SHOPLAUNCH STUDIO · HEAD TO HEAD · 11 NOVEMBER 2026

Toast vs TouchBistro: $9,037 against $6,084 - and the $119 floor that becomes $472 a month

TouchBistro prints $69 for the POS, hardware required and not priced, and $119 with the hardware inside; with ordering at the reported $50 it is $6,084. Neither one sells a website you keep.

TOUCHBISTRO, 3 YRS + ORDERING
$6,084
$169 x 36 = $6,084
$119 bundle + $50 ordering (reported)

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
Works with either register

WHAT TOUCHBISTRO CHARGES

Point of Sale Full POS software; hardware required and not priced	**$69/mo**
Essentials Bundle POS + restaurant-grade hardware + integrated payments	**$119/mo**
Online Ordering Add-on, no commission, processing still applies	**$50/mo***
Reservations / Loyalty / Cards Add-ons; *third-party figures, marked reported	**$229/$99/$25**
Card processing Cost-plus; your rate set after a credit check	**quoted**

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**
Countertop kit Terminal, Tap reader, router - yours, not leased	**$1,153**
Card rates Printed on the pricing page, unlike TouchBistro's	**2.49/3.50%**

THREE YEARS, WITH THE ASSUMPTIONS WRITTEN DOWN

Toast Core: 36 x $219 + $1,153 kit	**$9,037**
Toast Growth (with the website): 36 x $578 + kit	**$21,961**
TouchBistro POS + hardware (~$1,200, ours) + ordering	**$5,484**
TouchBistro Essentials Bundle + ordering: 36 x $169	**$6,084**
Cheaper than Toast Core, on those two lines	$2,953-$3,553
Full stack, 36 x $472: reservations, loyalty, gift cards	**$16,992**
ShopLaunch Local Pack, paid once	**$199**

WHAT THE PRICING PAGE DOES NOT SAY

TouchBistro

$69 excludes hardware it requires and will not price; $119 includes it but not processing, and no card rate is printed. Add ordering ($50*), reservations ($229*), loyalty ($99*) and gift cards ($25*) and the room is $472 a month - $16,992, 82% of Toast Growth, with no website in it. The Initial Term comes from the Sales Quote; on default, iPads on a payment plan can be remotely disabled.

Toast

The website is not in Core. It arrives with Growth at $578 a month - $21,961 over three years - on the same two-year agreement whose exit is the software left in the term: $3,066 at Core with 14 months to run. Nothing on its pages offers the site as a download, and its terms restrict the service to approved Toast hardware.

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.

Neither of them hands you the website: Toast rents one inside a $578 pack, TouchBistro does not sell one at all. *Third-party figures, marked reported; confirm them on a quote.

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

Sources, read 7-11 November 2026. TouchBistro: touchbistro.com/pricing - Point of Sale $69 a month, hardware required and hardware, processing and additional fees applying; Essentials Bundle $119 a month with restaurant-grade hardware and integrated payments, processing and fees applying; add-ons with no printed prices; hardware financing for two or more terminals. touchbistro.com/online-ordering - no commission, TouchBistro POS only, and the answer that it cannot update your website directly but will supply Order Now button code. Merchant Terms of Use (effective 31 March 2026) - Initial Term, renewal, no early termination, the default calculation, the iPad disablement, Ontario arbitration - as summarised by maple.inc, 26 Sep 2026. The $50 ordering, $229 reservations, $99 loyalty, $99 marketing and $25 gift card figures are third-party lists from Oct-Nov 2026, marked reported. Toast: pos.toasttab.com/pricing for the approved-hardware wording and the two-year agreement; Starter Kit prices from Toast's checkout as published on 7 Nov 2026 by expresso.io; the exit formula from Toast's Merchant Agreement (10 Sep 2025) via Orbix POS, 21 Oct 2026. The $1,200 hardware figure is ours, anchored on the $50 gap between TouchBistro's two plans over 24 months. ShopLaunch sells no hardware, processing or ordering. US list prices, before tax.