Pumpkin seeds are consumed in some regions of the world. However, such consumption is small compared to the great amount that is discarded, despite its potential application in preparation of industrial-scale food. This paper aimed to evaluate the acceptability, appearance and nutritional quality of cereal bars (CB), added in different concentrations of two kinds of pumpkin seed flour (PSF) *Cucurbita maxima* L., in place of oat flakes. The PSF-1, with thinner grains (56% of the grains below 1.19 mm) and the PSF-2, thicker (80% of the grains above 1.19 mm). Five formulations were prepared: BC-1 (control – 100% oat), BC-2 (50% oat and 50% PSF-1), BC-3 (100% PSF-1), BC-4 (50% oat and 50% PSF-2) and BC-5 (100% PSF-2). BC-2 had the best acceptance, with averages of 9 points in the Hedonic scale between the terms extremely like and extremely dislike for features: appearance (6.9), flavor (6.4), texture (7.4), overall appearance (6.8), besides purchase intent (3.4) on a scale of 1 to 5. 100 g of CB-2 showed: 11.4 g moisture, 12.02 g protein, 5.51 g lipid, 1.51 g ash, 6.17 g of insoluble dietary fiber, 0.57 g of soluble dietary fiber and 62.82 g of carbohydrates, in addition to the estimated overall energy 348.75 kcal 100 g⁻¹. It is concluded that the CB with 50:50 (oat:PSF) had an increase of protein and dietary fiber content, improved CB acceptability and appearance, besides lowering in estimated energy value.

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