The Superintendency of Industry and Commerce of Colombia (SIC) gave the Origin Denomination of cholupa (*Passiflora maliformis*) from the Department of Huila, which represents the recognition of the special characteristics of a fruit from the *Passifloraceae* family. This fruit is characterized by persistent and attractive aroma and sweet or sour taste depending on the ripeness. Its quality and characteristics are essentially depending on natural factors as the geographical location, weather, agricultural, topographic and genotype. The aim of this study was to standardize the formulation of a refreshing drink from cholupa to promote not only the consumption of healthy foods, but also employment and a better use of our exotic and unfamiliar fruits.

It was evaluated three different formulations without preservatives by varying fruit concentration, sugar content, and pasteurization time. Pasteurization was used as preservative treatment for 5, 8 and 10 minutes at a temperature between 85-95 °C, Brix degrees were between 12.5 to 14.5, and the percentage of acidity was 0.38%. The shelf-life was 4 weeks. Through sensory analysis it was determined that the product obtained was accepted by potential consumers, which valued especially its taste, odor and color. Therefore, it was standardized the formulation, the process to obtain a ready-to-drink beverage and its label based on Colombian regulations. This beverage was refreshing and with sensory cholupa attributes.