The tambaqui (*Colossoma macropomum*) is found in the tropical South America and in the Central Amazonia, it is much appreciated for its flavor and it is an important source of animal protein. The aim of this study was to enrich the product with soy protein in order to increase its protein level without altering the sensory of the fish cake. Part of the material fished was smoked and another part was cooked, then the remaining ingredients and 5.5% of soy protein in relation to the amount of meat used were added. Sensory analysis was performed using a hedonic scale of nine points, it were analyzed appearance, aroma, color, flavor, texture and overall acceptability, as well as the frequency of consumption with a nine-point scale and purchase intent with a five-point scale. To bromatological analysis, moisture, ash, lipids and proteins were analyzed. Both sensory and bromatological results were analyzed by ANOVA one-way. It was observed a significant difference to bromatological results (except to lipids), but not to any sensory result \( (p < 0.05) \). The fish cake sample was well accepted, since the average scores were between 7 and 8. The acceptance rate was 87.22% and 83.88% for the fish cake with smoked fish and fresh fish, respectively. The average purchase intent was around 4, indicating the possible purchase by the taster. Thus it can be concluded that the proportion of added soy protein did not affect the choice of products, since it was not found any significant difference for sensory evaluation.