobile page on a real URL with hours, prices and tap-to-call · a menu with one QR per table, print-ready · three print posters · five Instagram posts with captions · the files themselves (HTML, CSS, images), so the page moves with you instead of dying with a subscription.

THREE NUMBERS TO ASK FOR IN WRITING, BEFORE YOU SIGN EITHER

The whole monthly bill- every pack and add-on you will use, hardware and card rate on separate lines.

The exit, in dollars- the term, the notice, the early-termination total, and the site on your last day.

Where the website goes- if you change register: who owns the domain, and can the pages be exported?

$199 once. Keep the register. Own the page.

If you need a register, buy one on its own terms; the page a guest opens should outlast it.

shoplaunch-app.pages.dev/vs/toast-vs-bentobox · shoplaunch-app.pages.dev/calc · $49 / $199 / $499 once

Sources, read 4 October - 11 November 2026. BentoBox: getbento.com and its pricing page - "BentoBox is now Clover"; "Currently, BentoBox products/services are only available to Clover POS customers"; no dollar figure published; existing customers routed to a customer success manager. The $149 / $249 a month and $1,000 / $1,500 setup are the last list BentoBox printed, in 2023, and are marked as such. Clover: clover.com/pricing/restaurant - Starter $179/mo for 36 months or $1,799 + $89.95/mo, Standard $239 or $2,548 + $109.90, Advanced $354 or $4,447 + $129.85; 2.3% + 10c tapped, 3.5% + 10c typed in; online menu page and no-fee online ordering included; subscriptions "non-cancelable and ineligible for refunds". Toast: pos.toasttab.com/pricing for the approved-hardware wording and two-year agreement; Traditional Starter Kit prices ($69 / $219 / $578 and the $1,153 kit) from Toast's checkout as published on 7 Nov 2026 by expresso.io/blog/toast-pricing, which records that websites arrive in Growth. ShopLaunch does not sell POS hardware, card processing or online ordering with payment. Prices are US list, before tax. Vendors change them.