Currently, the consumption of mixed drinks made with tropical fruits has surged as a market trend. When the acerola is not ripe, it is rich in antioxidant compounds, however, the cajá does not have large amount of these compounds. This study aimed to develop formulations of a mixed drink made from the caja pulp with the addition of powdered green acerola in the percentages of 0%(F1), 1%(F2), 2.5%(F3) e 5%(F4) to increase the concentration of vitamins and antioxidants. The study's goal was also to measure the preference and purchasing intentions of the consumer. Ordering preference and purchasing attitude tests were given to 72 non-trained judges. The formulation F2 had the highest preference($p \leq 0.05$) exceeding the F1(control). Formulations F1 and F3 did not differ significantly, demonstrating that the addition of 2.5% of did not alter the preference. As far as the purchasing attitude, F2 reached 73% of positive attitude towards buying, with responses from "definitely would buy" and "possibly would buy" demonstrating satisfactory acceptance by the consumer, more than 52% with F1. The F4, with the highest percentage of acerola powder, had the lowest preference and 73% of the intention of purchasing responses had negative purchasing attitude, with notes of "possibly not buy " and "certainly would not buy". Therefore, the data suggests that the addition of 1% of acerola powder in the caja juice allows you to develop a mixed drink with highly satisfactory preference and purchase intent by the consumer.