Wheat flour has many applications in the food industry, having an important role in the economic and nutritional food. The characteristics of wheat flour from interference of growing conditions, harvest the grains used as raw material. Based on the large volume of wheat imported by Brazil for the manufacture of flour and subsequent use in domestic food industry as well as considering the quality of the raw material used in the preparation of wheat flour exerts direct interference on their final properties, it is necessary that assessments on the quality of flour sold are always present in scientific studies so that it reaches the consumer meeting all the standards in current legislation, this study aimed to draw a profile of a type of wheat flour sold in the city of Ponta Grossa – Paraná, through rheological, physical-chemical and microbiological. The analysis showed that all samples of flour sold the city have very similar results, showing that the mills are using grains or grains mixtures for the preparation of meals that have similar characteristics. Then, these meals have characteristics in accordance with the law and with little variation between them.