

First eatery in Restaurant Row Naples

The new [Pollo Tropical](#) drive-thru already pops as a bright spot in a construction zone fronting Collier Boulevard just north of its intersection with U.S. 41 East. The third Collier County location for the fast-casual restaurant, known for its Caribbean-inspired marinated and grilled chicken, features the Miami-based chain's new "Big Blue" design of tropical colors.



Pollo Tropical, set to open Sept. 24, will be the first eatery in Restaurant Row Naples, which fronts Collier Boulevard just north of its intersection with U.S. 41 East. (Photo: Tim Aten/Naples Daily News)

It's always an all-day celebration when a new Pollo Tropical opens, so this location will continue that tradition during a grand opening "beach party" Sept. 24 for the drive-thru at 6833 Collier Blvd. The party begins at 10 a.m., a half hour before the restaurant opens.

The first 100 guests in line will receive a complimentary quarter chicken meal with rice and beans, and will be eligible to win free Pollo Tropical for a year and get a crack at a raffle for a weekend getaway to the Tropics. The party also will include music from a live disc jockey, spin-to-win prizes, a rock-climbing wall and other activities, according to a company news release.

[Pollo Tropical's menu](#) features bold and tangy flavors of the Caribbean. Fresh vegetables, pork and signature chicken dishes are enhanced by rubs and marinades flavored with savory island spices, mixed herbs and citrus juices.

In addition to Pollo Tropical's signature flame-grilled chicken, the chain features sandwiches, salads, wraps, platters, kids' meals and family meals. Made-from-scratch sides include rice, beans, yuca with garlic sauce and sweet plantains. A "Saucing Island" allows guests to customize their meals with additional flavors from 10 signature sauces such as cilantro garlic, curry mustard, guava barbecue, pineapple rum and a spicy option named Poyo-Poyo.

Founded in 1988, the chain operated by [Fiesta Restaurant Group Inc.](#) owns and operates more than 160 locations for Pollo Tropical. Other Collier locations are on U.S. 41 East in East Naples and on Golden Gate Parkway in Golden Gate. Pollo Tropical has five locations in Lee County.

RESTAURANT ROW NAPLES



Restaurant Row Naples is a 7-acre development with at least eight new restaurants planned for the corner of U.S. 41 East and Collier Boulevard. (Photo: Naples Daily News)

Meanwhile, Restaurant Row plans to earn its name. The developer of the 7-acre strip hopes to build eight or nine restaurants there.

The 3,762-square-foot Pollo Tropical is flanked by two other buildings still under construction. [Starbucks](#) will anchor the 6,452-square-foot building nearest the Collier Boulevard entrance to Freedom Square, the shopping center anchored by Publix Supermarket. This building also will host [T-Mobile](#) and a third, yet-unnamed business.



Starbucks will anchor this 6,452-square-foot building in Restaurant Row Naples. The building, shown under construction Sept. 8, also will host T-Mobile and a third, yet-unnamed business. (Photo: Tim Aten/Naples Daily News)

The third building coming out of the ground on the other side of Pollo Tropical will be shared by [Chipotle Mexican Grill](#) and [Pei Wei Asian Diner](#).

Three additional structures have yet to begin construction in Restaurant Row. [Texas Roadhouse](#) will occupy one of them, but the tenants for the other two have yet to be announced.