# Nory secures $37m to bring AI efficiency to the hospitality sector



Nory, a London-based AI-native restaurant management platform, has raised $37 million in Series B funding, bringing its total investment to around $63 million. The round was led by Swedish investor Kinnevik, with participation from existing backers Accel, Samaipata, Base10, and Triple Point, reflecting strong confidence in the company’s growth trajectory.

The funding comes at a difficult time for the UK hospitality sector, which is contending with rising operational costs, labour shortages, and inflationary pressures. Official figures show that bars, pubs, and restaurants are closing at a rate of about two per day. Industry groups have warned that recruitment taxes introduced in April could further erode already narrow profit margins. Against this backdrop, Nory’s AI platform aims to help restaurants cut costs, streamline operations, and improve profitability.

Founded by Conor Sheridan, who has a background in hospitality, Nory combines business intelligence, inventory management, workforce scheduling, payroll, and financial oversight in a single system. By automating tasks such as rota planning and purchase and sales analysis, the platform claims to save supervisors more than 100 hours a month. Customers report that this efficiency can reduce operating costs by around 20 per cent and lift profit margins by as much as 50 per cent.

Nory’s AI learns from operational data and sales patterns to provide real-time insights and recommendations. Marketed as an AI assistant for hospitality teams, it helps frontline staff with resource allocation and decision-making, giving operators more control over performance and profitability.

Clients include Black Sheep Coffee, Jamie Oliver Group, and Dave’s Hot Chicken. The new funds will support expansion into the US and recruitment of data scientists to refine Nory’s algorithms and develop advanced assistant features.

Jose Jaytan de Ayala of Kinnevik described the company as “rewriting the hospitality playbook,” highlighting its ability to help restaurants adapt to rising costs and growing complexity. Investor backing reflects wider interest in AI solutions that automate operations while improving margins, at a time when the sector faces significant financial strain.

Nory has also published analysis of UK policy changes. Its research into the 2024 Autumn Budget found that the combination of higher National Living Wage rates, National Insurance adjustments, and reduced business rates relief could lower EBITDA by nearly 25 per cent for a typical venue generating £700,000 in annual revenue. Platforms such as Nory’s are being positioned as critical tools to offset these pressures by driving efficiency and profitability.

The Series B funding round and Nory’s expansion plans underline the growing role of AI in hospitality management. As the UK seeks to lead in responsible AI innovation, platforms delivering measurable cost savings and operational improvements demonstrate how technology can support resilience and competitiveness in the face of ongoing economic challenges.

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## Bibliography

1. <https://investorempires.com/nory-raises-37m-series-b-to-transform-restaurant-operations-with-ai-as-uk-hospitality-battles-rising-costs/?utm_source=rss&utm_medium=rss&utm_campaign=nory-raises-37m-series-b-to-transform-restaurant-operations-with-ai-as-uk-hospitality-battles-rising-costs> - Please view link - unable to able to access data
2. <https://cincodias.elpais.com/companias/2025-09-16/samaipata-vuelve-a-apostar-por-nory-que-cierra-una-ronda-de-31-millones-para-su-ia-de-gestion-de-restaurantes.html> - Nory, an Irish startup specialising in AI for restaurant management, has secured a $37 million Series B funding round led by Kinnevik, with participation from Samaipata, Accel, Base10, and Triple Point, bringing its total funding to $62.6 million. The company offers an AI-driven platform that optimises restaurant operations, including business intelligence, inventory, workforce management, and payroll. Clients have reported up to a 20% reduction in operating costs and a 50% increase in profits. The new investment will support Nory's expansion into the US market and enhance its AI capabilities. ([cincodias.elpais.com](https://cincodias.elpais.com/companias/2025-09-16/samaipata-vuelve-a-apostar-por-nory-que-cierra-una-ronda-de-31-millones-para-su-ia-de-gestion-de-restaurantes.html?utm_source=openai))
3. <https://siliconcanals.com/nory-bags-e31-4m/> - London-based Nory, an AI-native restaurant management system, has raised $37 million in Series B funding led by Kinnevik, bringing its total funding to $63 million. The platform integrates business intelligence, workforce management, inventory, and payroll to help hospitality businesses streamline operations. Restaurants using Nory have reported operating cost reductions of about 20% and profit increases of up to 50%. The company plans to use the funding to develop AI assistants and expand internationally. ([siliconcanals.com](https://siliconcanals.com/nory-bags-e31-4m/?utm_source=openai))
4. <https://www.uktech.news/ai/nory-ai-hospitality-funding-20240522> - Nory, an AI-powered operating system for hospitality businesses, has raised $16 million in a Series A funding round led by Accel, bringing its total funding to $25 million. The platform centralises key operational data, providing insights to improve efficiency and acting as an 'AI venue manager'. Nory works with companies including Jamie Oliver Group, Buns from Home, and Roasting Plant Coffee. The funding will accelerate product development and international expansion. ([uktech.news](https://www.uktech.news/ai/nory-ai-hospitality-funding-20240522?utm_source=openai))
5. <https://www.nory.ai/blog/autumn-budget-impact-restaurant-profit-and-loss/> - Nory analyses the impact of the 2024 UK Autumn Budget on restaurant profit and loss, highlighting challenges such as increased National Living Wage, National Insurance changes, and reduced business rates relief. For a typical venue with £700,000 annual revenue, these changes could reduce EBITDA by nearly 25%. Nory's system aims to help operators protect profitability by increasing efficiency and offsetting the impact of these changes. ([nory.ai](https://www.nory.ai/blog/autumn-budget-impact-restaurant-profit-and-loss/?utm_source=openai))
6. <https://bmmagazine.co.uk/get-funded/nory-raises-37m-ai-restaurant-operations/> - Nory, the AI-native restaurant management startup, has raised $37 million in Series B funding to accelerate the rollout of its platform, which helps hospitality businesses cut costs, streamline operations, and improve profitability. The round, led by Swedish investor Kinnevik, brings Nory’s total funding to $63 million. Existing backers including Accel also participated, underscoring investor confidence in the company’s vision and growth trajectory. ([bmmagazine.co.uk](https://bmmagazine.co.uk/get-funded/nory-raises-37m-ai-restaurant-operations/?utm_source=openai))
7. <https://completeaitraining.com/news/nory-raises-27m-series-b-led-by-kinnevik-to-scale-its-ai/> - London-based AI-native restaurant management platform Nory has secured £27 million in Series B funding, taking total backing to £46 million. The round was led by Kinnevik, with participation from Accel and existing investors. The company, Nory, is expanding its AI assistants and growing internationally. ([completeaitraining.com](https://completeaitraining.com/news/nory-raises-27m-series-b-led-by-kinnevik-to-scale-its-ai/?utm_source=openai))