ACROSS THE TABLE

BUSINESS CONSULTING

APP COMPARISON 11 · TABLETAP

TableTap vs Popmenu, MENU TIGER and Square

Pay once per table, or pay every month forever. For a small restaurant that is the whole decision.

Knowledge Article C11

AI Stack Series · acrossthetable.biz

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BEFORE YOU READ THIS

This guide compares TableTap against three other products that do a similar job. TableTap is my own. I build it, and I make money if you buy it.

That is exactly why this guide names the places where one of the other three is the better buy, and says so plainly. A comparison that found my own product best at everything would not be worth your time, and you would be right not to believe it.

WHAT TABLETAP DOES

Tap-or-scan table tags that turn a seat into a digital menu, a review, and a repeat customer. Start with Essential; after we meet, you choose the plan that fits.

TableTap puts a tap-or-scan tag on each table. The guest opens a digital menu in your branding, and the higher tiers add things like English and Spanish, menu audio, specials, review prompts, a VIP list, rewards and reservations.

The Essential tier is sold per table as a one-time cost. The higher tiers are arranged after a conversation, which the honest-limit section below addresses.

What is in it:

- Essential: digital menu, your branding, QR and tap tags
- Engage: English and Spanish, menu audio, specials, reviews, VIP list
- Pro: rewards and VIP, campaigns, reservations and analytics
- We meet first, then you choose your plan

Price: $14 per table, one-time.

THE THREE IT IS UP AGAINST

Every product in this market charges a monthly platform fee. That is the industry norm and it is worth understanding what you get for it before deciding it is wrong.

The comparison below is really between two models: rent the capability monthly, or buy the tags once.

Product	What it is	How it charges	Who it suits
TableTap (mine)	Tap or scan table tags that open a branded digital menu and lead to reviews and repeat visits	One payment per table, once — not a monthly platform fee	An independent restaurant that does not want another monthly bill

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Product	What it is	How it charges	Who it suits
Popmenu	Restaurant marketing platform — website, online ordering, guest engagement	Monthly platform fee, in tiers	Restaurants that want marketing and web presence handled
MENU TIGER	QR menu and ordering software with a free tier and low-priced paid plans	Free tier, then monthly in tiers	Restaurants wanting QR menus and ordering cheaply
Square	POS and payments with digital menus, online ordering and a website builder included	Free tier, then monthly, plus payment processing on every sale	Restaurants already taking payment through Square

Prices move. Every figure for the other three comes from the source listed at the end of this guide, with the date it was published, so you can see how fresh it is and check it yourself. The figures for TableTap are its own published prices.

WHAT EACH ONE IS ACTUALLY GOOD AT

Popmenu

Popmenu is a marketing platform rather than a menu tool. Website, online ordering, guest data and automated marketing, built specifically for restaurants.

A September 2026 comparison listed its tiers at roughly $179, $299 and $499 a month, with enterprise pricing above that.

For a restaurant that would otherwise pay an agency, that can be good value. For one that just wants a digital menu, it is a great deal of platform.

Pick this one if: you want your website, ordering and guest marketing run as one thing and you have the budget.

MENU TIGER

MENU TIGER is squarely in the QR-menu category: digital and QR menus, online ordering, and connections to POS and kitchen display systems.

Its own September 2026 page listed a freemium tier at zero and paid tiers at roughly $17, $46 and $119.

Note that this source is MENU TIGER’s own marketing page comparing itself to competitors, so treat its framing with appropriate scepticism — though its own prices are reliable.

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Pick this one if: you want QR menus and online ordering at low monthly cost and are happy to manage it yourself.

Square

If you already run Square, much of this is included. Digital menus, online ordering, a basic site and customer data come with the ecosystem.

The same September 2026 comparison listed Square's free tier at zero, with Plus around $49 and Premium around $149 a month, separate from card processing fees.

Before buying any menu product, check what your existing POS already includes. A surprising number of restaurants pay twice.

Pick this one if: you are already on Square or another POS that includes digital menus — use what you have.

WHERE TABLETAP IS THE WRONG CHOICE

If any of these describes you, buy one of the others instead. You will be happier and I would rather tell you now than take your money.

- You want a full restaurant marketing platform with a website and automated campaigns. That is Popmenu.
- You need online ordering and a kitchen display connection. TableTap is about the table, not the order pipeline.
- Your POS already includes digital menus. Check before you buy anything at all.
- You want a free option to test the idea. MENU TIGER and Square both have free tiers.

WHAT ACTUALLY MAKES TABLETAP DIFFERENT

The pricing model is genuinely different from everything else in this market, and for a small restaurant it is the whole argument. A twenty-table restaurant buying tags at a one-time per-table price pays a few hundred dollars once. The same restaurant on a monthly platform pays that much every month or two, indefinitely.

Run it over three years and the difference is not marginal, it is the cost of a piece of kitchen equipment. For an independent operating on thin margins, removing a recurring bill is worth more than adding a feature.

The second difference is the tap. Most of this market is QR codes. A physical tag the guest taps is a different and better interaction, and it is the thing the whole experience is built around rather than an add-on.

The third is the sequence it is designed for: menu, then specials, then review, then VIP list. It is trying to turn a seated guest into a repeat guest, which is a different goal from taking an order efficiently.

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The honest limit

Only the Essential tier has a published price. The Engage and Pro tiers are settled after a conversation, which means you cannot compare total cost against the alternatives from the website alone. That is a real disadvantage when you are shopping, and you are entitled to ask for the numbers before committing.

It also does not do online ordering, delivery integration or kitchen display. If those are what you need, this is not the category of product you are shopping for.

HOW TO DECIDE

Answer these about your own business. The answers point at one of the four.

- How many tables do you have? That number turns a per-table price into a real figure.
- What does your POS already include? Check first.
- Over three years, what does a monthly platform cost you versus a one-time purchase?
- Do you need online ordering, or only a menu at the table?
- What is the actual goal — faster ordering, or more repeat visits?

YOUR QUICK REVIEW

- ☐ I know what my existing POS already includes.
- ☐ I have multiplied the per-table price by my real table count.
- ☐ I have compared that against three years of monthly fees.
- ☐ I know whether I need online ordering.
- ☐ I have asked for pricing on the higher tiers before committing.

WHERE THESE NUMBERS CAME FROM

Everything stated about the other three products comes from the sources below, on the dates shown. Nothing here is from memory and nothing is estimated.

- MENU TIGER, "5 Best Popmenu Alternatives for Restaurants," last updated 8 September 2026 — pricing for Popmenu, MENU TIGER, Square, Toast and SpotOn. This source is published by MENU TIGER, one of the compared products, so its comparisons favour it; the pricing figures are used here, not its rankings.
- TableTap pricing: acrossthetable.biz/tabletap/, read from the site’s own published pricing data.

Pricing pages change without notice. Before you buy anything in this guide, including mine, open the vendor’s own pricing page and check.

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ADDITIONAL RESOURCES

Product	Where to find it	What it is for
Popmenu	popmenu.com	Restaurants that want marketing and web presence handled
MENU TIGER	menutiger.com	Restaurants wanting QR menus and ordering cheaply
Square	squareup.com	Restaurants already taking payment through Square
TableTap	acrossthetable.biz/tabletap/	An independent restaurant that does not want another monthly bill
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which job to fix first, before you buy anything.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

The knowledge article on the restaurant stack places this among the other eight systems a restaurant runs on.

The Across the Table AI Assessment starts from the jobs the restaurant performs rather than from a product list.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

Questions: info@acrossthetable.biz · 480-582-4716

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