This work has developed seven spice powder formulations based pequi with added spices that were used in the preparation of rice to evaluate the preference and sensory acceptability. The formulations were performed according to the experimental design Simplex having as independent variables pequi powder, salt and spices and mix in response to sensory acceptability. Were dehydrated pequi. The contents of moisture, ash, proteins, lipids, carbohydrates total, carotenoids and phenolic. The rice prepared with different concentrations of pequi was subjected to sensory analysis by applying the test of acceptability and purchase intent. Among the formulations seasoning powder pequi there was no difference sensory significant at 5 %, all formulations accepted. The optimal formulation of the spice was defined by response surface methodology consists of 58.24 % pequi flour, salt 32.36 % and 8 % mix of spices. The nutritional characteristics of seasoning were statistically similar to the dehydrated pulp. The inclusion of the fruit in the diet becomes easier when new forms of use as seasoning pequi are brought to the attention of the population.