Brazil has an area of around 281 thousand hectares planted with coconut culture, and its fruit is rich in lipids, carbohydrates, proteins, vitamins and minerals. The process of baking alters the sensory properties of foods, enhancing their palatability, destroying enzymes and microorganisms, reducing the water activity with a consequent increase in food shelf life. Food quality is defined by physico-chemical parameters, nutritional value, sensory attributes (color, flavor and texture or consistency) and microbiological quality. This study aimed to develop a natural coconut “snack” with added spices, by drying and baking, market research and sensory analysis for product acceptance and preference. The following parameters were analysed: moisture, ash, lipids, proteins, carbohydrates, total coliforms, fecal coliforms, Salmonella, molds and yeasts. After being sliced, the “snacks” were baked and stored in laminated packing polyethylene for 60 days for analysis of sensory and microbiological quality. The sensory characteristics such as texture and crispness did not change after stored, and proliferation of spoilage microorganisms did not occur. The product had good acceptability about its purchase by market research and approved in sensory analysis by different judges (the flavor of bacon being most preferred), which proves to be a product with good potential for sales.