In order to prolong the shelf life of fruits and reduce the damage caused by the breathing process, edible coatings have been used. The objective of this study was to evaluate the acceptance for appearance, odor and visual texture, and purchase intent of “Fuji” apples coated with edible coatings of zein (corn proteins). Formulations were evaluated in 4% (by weight) of proteins 1 and 2% oleic acid (OA) under refrigerated temperature (5°C) for a period of five weeks. Fifty judges performed three analyzes for each test, every twelve days. It was used in acceptance testing, nine-point hedonic scale (1-dislike extremely to 9-like extremely) and purchase intent test, five-point scale (1-certainly would not buy and 5-certainly would buy), with results submitted to ANOVA. The fruit coated with 1 and 2% OA received lower average of purchase intent in the application of this test, with a final average of 3,62 and 3,25 respectively, but differed statistically (p ≤0,05) from control fruits with 4,25 intention. When it comes to acceptability, there wasn’t any significant difference between the fruits with coverage for odor and texture attributes. For general appearance only in the third week the fruits did not differ at 1% of the without coverage. Although fruits without coverage had presented the highest averages for purchase intent among the fruits with coverage, those fruits to 1%OA had more potential in extending the life of “Fuji” apples, as the nearest to their average fruit without coverage.