SHOPLAUNCH STUDIO · HEAD TO HEAD · 11 NOVEMBER 2026

Toast vs Slice: $9,037 against $66,204 - and the $3.00 charged on every pizza

At 600 online orders a month Slice's $39 + $3.00 is $66,204 over three years, $64,800 of it the per-order fee - the margin on 4,320 pies at $15. Toast Core is $9,037, with no site until $578.

SLICE, 3 YRS AT 600 ORDERS
$66,204
$39 x 36 = $1,404
+ 21,600 x $3.00 = $64,800

TOAST, 3 YRS AT CORE
$9,037
$219 x 36 = $7,884 software
+ $1,153 kit, 2-year term

SHOPLAUNCH, ONCE
$199
Page, menu, QR posters
Nothing per order, nothing recurring

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 SLICE CHARGES, TWO MEMBERSHIPS

Online Growth Website, ordering, Slice app, listings; online only	**$39/mo + $3**
Complete Growth Adds phone orders, a POS and the hardware; $1,000 setup	**$99/mo + $2**
Per-order fee Card orders on Online; online and phone on Complete	**$2-$3**
No fee under $10 On an online order below this - the only exemption	**$0**
Card processing Both memberships, every order	**2.90% + 30c**

THREE YEARS AT 600 ORDERS A MONTH

Toast Core: 36 x $219 + $1,153 kit	**$9,037**
Toast Growth (with the website): 36 x $578 + kit	**$21,961**
Slice Online: 36 x $39 + 21,600 x $3.00 = $64,800	**$66,204**
Slice Complete: 36 x $99 + $1,000 + 21,600 x $2.00	$47,764
Both, as many shops run them: Toast Core + Slice	**$75,241**
The fee in margin: $64,800 / $15 a pie	4,320 pies
Slice is cheaper than Toast below (39 + 3N = 219)	60 orders/mo
ShopLaunch Local Pack, paid once	**$199**

TWO THINGS TO CHECK BEFORE THE FIRST ORDER ARRIVES

Slice

The $3.00 is charged on every credit-card order in the month - the stranger from the app, the neighbour who scanned the box, and the family that has phoned every Friday since 2011. On Complete Growth it is $2.00 and it reaches phone orders too. At 600 orders that is $1,800 a month and $21,600 a year - 12% of a $25 ticket, against DoorDash's 25% ($6.25).

Toast

The website is not in Core. It arrives with Growth at $578 a month, on the same two-year agreement whose exit is the software left in the term - $3,066 at Core and $8,092 at Growth with 14 months to run. Toast's terms restrict the service to approved Toast hardware, and nothing on its pages offers the site as a download.

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 ordering. Own the page.

A fee on every order is a fee on the orders you already had; the page should not be charged per pie.

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

Sources, read 7-11 November 2026. Slice: slice.com/pricing - Online Growth $39 a month plus $3.00 a credit-card order, Complete Growth $99 a month plus $2.00 an online or phone order with a $1,000 implementation fee, no per-order fee on online orders under $10, 2.90% + 30c card processing, month-to-month, a branded website, the Slice app and marketplace listings included; kiosk $59/mo, Flex Delivery $6.90 an order. Toast: pos.toasttab.com/pricing for the approved-hardware wording and the two-year agreement; Traditional Starter Kit prices - $69 Basic, $219 Core, $578 Growth, the $1,153 kit, 2.49% + 15c in person, 3.50% + 15c online, websites in Growth, the 14-inch kitchen screen at $749 + $35 a month - from Toast's checkout as published on 7 Nov 2026 by expresso.io/blog/toast-pricing; the exit formula from Toast's Merchant Agreement, last updated 10 Sep 2025, as summarised by Orbix POS on 21 Oct 2026. The 600 orders, the $25 ticket and the $15 a pie margin are our worked examples, not vendor figures. ShopLaunch does not sell POS hardware, card processing or online ordering with payment. Prices are US list, before tax. Vendors change them: check before you sign.