The market is becoming to be more demanding over the years, consumers do not look Just for a new product, they search for products that have functional characteristics beyond the habitual like preventive or therapeutic. From this conception was originated a blend of cupuaçu's pulp juice in nature and extract of soy's grain in 50/50, 60/40 and 70/30 proportion denominated 1, 2 and 3 samples, respectively. The sample was submitted to senatorial analysis to attest your Acceptability, Buy Attitude and Characteristic Profile. The analysis of variance (Tukey test) revealed that, among the different formulations of the blend, the one that obtained the highest Acceptability was the 50% concentration of both samples. In the Buy Attitude test, the result was also in favor of the 1 sample, of the response between who always eat and eat often. Finishing with the Characteristic Profile, the sample 1 had the better evaluation, getting the highest score in relation of a appearance, color and flavor, being surpassed only by the sample 3 in relation of texture. Thus accepted by most employees in sensory analysis, the blend becomes a viable product, since it is a technological innovation as well as a functional product with therapeutic characteristics, protein and much nutritive, ensuring the characteristics of both the cupuaçu and soy.