One of the main trends in the industry reformulation of meat products is in the interests of consumers by improving health through diet. Meats containing functional ingredients are seen as an opportunity to improve their "image" in the face of consumer needs, as well as upgrading of the goals of nutritional diet. Given this, this study aimed to evaluate the influence of flaxseed golden oil, flour or seed in bovine hamburgers using sensory evaluation and survival analysis to select the best level of acceptance of each ingredient. It has been utilized rib and shoulder cuts to elaborate hamburgers containing levels of 2.5%, 5.0%, 7.5% and 10.0% of flaxseed golden oil, flour or seed, and a control formulation. The sensory evaluation considered the following attributes: appearance, flavor, texture and aroma also being applied, the overall acceptance testing and purchase intent. There was no difference \( (p>0.05) \) between the appearance of products. However, other attributes scored lower for the addition levels of 7.5 and 10.0% of each ingredient, being that the addition of up to 5.0% of each ingredient received good sensory acceptance. Survival analysis showed that addition levels greater than 10% of flaxseed golden and derivatives would be well accepted by consumers. In the analysis of optimization, in general, the flavor and texture attributes were most influenced the acceptance of products. It was concluded that the addition of flaxseed golden and derivatives in beef burgers is feasible and is a healthier alternative food to the population.