

Kruk's Philly Steaks, Slicers Hoagies open in Naples



Two recently opened local sandwich shops each offer something unique.

Former Philadelphia Phillies slugger John Kruk, who has called Naples home for years, launched [Kruk's Philly Steaks](#) on Thursday at Naples Boulevard and Airport-Pulling Road in North Naples. Framed with baseball memorabilia, the streamlined eatery features specialty sandwiches with its classic hit, Philly cheesesteaks, leading off the lineup.



John Kruk (Photo: Joe Faraoni / ESPN Images)

In February, [Slicers Hoagies](#) opened a couple of miles away in Marquesa Plaza on the southeast corner of Livingston and Pine Ridge roads. Slicers owner Will Francis wanted to create a homey atmosphere with a family feel and fresh hoagies.

“We really, really want to just incorporate a lot more fresh ingredients,” he said. “We’re sourcing a lot of organic spring mixes and, not only is our produce and everything top quality, we freshly slice everything right in front of you, so it’s made to order.”

Not only that, but after slicing the deli meat fresh, the slicer often entertains with quick service by tossing the meat at least 5 feet down the line to open hoagie rolls held by a co-worker.

“We give a little show for the customer to kind of feel like they’re at home,” said Francis, a 27-year-old South Florida native. “It creates a kind of cool, punk atmosphere to Naples.”

In addition to 18 varieties of hoagies and deli sandwiches, Slicers’ menu has more than 10 types of salads and sides such as cole slaw and chicken, tuna, potato and macaroni salads sold by the quarter-pound, half-pound or pound.

Each freshly sliced deli selection is available in three sandwich sizes. For instance, “The Slicer” — featuring double-wrapped ham, turkey and roast beef — can be ordered as a deli sandwich (\$7.35), an 8-inch hoagie (\$8.70) or a foot-long hoagie (\$11.70). The Italian with ham, capicola and Genoa salami or pepperoni is \$6.10 for a deli sandwich, \$7.25 for an 8-inch hoagie and \$9.75 for the foot-long hoagie.

“I’m really familiar with the Midwest culture and what a hoagie actually is, and I feel we’re bringing the best one to town,” Francis said.

Slicers, which converted a former frame shop near Martin Fierro steakhouse, also offers nutrient-dense micro greens as a sandwich add-on to provide a healthier option for consumers.

Meanwhile, the selling point of Kruk’s — in addition to its baseball legend namesake and Phillies red interior — is the simplicity of [its menu](#) and pricing. Kruk’s brings South Philly flavor to Southwest Florida by using classic ingredients such as imported bread and “wiz” cheese found in steak shops in Philadelphia.

Kruk’s build-your-own sandwiches are \$8.99, and easy ordering is really a triple play. First, patrons choose the meat: Philly steak, Philly chicken, Italian roast pork or beef burger. Then, they choose a cheese: bleu, provolone, sharp provolone, white American or the Philly classic “wiz” or white “wiz.” Finally, top it off with a choice of lettuce, tomato, fresh onion, fried onion, pickles, long hot peppers, sweet peppers, hot peppers, fried hot peppers, sautéed mushrooms, ketchup, mustard, mayonnaise, Buffalo sauce, marinara and ranch dressing. Other add-ons such as bacon, broccoli rabe and pepperoni are available for \$1 extra.

Fourteen specialty sandwiches, hitting each of the four meat bases, also are featured for \$9.99 each. The Krukker, or No. 29 as a nod to Kruk’s jersey number when he retired, is a Philly steak with American cheese, fried onion, ketchup and mayo. The Bush, named for fellow Philly native and Kruk’s co-owner Kevin Bush, is an Italian pork sandwich with provolone and au jus.

Sides include Bay fries with Old Bay Seasoning and white “wiz,” beach fries with sea salt and vinegar, beer-battered onion rings and a Jay roll with chicken tenders and fries.

► **Kruk’s Philly Steaks**, 6434 Naples Blvd., unit 404, is open 11 a.m. to 8 p.m. Mondays through Saturdays, and 11 a.m. to 6:30 p.m. Sundays. For more information, call 239-572-8128, or go to krukssteaks.com.

► **Slicers Hoagies**, 13020 Livingston Road, suite 15, is open 10 a.m. to 8 p.m. every day. For more information, call 239-280-0703 or go to slicershoagies.com.