Cranberry is a red fruit, with a bitter and astringent taste, and antimicrobial and antioxidant properties. The functional proprieties of the cranberry is due to the presence of phenolic compounds also present in grape juices. This work consisted on the development of a juice blend made of grape and cranberry extract. Its acceptability was verified by sensory analysis as well as the antimicrobial property of the cranberry extract. For the sensory analysis, affective tests was applied using nine-point structured hedonic scale ranging from dislike extremely to like extremely. The antimicrobial activity was tested with the cranberry extract against Escherichia coli, Bacillus cereus, Bacillus subtilis and Staphylococcus aureus by incubating $10^5$ cells/mL medium (0.2% peptone, yeast extract 0.1%, 0.05% glucose and extract cranberry to 1.5%) at 25 °C/24h. Three formulations of the blended juices were prepared with a cranberry extract : grape juice proportions of 1.0:9.0, 1.5:8.5 and 2.0:8.0, respectively. The proportion of other ingredients in the formulations was maintained constant. Sensory analysis was performed using 21 untrained panelists and results showed that the juice blend with greater acceptance was the one containing 1.0% cranberry extract and 9.0% grape juice (p>0.05). Cranberry extract with 1.5% was able to inhibit the growth of E. coli. Considering the market demand for differentiated products and functional health properties, a mixture of cranberry juice and grape showed a market potential.