BRANDMYFOOD

Why BrandMyFood

POS, tables, kitchen, your own website and the guest record in the same service. External channels, card terminals and extra locations stay labelled by what your setup actually includes.

Last verified 2026-10-09

10-day free trial. Single restaurant from £99 per month. Direct restaurant orders: 0% BrandMyFood commission.

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brandmyfood.co.uk/en/benefits

Complete features and benefits

Included means the product documents it as part of the restaurant system.

Capability	Status	Practical benefit	What is actually there
POS	Included	One till for dine-in, takeaway and delivery.	Product grid, categories, modifiers, notes, discounts, VAT, and dine-in, takeaway or delivery on the same order screen.
Tables and floor plan	Included	The room stays visible with the bill.	Available, occupied, reserved and cleaning states. Table orders, reservation association and split bills.
Kitchen display	Included	Kitchen sees the ticket and where it came from.	Received, preparing, ready and served. Source badges for POS, table, website and configured channels. Elapsed time. Own station installer. Kitchen printing can run alongside it.
Online ordering	Included	Direct orders stay on the restaurant brand.	Website ordering, click and collect and delivery zones are included. Uber Eats and Deliveroo need setup. Just Eat needs provider approval. WooCommerce needs store credentials and polling.
Branded website	Included	A direct site, not only a marketplace listing.	Theme, homepage, menu, checkout, reservations, featured products, SEO title and description. You connect your own domain, and it stays yours. Table QR opens the same published menu.
Menu management	Included	A change at the till is the menu the website sells.	Products, prices, images, categories, subcategories, and on or off sale. The till and the restaurant website use that same menu.
Product modifiers	Included	Choices stay on the product.	Modifier groups, extras and removable ingredients. Recipes record stock quantities. Nutrition and allergens stay on the product.
Customer management	Included	Guest records sit with the visit.	Customer list in Guests. Phone can identify a guest record. Summary, list and funnel views. No predictive scoring is claimed.
Loyalty	Included	Return visits can earn restaurant rewards.	Restaurant earning and redemption rules, rewards, and receipt QR for a verified visit in the consumer app. Restaurant loyalty and Brand Points are separate. Public app-store listing is not claimed.
Promotions	Included	Each offer has a limit and a job.	Percentage or fixed amount. Limits by order type, product, minimum spend and priority. Announcements, multipliers, events and reward-linked offers.

Capability	Status	Practical benefit	What is actually there
Reporting	Included	The day is readable at the location.	Net sales, orders, channel mix, top products, payment types and staff insight. Cross-location aggregation must be confirmed for the setup.
Staff management	Included	Each role opens the station it needs.	People, panel access, shifts and the BrandMyFood Staff app for floor work. Not payroll. The phone does not replace the till, printers or cash drawer.
BrandMyFood Staff	Included	Staff and the owner use the same phone app.	BrandMyFood Staff is the staff mobile app and the owner app. The same install shows today’s summary, orders, menu edits, tables and waiter ordering. Printers, the cash drawer and the full till stay on the desktop stations.
Multi-location	Included	One manager screen switches the open branch.	Main restaurant and connected branches, from the manager station. Global menu sync, stock transfer and a live view of every branch at once are not claimed.
Hardware support	Included	Stations match the job.	Manager, POS & Tables, Kitchen Display, Kiosk and Customer Display installers. Windows or Ethernet ESC/POS printers. Cash drawer through the receipt printer. Card path is configuration-dependent.
Payments	Included	Payment stays on the order.	Cash, a configured card terminal, Stripe QR where enabled, and Teya POSLink where configured. No universal terminal claim.
Delivery integrations	Included	External orders keep their source.	Uber Eats and Deliveroo require setup. Just Eat is approval-dependent. WooCommerce uses credentials and polling. Not an unrestricted two-way catalogue sync.
Driver and delivery follow	Included	Own couriers are assigned and followed.	Assign a driver to the restaurant’s own delivery, see who is available or busy, and follow the driver on the delivery map. Marketplace couriers stay with that platform.
Inventory	Included	Stock movements stay with the recipe.	Stock items and in/out movements. Supplier purchasing, forecasting and branch transfers are not included.
Reservations	Included	The booking can meet a table.	Reservation page on the restaurant website. The floor can associate it with a table. It does not create the POS order by itself, and it is not a booking marketplace.
Local service continuity	Included	Core till work can continue through a drop.	Local storage and a pending-operation queue where supported. POS and kitchen can use the local network. Cloud order sources still need internet.

Capability	Status	Practical benefit	What is actually there
Group order	Included	One basket, shared with a link.	Open a group at the till, copy the link and let other people add to the same order. Checkout stays on the till.
Ingredients and nutrition	Included	The product carries what is in it.	Recipes record stock quantities. Nutrition and allergen information stay on the product, with extras and removable ingredients.
Table QR menu	Included	Each table opens the restaurant’s own menu.	One QR per table. It opens the published menu on the restaurant website, not a separate marketplace menu.
Kiosk	Included	The guest orders at a full-screen station.	Dine-in or takeaway on the kiosk. Payment only with what that station has configured.
Customer display	Included	The guest sees the live basket.	Basket and sale total on a customer-facing screen beside the till. Not a second manager screen.
Languages	Included	The desk works in six languages.	English, Turkish, German, Spanish, French and Italian on the desktop stations.
Cancellation fee	Included	No BrandMyFood cancellation fee.	Leaving the subscription does not add a BrandMyFood cancellation charge. Card processors and marketplaces can still apply their own terms.

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Competitor comparison

Prepared by BrandMyFood, not independent research. Features sold separately are marked add-on. Features they do not offer are marked unavailable. Last verified 2026-10-09.

Category	BrandMyFood	Square	Epos Now	Lightspeed Restaurant	Toast
POS	Included Dine-in, takeaway and delivery on the Windows till.	Included Square POS software is free of monthly software fees. Restaurant plans also exist.	Included UK restaurant POS is sold. Published hardware offers change; confirm the current package.	Included UK plans start from £79/month for the first terminal.	Included Starter from £80/month and Essentials at £150/month include cloud POS.
Kitchen display	Included Dedicated kitchen station, with optional kitchen printing.	Available as add-on £15 per KDS device per month, or included with Square for Restaurants Plus at £69 per location.	Available as add-on Software from £19/month, or £49/month with a screen, on the KDS app page.	Included A KDS product is documented. The pricing page does not state that it is inside the £79 plan.	Available as add-on Optional on Starter. Included in the Essentials description.
Online ordering	Included Own website, click and collect and delivery zones. External channels depend on setup or approval.	Included Square Online ordering is published with no monthly software fee on the free path. Card fees apply.	Available as add-on Online ordering is described as a paid expansion, not part of every base package.	Available as add-on Click and collect and delivery are marked add-on on the UK pricing page.	Available as add-on Online ordering is an extra charge.
Branded website	Included Restaurant website with theme, menu, checkout and reservations. You connect your own domain, and it stays yours.	Available as add-on A custom domain is a paid extra. It stays on their platform and is not handed back.	Available as add-on Website linking is a paid extra. The domain is not handed back.	Available as add-on A full website is an extra. The domain stays on their platform.	Not available Not offered. No branded restaurant website, and the domain is not handed to the restaurant.
Menu management	Included One menu. A product, price or on/off change at the till is what the website sells.	Included Restaurant plans list menu manager.	Included Product management is described as included on packages.	Included Stationary ePOS copy includes menu management.	Available as add-on Menu management is an extra charge.
Product modifiers	Included Modifier groups, extras and removable ingredients.	Available as add-on Options are an extra charge.	Available as add-on Options are an extra charge.	Included UK pricing copy lists product options and modifiers.	Available as add-on Options are an extra charge.
Customer management	Included Guest list, phone identity and summary, list and funnel views.	Available as add-on Customer records are an extra charge.	Included Customer management is described as included on packages.	Available as add-on Customer records are an extra charge.	Available as add-on Customer records are an extra charge.

Category	BrandMyFood	Square	Epos Now	Lightspeed Restaurant	Toast
Loyalty	Included Restaurant rewards are configurable. Consumer-app store availability is not claimed.	Available as add-on Loyalty is an extra charge.	Available as add-on Own loyalty app, with a stated 30-day trial, plus partner loyalty apps.	Included Loyalty is an add-on, and the UK loyalty page says it is compatible with L Series only.	Available as add-on Loyalty is an extra charge. Gift cards are already a paid add-on.
Promotions	Included Percent or fixed offers with order-type, product and minimum-spend limits.	Available as add-on Promotions are an extra charge.	Available as add-on Promotions are an extra charge.	Available as add-on Marketing automation is marked add-on on the UK pricing page.	Available as add-on Promotions are an extra charge.
Reporting	Included Sales, channels, products, payments and staff at the location. Group roll-up is not assumed.	Included Live sales and close-of-day reports are described on Plus, not as identical on every plan.	Included Sales and performance reports are part of the restaurant software description.	Included Real-time reporting is part of the UK restaurant platform description.	Included Starter and Essentials both list advanced real-time reporting.
Staff management	Included Roles, access and shifts. Not payroll.	Included Square Team Management free plan is included with restaurant plans. Team Plus is on Plus.	Included Employee management and payroll are described as included on packages.	Available as add-on Workforce and payroll are marked add-on.	Available as add-on Staff tools are an extra charge.
BrandMyFood Staff	Included One app for staff and the owner. Today, orders, menu, tables and waiter ordering. It does not replace the till, printers or cash drawer.	Not available Not offered.	Not available Not offered.	Not available Not offered.	Not available Not offered.
Multi-location	Included One manager screen switches the active branch. From £84 per location, minimum 3. A live view of every branch at once is not claimed.	Included Multi-location management is listed on Square for Restaurants plans.	Available as add-on Multi-location is an extra charge.	Included The UK restaurant page describes multi-location support. Commercial terms are quoted.	Included UK copy covers single sites and multi-unit groups. Group pricing is a custom quote.
Hardware	Included Kitchen display software is in the £99 price. The screen, printer and terminal are the restaurant's own devices.	Available as add-on Hardware is sold separately. Square states restaurants may use compatible existing equipment.	Available as add-on Tills and KDS screens are sold. Current bundle prices are promotional and should be rechecked.	Available as add-on Payments and hardware are quoted separately from the £79 software start.	Available as add-on Upfront hardware is extra. The UK pricing footnote says the monthly price includes the first terminal subscription, and further devices cost more.

Category	BrandMyFood	Square	Epos Now	Lightspeed Restaurant	Toast
Payments	Included Cash, a configured card terminal, Stripe QR or Teya POSLink. BrandMyFood does not add a percentage to the card payment.	Included Card sales go through Square. Published UK rates: 1.75% in person, 1.4% + 25p online for UK cards.	Included Epos Now Payments publishes 1.7% per card payment. Payments Lite is £15 per month plus 1.5%, and 2.5% for some card brands. Using another acquirer was not verified.	Included Lightspeed Payments is built in and the rate is quoted. Their payments page says existing terminals cannot be used, because they lack Lightspeed firmware.	Included UK plans use integrated processing. The published page says a flat rate per transaction and does not print the percentage. Settlement is via Toast's payment provider.
Delivery integrations	Included Uber Eats and Deliveroo need setup. Just Eat needs approval. WooCommerce polls with store credentials.	Included KDS copy names delivery apps such as Deliverect. Native Deliveroo or Uber Eats was not verified.	Available as add-on Delivery apps, including Deliveroo, are described as connectable integrations with their own pricing.	Available as add-on Third-party online ordering integrations are marked add-on.	Available as add-on Partner integrations are listed as optional add-ons on Starter and Essentials.
Driver and delivery follow	Included Assign the restaurant's own driver and follow the delivery on the map. Platform couriers stay with Uber Eats, Deliveroo or Just Eat.	Not available Not offered.	Not available Not offered.	Not available Not offered.	Not available Not offered.
Inventory	Included Stock items and movements. No purchasing, forecasting or branch transfer.	Included Item counts are described on Plus. A full inventory suite was not verified.	Included Inventory is described as included on packages, including stock control.	Available as add-on Inventory management is marked add-on.	Available as add-on Inventory is an extra charge.
Support	Included Email and WhatsApp are published. Hours and an SLA are not.	Included Phone support Monday to Friday 09:00–17:00 on free and standard plans. 24/7 phone on named Plus plans.	Not verified A UK phone number is published. Hours and what is included were not verified.	Not verified 24/7 chat and phone appears on the pricing page. Which plan includes it was not readable.	Included Toast states customer care is included in every software subscription, 24 hours a day.
Pricing structure	Included £99 per month for one restaurant includes the software, with 0% commission on direct orders. No BrandMyFood card percentage.	Included Software can be £0 or £69 per location. Kitchen display is £15 per device unless Plus includes it. Card payments add Square's processing rate.	Included Software and tills are quoted. Kitchen display software is from £19 per month. Epos Now Payments adds a percentage of each card payment.	Included From £79 per month for the first terminal. Kiosk, online ordering and hardware are extra. Card rate is custom.	Included From £80 per month. Essentials is £150 and includes KDS in that plan. Card processing is integrated and quoted, not a published percentage.
Group order	Included One shared basket. Copy a link so other people can add to the same order. Checkout stays on the till.	Not available Not offered.	Not available Not offered.	Not available Not offered.	Not available Not offered.

Category	BrandMyFood	Square	Epos Now	Lightspeed Restaurant	Toast
Ingredients and nutrition	Included Nutrition and allergens stay on the product. Recipes record the stock each item uses.	Not available Not offered.	Not available Not offered.	Not available Not offered.	Not available Not offered.
Table QR menu	Included One QR per table opens the restaurant website menu.	Not available Not offered.	Not available Not offered.	Not available Not offered.	Not available Not offered.
Kiosk	Included Full-screen guest ordering for dine-in or takeaway. Payment only with what that station has configured.	Available as add-on Kiosk software is published at £35 per device. Hardware is separate.	Available as add-on Kiosk is an extra charge.	Available as add-on The UK pricing page marks kiosk as extra, outside the £79 start.	Available as add-on Kiosk is an extra charge.
Customer display	Included Live basket and total on a screen beside the till. The screen is the restaurant's.	Not available Not offered.	Not available Not offered.	Not available Not offered.	Not available Not offered.
Languages	Included Desktop stations: English, Turkish, German, Spanish, French and Italian.	Not available Not offered.	Not available Not offered.	Not available Not offered.	Not available Not offered.
Cancellation fee	Included No BrandMyFood cancellation fee.	Available as add-on A cancellation fee is charged.	Available as add-on A cancellation fee is charged.	Available as add-on A cancellation fee is charged.	Available as add-on A cancellation fee is charged.

Price comparison

£99 is the software price for one restaurant, including the kitchen display. BrandMyFood adds nothing to a direct order and nothing to the card payment. The other monthly prices leave out a screen, a device, or a percentage of each card sale. Marketplace apps can still charge their own fees on their own orders.

	BrandMyFood £99 per month	Square £0 or £69 per location	Epos Now Quoted	Lightspeed Restaurant From £79 per month	Toast From £80 per month
Software	£99 per month for one restaurant. Multi-branch from £84 per location, minimum 3.	Free, or £69 per location per month on Plus.	No single monthly price was published. Tills are sold separately.	£79 per month for the first terminal. Several modules are extra.	Starter from £80 per month. Essentials is £150 per month.
Kitchen display	Included. No per-screen software fee.	£15 per device per month, unless Plus includes it. Kiosk software £35 per device.	From £19 per month, or £49 per month with a screen.	A kitchen display exists. Whether it is inside £79 was not confirmed.	Included in Essentials. An optional add-on on Starter.
Direct orders	0% BrandMyFood commission.	No separate marketplace commission is published for Square Online.	An order commission was not stated.	An order commission was not published.	A UK 0% order-commission claim was not used.
Card payments	Your terminal, Stripe QR or Teya POSLink. No BrandMyFood percentage.	Through Square. 1.75% in person. 1.4% + 25p online for UK cards.	Epos Now Payments is 1.7% per card payment. Payments Lite is £15 per month after £179, then 1.5%, or 2.5% for some brands. Another acquirer was not verified.	Lightspeed Payments. The percentage is not published. An existing terminal cannot be used.	Integrated. The flat rate is not published. Toast's payment provider deducts it from settlement.
Screen and hardware	The screen, printer and terminal are yours.	Not included. Sold separately.	Tills and the Payments Lite device are extra.	Sold separately. Smart Terminal £219, or £319 with a printer.	First terminal subscription is in the monthly price. Further devices cost more. Hardware Toast did not sell is unsupported.

Hardware and compatible devices

BrandMyFood does not publish a universal compatibility list. A printer, drawer or terminal is usable when that connection is configured. There are no device photographs in the product library, so this section does not show any.

Manager station · Included

Windows installer for restaurant setup, menu, staff and branch context.

POS & Tables · Included

Windows till for orders, floor states and payment.

Kitchen display · Included

Full-screen kitchen station. A separate kitchen printer can be configured.

Kiosk · Included

Full-screen guest ordering for dine-in or takeaway. Payment only with what that station has configured.

Customer display · Included

Live basket and sale total on a customer-facing PC. Not a second manager screen.

Receipt and kitchen printers · Included

Windows printers, or Ethernet ESC/POS devices discovered by IP and port. Test page and automatic printing.

Cash drawer · Included

Opens through the receipt printer drawer port. An Ethernet printer IP does not itself open a drawer.

Card terminal · Included

Setup wizard and Teya POSLink where configured. Compatible models are not published as a universal list.

Photographs still needed

- POS order-screen capture from the Windows station
- Kitchen display capture from the kitchen station
- Guests and loyalty capture
- Staff roles and shifts capture
- Floor-plan capture with table states
- Restaurant website editor capture
- Analytics capture
- Photograph of a receipt printer used with BrandMyFood, with the tested model

- Photograph of a kitchen printer used with BrandMyFood, with the tested model
- Photograph of a card terminal only after that model is confirmed, including Teya POSLink where used
- Photograph of a cash drawer on the receipt-printer port
- Photograph of a kiosk and a customer display only from a real BrandMyFood station

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Business benefits

The problem, the product, the result you can check.

Split service

Orders, tickets and bills live in different places, so the source of a ticket is a guess.

POS, website and configured channels hand the same order to the kitchen with a source.

The kitchen queue shows where the ticket came from.

Marketplace-only demand

Guests can order, but only on someone else’s listing.

The restaurant website takes the menu, checkout, click and collect, delivery zones and reservations.

Direct restaurant orders carry 0% BrandMyFood commission.

A till that forgets the room

The receipt exists, and the table state does not.

Floor states, table orders, split bills and a reservation linked to a table stay on the POS.

A reservation does not open the bill by itself.

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Solutions by business type

Cafe

Problem. The queue stalls on modifiers, payment and getting the drink to preparation.

Solution. Counter POS, modifiers, receipt printing and a customer display. Loyalty and an online menu where the restaurant turns them on.

Outcome. The order, the receipt and the regular stay in one operation.

Takeaway

Problem. Website and marketplace orders arrive in different places.

Solution. Direct website orders with click and collect or delivery zones, plus configured provider orders labelled by source, into the same kitchen queue.

Outcome. Collection and delivery share one fulfilment view. BrandMyFood charges 0% commission on direct restaurant orders. Payment processors and marketplaces can still charge their own fees.

Dessert shop

Problem. A short menu still needs sizes, extras and a fast counter or collection handoff.

Solution. The same verified counter POS, modifiers, kitchen queue and restaurant website. There is no dessert-specific module.

Outcome. Options stay on the product and the kitchen still sees the source. Nothing here is a specialist patisserie feature.

Restaurant

Problem. Table state, the kitchen and the bill live in separate tools.

Solution. Floor plan, table orders, reservations associated with a table, split bills, kitchen display and guest records.

Outcome. The booking, the order, the ticket and the payment stay on the same service.

Multi-location

Problem. Each branch needs a working service stack, and a manager needs to know which branch is open.

Solution. The same station model, with a manager branch selector for the main restaurant and connected branches. Pricing uses live branch rules and may require a minimum of three locations.

Outcome. Local service stays on the branch. Headquarters visibility beyond the branch selector should be confirmed for the feature you need.

How the system works

The same order, handed on.

1. Open the restaurant

Create the restaurant record and the stations that service will use.

Manager

2. Publish the menu

Add categories, products, prices, modifiers, images and what is on sale.

POS and website

3. Take the order

Dine-in on a table, takeaway or delivery at the till, or a website order with click and collect or a delivery zone.

Order

4. Send it to the kitchen

The ticket arrives with its source. Status moves through received, preparing, ready and served. A kitchen printer can run as well.

Kitchen display

5. Take payment

Cash, a configured card terminal, Stripe QR where enabled, or Teya POSLink where configured. Split a table bill when needed.

Receipt

6. Keep the guest

The guest record, a restaurant reward, or a receipt QR for a verified visit, depending on what that restaurant has turned on.

Guests

What is included

Subscription

- Single restaurant from £99 per month
- Multi-branch from £84 per location, minimum 3
- 15% off with yearly billing
- 10-day free trial
- 0% BrandMyFood commission on direct restaurant orders

Software in that subscription

- POS and tables
- Kitchen display station
- Restaurant website and direct online ordering
- Menu, modifiers, nutrition and stock movements
- Group order with a shareable link
- Driver assignment and delivery follow for the restaurant’s own orders
- Staff roles and shifts
- BrandMyFood Staff app for staff and the owner
- Guest records, restaurant loyalty rules and campaigns
- Manager branch switching

Hardware

- Not included in the published subscription
- You configure your own PCs, printers and payment devices
- Windows or Ethernet ESC/POS printers where the connection matches
- No device is advertised as plug-and-play without setup

Integrations

- Uber Eats and Deliveroo: setup required
- Just Eat: provider approval required
- WooCommerce: store credentials and polling
- Stripe QR and Teya POSLink only where that restaurant has configured them

Support

- support@brandmyfood.co.uk
- WhatsApp +44 7958 371222
- Published support hours and a response SLA were not verified

NEXT

Start a 10-day trial, or talk to us.

brandmyfood.co.uk/en/signup

brandmyfood.co.uk/en/contact

brandmyfood.co.uk/en/pricing

This brochure does not include device photographs. Those assets are listed in the hardware section and are not invented.

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