

Deep Lagoon Seafood launches in North Naples



Just driving by on U.S. 41, recent changes at the former Randy's Fishmarket Restaurant are instantly noticeable.

The warm, gold exterior of the longtime Randy's in North Naples has been repainted in cool blues and grays.



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Deep Lagoon Seafood & Fish Market recently replaced Randy's Fishmarket Restaurant at 10395 U.S. 41 N. in North Naples. (Photo: Tim Aten/Naples Daily News)

"We have reopened Randy's as Deep Lagoon Seafood, and we are open for lunch and dinner now; same great menu, same great staff. We just went in and basically gave the building some love and we're excited to have that open for lunch and dinner now," said Grant Phelan of Phelan Family Brands, the Bonita Springs-based company which also operates Pinchers Crab Shack restaurants and Texas Tony's Rib & Brewhouse.

Randy's was shuttered for about a month before Deep Lagoon Seafood & Fish Market opened for lunch Oct. 17 and for dinner Oct. 24.

"We went throughout the building and basically refurbished everything. We warmed it up a bit," Phelan said.

But beyond the new furniture, equipment, lighting and interior and exterior paint, the previous restaurant's menu and employees were retained, he said.

"We actually kept the menu exactly the same as it was before. Kept the entire staff. We wanted to keep all the good people still there," Phelan said.

That includes the same recipes, fish market, happy hour and even Randy's famous key lime pie.



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Randy's famous key lime pies are still served and available for takeout at Deep Lagoon Seafood & Fish Market, which recently replaced Randy's Fishmarket Restaurant in North Naples. (Photo: Tim Aten/Naples Daily News)

“For now, we just wanted to utilize the same vendors. Down the road, we may tweak it here and there and change the model a little bit,” Phelan said. “It’s been great. People love the changes. They are super happy we kept the menu the same and the staff and they really like what we’ve done to the building.”

The Phelans see Deep Lagoon as a new brand that is a tier above Pinchers Crab Shack, which plans to open its 12th location during the first week in December on Marco Island. Pinchers marks its 20th anniversary next year for its first restaurant in Bonita, and is the creation of his father, Tony Phelan, Grant said. But Deep Lagoon is Grant’s baby.

“The way we came up with Deep Lagoon Seafood is that we were already planning to open Deep Lagoon Seafood at MarineMax Fort Myers at Deep Lagoon,” Phelan said. “That’s where the concept of Deep Lagoon Seafood came from.”

Expect the Fort Myers location to open in fall 2017 in a building they are constructing from the ground up off McGregor Boulevard at the marina on Deep Lagoon, an inlet off the Caloosahatchee River.

“We love the Southwest Florida market, Sarasota through Marco Island. It’s a great market and I’d love to see us open six or seven of these Deep Lagoon Seafood restaurants in this market,” Phelan said.

Deep Lagoon’s logo features a black grouper and the slogan “Get away from the everyday.” The fish market filling a corner of its North Naples dining room is open every day from 10 a.m. to 8 p.m.



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A seafood market fills a corner of Deep Lagoon Seafood & Fish Market, which recently replaced Randy's Fishmarket Restaurant at 10395 U.S. 41 N. in North Naples. (Photo: Tim Aten/Naples Daily News)

"The fish market is still a big part of the business," Phelan said. "Our goal is to offer the freshest seafood in North Naples."

Deep Lagoon offers salads, sandwiches or platters of chicken or more than 15 different kinds of fish. Preparation styles include classic choices such as blackened, broiled, fried or sautéed, as well as chef signature options. A raw bar features oysters and clams on the half shell, peel-and-eat shrimp and shrimp cocktail.



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The yellowfin tuna appetizer at Deep Lagoon Seafood & Fish Market in North Naples is served with pickled ginger, soy sauce, wasabi and a seaweed salad. (Photo: Tim Aten/Naples Daily News)

Popular dishes on the restaurant's lunch menu include a hogfish platter (\$28), black grouper sandwich (\$16), and lobster mac-and-cheese (\$17). The menu is wine-focused and has a dozen different craft beers on draft, Phelan said.

Lunch plates, served 11 a.m. to 3 p.m. with a house salad, bread basket and choice of side, range from \$12 for a cheeseburger or a shrimp-and-scallop quesadilla to \$28 for a dish called Oh My God! Shrimp – three fried, blackened or sautéed shrimp with lemon, butter, white wine and garlic. Other selections of the more than a dozen choices include fish tacos (\$13), fish and chips (\$15), coconut shrimp (\$15) and fried clams (\$19). Of course, stone crab platters also are available for lunch or dinner at market price while in season from Oct. 15 to May 15.



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Stone crab claws at the fish market inside Deep Lagoon Seafood, which recently replaced Randy's Fishmarket Restaurant on U.S. 41 in North Naples. (Photo: Tim Aten/Naples Daily News)



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Black grouper prepared Mediterranean style with pine nuts, garlic, tomato and cilantro with sides of onion rings and house-made macaroni and cheese at Deep Lagoon Seafood & Fish Market in North Naples. (Photo: Tim Aten/Naples Daily News)

The dinner menu adds a few more options with a 12-ounce ribeye (\$33), captain's platter (\$30), and Alaskan king crab (market price).

Appetizers range from hush puppies (\$7) to two crab cakes (\$18). Other choices include gator bites, grouper fingers, mussels, oysters Rockefeller, calamari and conch fritters. Seafood gumbo and New England clam chowder also are available.

Desserts (\$6-\$7) feature key lime pie, chocolate lava cake, carrot cake, and pineapple upside-down cake.



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The lounge area at Deep Lagoon Seafood & Fish Market, which recently replaced Randy's Fishmarket Restaurant at 10395 U.S. 41 N. in North Naples. (Photo: Tim Aten/Naples Daily News)

Off the restaurant's main dining area is a separate lounge area with a full bar and newly added tables lining the north side of the building. A covered patio provides outdoor dining separated from U.S. 41 by a wooden fence and trees.

Deep Lagoon's restaurant, 10395 U.S. 41 N., is open 11 a.m. to 10 p.m. Sundays through Thursdays, and 11 a.m. to 11 p.m. Fridays and Saturdays. Reservations are not accepted, but call-ahead seating is available for diners to put their name on the waiting list 30 minutes prior to arrival.

For more information, call 239-631-6266 or go to deeplagoon.com.