Recently, with the expansion of industry agro food there is a need for the consumer by the natural product with high nutritional and functional properties. Thus, there is an increase in production of fruits, especially those with characteristics sensory exotic. The present work aims at the development of a mixed pulp of hog Seriguela (*Spondias purpurea*) and Cupuaçu (*Theobroma grandiflorum*), to a greater acceptance of these fruits in the food industry, thus avoiding the post-harvest waste. Were evaluated the sensory characteristics, pH, titratable acidity (TA) and soluble solids (SS). The mixtures were evaluated for the pulp plum different concentrations (0%, 25%, 50%, 75% and 100%) added to cupuaçu, they were evaluated by 15 tasters sensory semi-trained using the hedonic scale for 5 points for the acceptability of the product and 2 points for the purchase intention. The SS of the samples were standardized at 14 °Brix, they showed a pH between 3.8 to 4.0 and TA between 26.4 to 95.2 ml of NaOH 0.1 N. The results of the sensory analysis of contents do not different among themselves significantly (p < 0.05), and overall evaluation of all reached average score combinations approximately 4, which corresponds to "liked", which indicates a good market potential. Thus, one can conclude that both contents are suitable for marketing, in order that a good result showed sensory.