Dairy foods, including fresh cheeses, are among the major probiotic products nowadays. Fresh cheeses offer excellent conditions for survival and growth of probiotic strains. Changes in cheese milk can affect the rheological and sensory behavior of the final products. Flash profiling is a flexible method meant to position products rapidly according to their sensory attributes. Consumers of fresh cheese evaluated ten different brands of probiotic and conventional fresh cheeses and data were analyzed by generalized Procrustes analysis. The first dimension of the consensus configuration explained 65.47% of the variability and showed that types, such as full fat, light, and probiotic cheeses, did not separate samples. On the other hand, the second dimension explained 17.18% and separated the samples Full Fat 2 and Light 3 from Full Fat 1, Light 1 and Full Fat 4. Samples Full Fat2 and Light3 were sensory similar in the attributes of adhesiveness, firmness, sour taste, buttery aroma, rancid aroma and salty taste. The sample Full Fat1 was mainly characterized by the attributes yellow color, strong aroma, milk aroma, and buttery taste and the sample Light1 was mainly characterized for the attributes of milk taste, soft texture, presence of lumps and creaminess. The flash profiling presented relevant results and can be a sensory method used for description and study of related attributes apply to fresh cheeses.