Crossbreeding of two or more breeds from *Bos taurus* and *Bos indicus* species is an alternative for obtaining high quality meat from adapted animals to tropical climates. Sensory characteristics such as tenderness, flavour and appearance are important to verify consumers’ acceptability and need to be addressed on meat quality control. This study aimed to evaluate the sensory characteristics of beef from crossbred animals from tropical climate adapted and non-adapted breeds. Steaks from ninety animals, steers and heifers from crosses of Canchim, Hereford or Braunvieh bulls with 1/2 Angus x 1/2 Nellore, 1/2 Senepol x 1/2 Nellore or Nellore cows were evaluated. Animals were raised at pasture and feedlot-finished for 3-4 months. Animals had an average age of 20 months and live weight of 492.1 kg. The steaks were removed from the 12 and 13th rib of the left half carcass, cooked at an internal temperature of 75°C and each sample was randomly assigned to a ten-member trained taste panel. Attribute ratings were electronically collected using nine point descriptive scales for beef characteristic aroma/flavour (1=extremely bland; 9=extremely intense), tenderness (1=extremely tough; 9=extremely tender) and juiciness (1=extremely dry; 9=extremely juicy). Values ranged from 4.3 to 5.9; 4.3 to 5.7; 4.4 to 6.7; 5.1 to 6.2 for beef characteristic aroma, beef characteristic flavour, tenderness and juiciness respectively. No differences nor interactions (P>0.05) were found among studied effects for all attributes. Sensory characteristics of the beef from these animals were not affected by bull/cow genetic group and sex.