In 2010, the Northeast of Brazil added up to 90.3% of the total national goat's heads indicating an alternative to generate economic growth. Another activity that has been widely explored is the use of products available in Brazilian biomes such as “Caatinga”. The Embrapa-Goats and Sheep developed a variety of “ Coalho” cheese added with Pequi (Caryocar brasiliense) oil due this fruit has a distinctive flavor and has been attracted producers and consumers also due to nutritional properties such as antioxidants, vitamins, proteins, minerals, sugars and essentials fatty acids. In 2009, Brazil harvested 5786 tons of Pequi almonds and Ceará state harvested 3121 tons, which proves to be a major producer of this fruit. Consumer opinions were collected during the sensory acceptability together with attributes such as appearance, flavor, texture and overall appearance through the Acceptance Test with 9-point hedonic scale. The buying intention was evaluated by scale of 1 to 5. The physical-chemical, microbiological, and electrophoretic characterization of cheeses was carried out during 45 days of ripeness. The data were analyzed by ANOVA and the means ± standard deviation obtained by t Test (P> 0.05). The cheeses had an average between 7 and 8 to aspects mentioned above and to intention purchase 4 points. Therefore, the results showed that this cheese can be seen as an incentive for producers that want to be outstanding in the market and want to introduce a new product on the market, allowing using products available in Brazilian biodiversity, increases special characteristics in goat's cheeses.