GO-LIVE · E-COMMERCE

A first online store for SNA'AP & Co.

A bean-to-bar chocolate brand, taken from a brief to its own Shopify store, live at snaapandco.com.



THE BRIEF

A chocolate this slow deserves a store that doesn't rush you.

Chef Nouel Catis is the chef behind the SNA'AP brand. He wanted a proper online home for SNA'AP & Co, his bean-to-bar chocolate brand. It was his first e-commerce store. It needed its own domain, snaapandco.com, and a feel to match the chocolate: slow, warm and premium.

Nouel Catis Foodstuff Trading LLC

SNA'AP & Co is a brand of Nouel Catis Foodstuff Trading LLC.

WHAT WE DID	Design direction, a custom Shopify store and product setup.
WHERE IT LIVES	snaapandco.com
HANDED OVER	31 October 2026
LAUNCHED	13 November 2026

THE LOOK

He chose Diwan.

We showed Nouel several design directions, and he chose one we call Diwan. It borrows the layout of a majlis, the welcoming sitting room, and carries the current SNA'AP branding with it. The aim was a store that moves slowly and feels like being received, not rushed through a checkout.



Nyght Serif

صُنع هنا

A sand-coloured lattice band, a single line of Arabic, and a serif display typeface. English with Arabic accents.



FROM BRIEF TO LAUNCH

One store, five steps.

1
The brief
A proper online home, on its own domain.

2
The direction
Several directions shown to Nouel. He chose Diwan.

3
The build
A custom Shopify store for the UAE, with thirty products set up from his team's own text.

4
The hand-over
The store was handed over to Nouel's team.

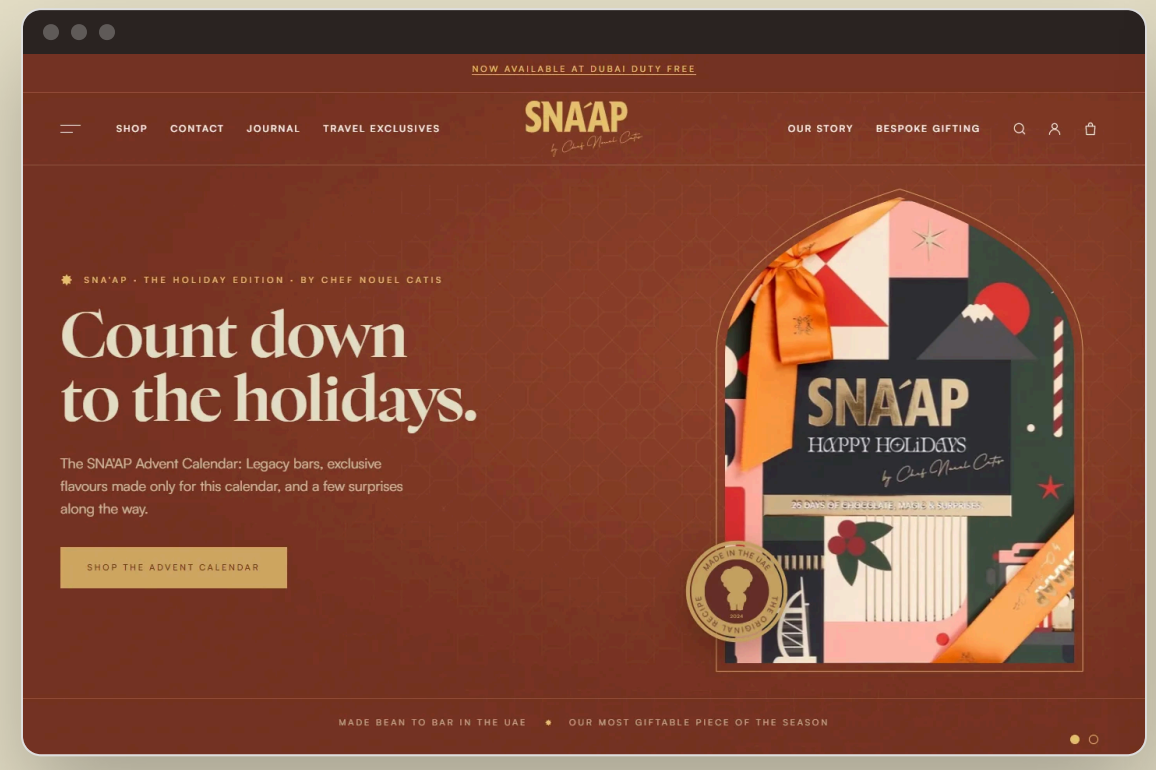
31 OCTOBER 2026

5
The launch
The store opened to the public at snaapandco.com.

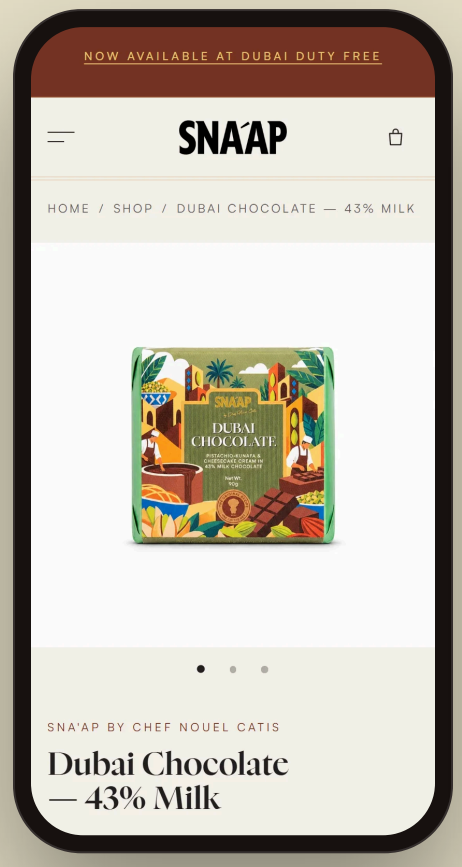
13 NOVEMBER 2026

THE STORE

Built for the brand and its team.



THE HOME PAGE



A PRODUCT, ON A PHONE



THE HOME, ON A PHONE

Thirty products went in, each set up from the descriptions, ingredients, allergens and weights Nouel's team supplied. Delivery is set up for the UAE, with same-day options.

IN NUMBERS

From brief to a live store.

30
products set up

1st
e-commerce store for the brand

31 Oct
handed over to Nouel's team

13 Nov
public launch at snaapandco.com

IN NOUEL'S WORDS

> “It's my first ecom store. I had the experience tested by my team and they are happy with the very smooth performance, the intuitive design and how easy it is to navigate around the site.”

> “I know Yong way back in 2004 so I know his quality of work. He is committed, knowledgeable and proficient in what he does. He is also very creative. He turned my vision into reality, specially in the design aspect of the site.”

> “Yes, definitely! With the ease of working with him to feeling confident with his delivery, he is ready to take on other similar projects.”

NOUEL OMAMALIN, FOUNDER/CEO

YOUR STORE, NEXT

Ready for your own?

Tell us about your brand. We will tell you plainly what it takes.