Juçara palm fruit (*Euterpe edulis*) is found in the Atlantic Forest in Brazil. Conservation methods are needed to prolong its shelf-life. Pasteurization, acidification and freezing can improve the shelf-life of food products. The present study evaluated the effect of pasteurization and acidification on sensory quality of juçara frozen stored pulp. Control samples (non-acidified and non-pasteurized), acidified pulps (0.5 % citric acid), pasteurized (80°C for 5 minutes) and finally, pasteurized and acidified pulp (0.5 % citric acid; 80°C for 5 minutes) were packed in polyethylene bags and stored under -18°C for 45 days. Sensory evaluation (acceptability test) was carried out by a 50-member untrained panel (21 to 25 years old). Scoring was carried out on paper ballots using a seven-point hedonic scale (7 = like extremely and 1 = dislike extremely) for the evaluation of flavor, aroma, color, appearance, texture and overall acceptability. The sensory evaluation was performed with pulp added by 10% banana and 10% sugar, on the first, fifteenth, thirtieth and forty-fifth storage days. The flavor of non-acidified samples showed higher score ("I liked moderately"). No difference (p > 0.05) was found between storage time or treatments (flavor). Treatments or storage time did not change the sensory attributes (aroma, color, appearance and texture) and the samples were classified by the panel as "slightly liked". Acidified and pasteurized sample showed the lowest score (overall impression) only on the first day. Pasteurization and acidification can be used to improve the shelf-life of juçara pulp and retained its sensory quality.