Nowadays, is notable the increasing interest in the possible health-promoting effects of phenolic compounds. The guava jam with addition of concentrated grape juice, a new product, was studied for its phenolic compounds (PC) content and stability, by the evaluation through 90-day storage at room temperature (on average 25 °C). To these end, one standard formulation (GP) and one enriched formulation (GS), in which concentrated grape juice was added in the proportion of 29.70 %, were elaborated. The amount of phenolic compounds in the guava jam extracts was determined by the Folin-Ciocalteau colorimetric method, using gallic acid as a standard. As expected, it was found a greater concentration of phenolic compounds in the GS formulation than in the GP formulation, with the values of 490.00 ± 0.54 mg GAE/100g jam for GP and 1109.23 ± 2.18 mg GAE/100g jam for GS, at the 1st day of storage. Moreover, the data obtained over the monitoring period showed a decreasing on the PC content with the days, with significant differences (p ≤ 0.05) among the values found at the 1st, 45th and 90th day of storage, for both GP and GS formulations. The pair of guava jams presented similar stability over the storage time, since the PC content of GP formulation dropped 32.18 % while the PC content of GS formulation dropped 36.21 %. The quantification of phenolic compounds, as well as the study of its stability in foodstuff, constitute fundamental tools to authenticate their potential health benefits in human nutrition.