Toast POS website vs ShopLaunch — 2026

2026 comparison · Toast's website and online ordering against a $199 page · checked 11 Nov 2026

TOAST, 3 YRS AT CORE

$9,037

$219 × 36 = $7,884 software
+ $1,153 countertop kit

TOAST, 3 YRS AT GROWTH

$21,961

$578/mo is the pack that adds
the website and marketing

SHOPLAUNCH, ONCE

$199

Website + menu + QR posters.
Nothing recurs.

Toast's checkout: Basic $69, Core $219 (adds online ordering), Growth $578 (adds the website and marketing); $1,153 countertop kit or $0 with 3.09–3.69% + 15¢ card rates; 2-year software agreement; 2.49% + 15¢ in person, 3.50% + 15¢ online. Difference over three years at Core: **$8,838**.

Side by side

	Toast POS + website	ShopLaunch
List price	$69 / $219 / $578 a month, per location	**$49 / $199 / $499, once**
Year 2 cost	$2,628 at Core · $6,936 at Growth	**$0 — nothing recurs**
Up front	$1,153 terminal kit (or $0 with higher card rates)	**$0**
Fees on sales	No order fee; card rates 2.49% + 15¢ / 3.50% + 15¢	**None — we don't touch your sales**
Minimum term	2-year software agreement	**No contract**
Hardware	Approved Toast terminals only; the kit is yours	**None**
Where the page lives	Inside Toast's platform	**A URL and files you keep**
Time to live	Install scheduled with Toast; no published timeline	**24 hours**
Ordering / POS	Yes — this is what $219 buys	**Neither. We take no payments**

Ask Toast these, in writing, before you sign

- What is my monthly bill if I keep the terminal and move down a pack?
- What does leaving during the 2-year term cost, in dollars?
- Which pack includes the .com website, and what does the Digital Storefront add-on cost on top?
- Is my card rate 2.49% + 15¢ in person and 3.50% + 15¢ online, or the Pay-as-You-Go rate?

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/toast
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: Toast Starter Kit checkout, read 7 Nov 2026 (summarised at expresso.io/blog/toast-pricing); pos.toasttab.com/pricing for the approved-hardware terms, read 11 Nov 2026. Card processing is extra on both sides and is not part of the totals above. All figures are before tax.